Dear Members:

Happy Eve of the Eve of HP7, everyone!

Booksellers, we're looking for photos of your storefronts, so we can show them off in the Footnotes banner, like the Inklings Bookshop photo above. We'd like to rotate a variety of store photos on the front page of our website, as well. E-mail your shots (as jpeg or tiff files @ 300+ dpi) to info@pnba.org.

As hard as it might be to believe, it's time again to start thinking about the Fall Show and Holiday Catalogs.

Booksellers should have received Holiday Catalog order forms last week. Contact Brian, if you have questions or didn't receive the forms.

If you haven't participated in our Holiday Catalog program yet and want to know how it can help you sell tons of books, or if you're looking for some inspiration and ideas, read Pat Rutledge's step-by-step guide to using the catalog below.

This year, for the first time since 1995, the Fall Show will be held in Bellevue, Washington, a suburb of Seattle, at the Meydenbauer Center. The show will run Wednesday, September 19 through Friday, September 21, with Education Day on Wednesday and exhibits on Thursday and half a day on Friday. There's a complete show schedule on our website.
Perhaps because of this move to the Seattle area, or perhaps because we know how to treat authors well, we have been offered a lot of *wonderful* authors for this show, which you can read about below.

Plus, we have some very excellent educational sessions on the list. The only thing wrong is the absence of George's Wake Up with Yoga session. You'll just have to wait until next year for that one!

We've got room blocks on hold at two local Bellevue hotels: the cheaper one--across the freeway from the Meydenbauer--is the Coast Bellevue Hotel ($109/night plus taxes, at 800-663-1146); and the fancier one is the Sheraton Bellevue, three blocks south of the Meydenbauer, with rooms for $120/night plus taxes, at 866-912-1157. Remember to tell them you're with PNBA, to get our group rate, and be sure to reserve your room before Friday, August 31. Complete hotel information is available on our website.

You can send four staff members to attend the show for free, and it's just $5 for each additional person. Your attendee registration form for the show is available here. Just fill it out and snail mail or fax it to us.

We're looking forward to seeing you in September for this annual rite of Northwest bookselling.

Sincerely,

Thom

Established in 1947

Sales rep Kurtis Lowe took these photos of the signage at Jerrol's Book & Sunnu in Ellensburg, WA during an April road trip. Jerrol's specializes in
The Fall Tradeshow's Amazing Author Line-up

Michael Hoeye, who wowed us with his inventive display for the first Hermux book (self-published!), is coming back to the show on Wednesday to offer a presentation about his success in the business. He says that he couldn't have done it without a lot of help, and he names names. He tells us, though, that this presentation is not for the weak-kneed, so be warned. Michael will give the Keynote Address at the luncheon on Education Day, from noon to 1:00 pm. He will also sign copies of his newest Hermux book, "Time to Smell the Roses," (Putnam) at the Autographing/Dessert Party that same night, which will be held at the Coast Bellevue Hotel.

The Thursday Book & Author Breakfast will feature Beth Lisick, author of the bestselling "Everybody Into the Pool," who will promote her new book, a humorous jab at the multi-billion dollar Self-Help industry, titled "Helping Me Help Myself" (Morrow). Mike Perry, who impressed booksellers with his first book, "Population: 485," will be discussing his
latest hit, now in paperback, "Truck: A Love Story," from HarperCollins. (The booksellers at Mountains & Plains tell us he is a wonderful speaker!) Scholastic is sending us the man who produced the pop-up art for Maurice Sendak's "Mommy?" Matthew Reinhart, who will sign copies of his newest creation, "Star Wars: A Pop-Up Guide to the Galaxy." And Judy Schachner, whose fabulous "Skippyjon Jones" books have been on the PNBA Bestseller Lists since they were first released, will discuss her newest effort "Skippyjon Jones and the Big Bones," from Dutton.

The Feast of Authors, now in its fourth year, will feature twenty authors who will move from table to table throughout the evening, while the booksellers eat. Featured authors will include such luminaries as Sebastian Faulks for his book "Engleby," but who might also tell you something about his deal to write the next (and last!?!?) James Bond book. Chelsea Cain, who is receiving massive buzz with her first thriller, set in Portland, "Heartsick," from St. Martin's Press, will charm you with tales of writing about a female serial-killer. Meg Tilly (yep, that Meg Tilly . . . from The Big Chill) will be there promoting her new YA book "Porcupine: A Novel," from Tundra Books. Seattle's own Congressman Jay Inslee is coming all the way out from D.C. to tell you about his book "Apollo's Fire," which explains his vision for how America can reverse global warming, gain energy independence, and enjoy prosperity, all with an optimistic attitude and a booming economy. Lauren Kessler will be there to talk about her new nonfiction book, "Dancing with Rose: finding life in the land of alzheimers," for which she recently blogged eloquently at Powells.com. These are just a few of the terrific authors who will attend the Feast. We hope that you will be there, too!

Finally, the Friday Breakfast brings you a dais full of PNBA favorites, or future favorites! Sherman Alexie, who is as entertaining to listen to as he is to read, will tell us about writing YA fiction, his "Absolutely True Diary of a Part-Time Indian," from Little Brown. Algonquin Books of Chapel Hill (have they ever sent us a less-than-stellar author??!) will feature Brock Clarke, who is already making waves with independent booksellers who are raving about his novel "An Arsonist's Guide to Writers' Homes in New England." Previous PNBA Award-winner Molly Gloss will offer a behind-the-scenes look at her new book, "The Hearts of Horses," a wonderful story of a young girl and her early career with horses in Eastern Oregon in the early 1900's. Completing the picture, with a new story in pictures of the classic Big Bad Wolf, will be J. Otto Seibold and Judy Sierra, whose "Mind Your Manners, B. B. Wolf" from Knopf may be the only title
Your Manners, B. B. Wolf from Knopf may be the only title featured at this Breakfast that will NOT be in our Holiday Catalog this year!

Gift of the Unmage
by Alma Alexander
1st in Young Adult WORLDWEAVERS trilogy from HarperCollins
WorldWeaversWeb.com

‘Although it will appeal to those who love Harry, there is much more in store for readers...’ VOYA starred review

BookPro of the Month
Holiday Catalog School
by Pat Rutledge of A Book For All Seasons

Pat Rutledge (second from left) and staff members pose in their Holiday Catalog Book Nook. Books are shelved in the same order that they appear in the Catalog.

Back in the old days, before our store committed wholeheartedly to the Holiday Catalog, our holiday mailing was a long and arduous process: Order catalogs without imprint; stamp catalogs with store credentials; purchase, stamp and label 9x12 envelopes; stuff catalogs into the envelopes and moisten and seal; sort for mailing; deliver to post office; stand in line, etc. You get the picture!
What a relief it was when we committed to 10,000 + Catalogs, and the Catalogs came imprinted and we inserted them into our daily paper. We now had the Catalog, not only in the hands of customers on our mailing list, but we were also reaching folks who had never set foot inside our store, and at the same time, freeing our staff for more productive activities.

I thought it was too good to be true; a quality Catalog representing my store and the PNBA reimbursing half the cost of insertion, up to 4 cents per piece. And all we were being asked to do was report our catalog sales by mid-January!

The staff agrees that it has been an excellent resource for holiday suggestions and has the added value of making us look professional.

**Ordering Holiday Catalogs**

Decide how you will distribute the catalog outside the store:
- Direct mail from the store database
- Insertion in daily or weekly paper
- Mailing to a postal zone
- Alternative insertions; i.e., Chamber of Commerce Newsletter, School Newsletter, etc.

Once you have decided how you will distribute the Catalogs, you will know how many you can justify ordering.

**Marketing with the Holiday Catalog**

Once you have decided on the quantity and distribution method, you'll want to decide when you want the Catalogs to hit the street. This street date will vary from store to store. Depending on your market and your competition, you will decide whether you want to get your catalogs out in early November, right after Thanksgiving or the beginning of December.

If you decide on a newspaper insertion, you'll need to know that date when you order your Catalogs from PNBA and, at the same time, you'll need to provide the artwork for your Catalog imprint.

Once you have sent off your Catalog order, it's a good time to start creating your marketing campaign around the catalog.

Here are some points you might want to consider for your marketing campaign.
Commit to carrying all the books. (We have found that books we thought wouldn't sell, did!)

How you will display the Catalog books in your store. Our store virtually has no display windows or designated display areas, so we make a Holiday Catalog book nook by clearing a section of shelves and displaying all the books as they appear in the catalog; page by page. Our customers, as well as the staff, like this visual display as it makes it a breeze to locate a requested title, while at the same time creating a holiday focal point for the store.

Distribution and promotion within the store
- At your store events
- As bag stuffers
- With every special order and mail order
- Included in all mailings during November and December; i.e. payments to local businesses, etc.

Participation in the PNBA Catalog display contest, just for the fun of it
Host a staff holiday party. It is essential to get the staff behind the catalog. Last year we hosted a staff party and asked the staff beforehand to be prepared to share at least five books in the Catalog that they were excited about and could hand sell. We all walked into the party with our annotated Catalogs in our hands and walked out with a slew of titles we were excited about in our heads. It also served as a great time for us to gather over wine and cheese and get psyched for the season.

Distribution and promotion within your community:
- Host a holiday party for your customers, possibly discounting Catalog titles during the party. We usually have music, food, wine and all the staff available to help with book selections that night.
- At local businesses, medical clinics, beauty salons, lodging establishments, restaurants, teachers' lounges, etc.
- Assisted living facilities, nursing homes, etc.; including a coupon for free gift wrapping can be a real sales point.

Other marketing and promotion:
- If you're doing a newspaper insert, consider running an ad in the same paper or an earlier issue announcing the Holiday Catalog and offering a limited time discount on catalog books.
- Promote the Catalog in your newsletter, email newsletter,
Promote the Catalog in your newsletter, email newsletter, MySpace and in all other venues you use for promoting your store.

- We sponsor a radio talk show and that seems to be one of our best ways of getting the word out about the Catalog.

As with all advertising and marketing, the results are only as good as the thought and effort given them. The big difference that I see with the Holiday Catalog is that PNBA provides, free of charge, a professional advertising piece for its membership and all that’s left for us to do, is develop a good marketing strategy to use in our individual stores.

**Remember, it’s as simple as this:**
1. Commit to the Catalog and to carrying at least one of all titles
2. Create a marketing campaign for your store and a catalog party for your community
3. Count up your increased sales all the way to the bank, and report your sales to PNBA to get your reimbursement

Pat Rutledge, owner of *A Book for All Seasons* in Leavenworth, WA, was recently profiled in *Business Week* magazine. She’s a former PNBA Board of Directors President and your Holiday Catalog BookPro. Reach her with your Holiday Catalog questions at abookfor@earthlink.net.

Author Fair at Bob's Beach Books Plaza
Bob's Beach Books and The Book End in Lincoln City on the Oregon Coast are sponsoring three author fairs this summer. Twenty local authors signed books at the first fair, pictured above. "All the authors seemed to have a lot of fun talking with each other and the public--and buying each others books." says Bob's manager. "We want to promote as many of our Oregon authors as possible and learned quite a bit at last fall's PNBA show that will help us do that." The next fairs will take place July 28 and August 25.

Bookseller of the Month
A Conversation with Insatiable Reader Susan Richmond of Inklings Bookshop in Yakima, WA

Insatiable reader/coffee drinker Susan Richmond

Inklings opened in 2000. What led you to open a bookstore?

My life has always been filled with books. My Mom took a part-time job cleaning the library in my hometown of North Bend, WA when I was about four. After library hours, she took me with her while she worked. She showed me how to take a book out carefully and leave a space, so I'd know where to re-shelve it. I spent many, many happy hours oblivious to the vacuum cleaner buzzing around me.

All this is to say, I didn't outgrow that insatiable need for words and books. When our son married a sweet girl who loved books as much as I did, we talked endlessly about books and about what fun it would be to have a bookstore until one day my husband said, "Are you going to talk about it forever or are you going to do it?"
it forever or are you going to do it?"

So, we applied for a business license, found a great location, looked for a bank that would lend us some money, etc. As momentum increased, we reached a point where there was no turning back - no matter how scared we were!

**Inklings moved recently. What's the new location like and how has the move affected sales?**

Our old location had an ambiance that is every bookseller's dream. Wood floors, big, exposed beams, skylights, and charm, but it lacked the traffic we needed to survive. Upstairs in an old fruit warehouse, we watched sadly as many of our neighboring businesses left for greener pastures and our traffic decreased even more.

When a great location became available, we thought that it had what we needed. At a major intersection, across the sidewalk from Starbucks, with neighboring establishments that were places that people needed to frequent, such as a grocery store, video store, banks and a library. We were in the old location for six years and we've been here since November. We traded track lights, wood floors and our espresso bar for fluorescent lights, carpet and buying our coffee.

We're on the main floor, and our sign is visible from two sides of the building. Our traffic has nearly doubled, and we are only about a mile from our old location. Our sales are up significantly, and we were surprised and pleased to hear that Starbucks has seen an increase in traffic and sales since WE moved in!

**How many of your staff members are related to you, and what's it like working with so many family members?**

There was a time when I was working with at least 10 close or extended family members! I can't even begin to explain the relationships here, so you'll have to ask me at the next PNBA show. Those were the days when we held family birthday parties at the store in the evening and adjusted gift opening around the Christmas Eve store schedule. Now there are only four, two of our daughters and two of my old partner's cousins. Ninety percent of the time working with relatives is great, but I would say that when you are dealing with the other 10% it is much harder than with other staff.
It's so great to see staff photos and bios on your website, but we couldn't help noticing that four out of eight staff members are holding cups of beverages. What's the significance of that?

We are addicted to beverages. We miss our old espresso bar and we find ourselves drawn to visit Starbucks frequently. We also don't like having to pay for our coffees!

You always have great ideas to offer other booksellers. What's your great idea of the moment?

I'm sure most of my good ideas have been stolen from other booksellers. I listen very closely when I go to tradeshows and try to learn as much as I can from my peers. I'm a little addled here at the end of the day, but the ideas that come to mind are:

1. We are going to buy some of those decoy owls that scare away other birds and hang them in our windows to advertise the HP party coming up.

2. I've hired a part-time employee for the summer to address things we never get around to, such as better signage in the store and better use of co-op dollars.

3. Hiring a retired elementary teacher as our Education Specialist was one of the best things I've ever done. Gayle has significantly increased our school sales. We are very close to realizing our goal of having at least one teacher in every school building in Yakima ordering classroom books from Inklings. I can't believe how much that having school funds from Purchase orders coming in regularly helps. Now, even when we have our seasonal lulls in the store, cash flow is much better!

Inklings regularly hosts author events. Is it difficult to get big-name authors to come to central Washington?

One of the funniest things happened at a PNBA author dinner a few years ago. Gary Robson from Red Lodge Bookstore in Red Lodge, Montana, asked author, R.L. Stine if Scholastic would ever consider sending him to somewhere like Red Lodge. Stine started laughing hysterically and when he regained control, he said "I'm sorry, that was very rude". In other words, the answer was "NO!" Poor Gary. Well, Yakima is the Red Lodge of Washington. a bit off the beaten
Yakima is the Red Lodge of Washington, a bit off the beaten path, so there are some authors who will likely never come here for a signing.

Once in awhile, though, we've been lucky. When the Yakima Town Hall Lecture series brought in Garrison Keillor, we contacted his publicist to see if he could stop by here. Mr. Keillor agreed and we had a fabulous event with him. He graciously chatted with customers and signed books standing up (his preference) until everyone was happy. I guess if you don't ask, you'll never know if someone you think is unlikely will agree to come.

Didn't C-SPAN come to one of your events?

When Teri Hein, author of Atomic Farmgirl, was slated to visit, CSPAN contacted us to see if they could come and film her talk and signing. We had been open about a year. We were thrilled to have them come to our store and Teri was most wonderful. If you haven't already, you should read her book about growing up downwind of the Hanford Nuclear Facility in Central Washington.

You also host a lot of off-site events. What’s been your most exhausting event so far?

Hands down winner. Washington State Library Media event for about 800 state school librarians at our downtown conference center. This three-day event entailed transporting, unpacking, displaying products and then repacking, transporting and then sending back a huge amount of books. This event is held in Yakima every other year, so we are gearing up for it again this October. We are, however, a little wiser now and we won't order as much as before. It is wonderful to have this opportunity.

What events are you looking forward to this summer?

Of course, HP is near and our staff is working hard on games, decorations and food for our party from 10-12 on the 20th. We plan to use the covered breezeway outside to have our games, contests and raffles.

Also, every month we’ve been participating in a mall-wide event called the Second Saturday WalkAround which features live music all day, sidewalk sales and specials. We have been trying to schedule some of our signings for that day to take advantage of the extra foot traffic. In June, we
were delighted to have Wanda Brunstetter signing and this week we host two more local authors. We are also thrilled that David Sedaris is coming to the Capital Theater in October and he's asked for an independent bookseller (us!) to sell books for him.

**What are your favorite books to recommend right now?**


**Favorite sidelines?**

*Kikkerland Music Boxes*, *Robeez Baby Shoes* (whoda thunk?), *Thumb Things* (thanks to the sideline presentation at the last tradeshow), *Galison cards and file folders*, *Boku journals* and local photographers framed photos and cards.

**What's the best advice about running a bookstore you've ever received?**

1. Don't expect to make much of a profit for the first five years (and if you do, you'll be pleasantly surprised)!

2. Don't succumb to the tendency to spend all of your time in the back room doing paperwork or you'll lose the very thing you love which is meeting people, helping them choose books and remembering why you do what you do!

3. Take advantage of every educational opportunity that you possibly can - never stop learning and growing.

**Congrats Book Award Promo Contest Winners!**
Grand Prize, $300 to: University of Idaho Bookstore
For all-out promotion of the six award-winning books, with two displays and flyers mailed to 1,500 on-campus faculty and staff. UI Bookstore has also helped create a buzz about Three Cups of Tea, planting the seeds for a Campus Reads program and some other cool things that we're not supposed to talk about yet.

Runner Up: $200 to Books & Books in Butte, MT
For an ad a week in six weeks, advertising each award-winning book as a Great Read in their local paper.

Honorable Mentions, $100 each to: Books Without Borders, Powells and Book Stop in Hood River for simple, elegant, eye-catching, multiple-copies-of-each-book displays.

Top Five Misconceptions About Owning Your Own Bookstore
by Donna Paz Kaufman and Mark Kaufman of the Bookstore Training Group, Paz & Associates

5. "I'll finally have more time to read."
You will be tempted by the many books you'll encounter, but bookstore owners who take an active role in managing the store have less time to read. In fact, finding enough hours in the day to take care of the many aspects of owning your own business - let alone have a personal life - is one of a bookseller's greatest challenges.
4. "Everyone is excited that a new bookstore is opening ... our city has needed a bookstore."
Take in those wonderful comments of excitement, but study your marketplace. Whether your store will be in a small town or large city, there are more choices than ever before where people buy books - from a wide variety of retail outlets as well as on the internet. A sound marketing plan requires that you assess the strength of your marketplace, develop your competitive advantages, identify target markets, and develop ways to communicate with your best prospective customers so that you can grow your business to a sustainable level.

3. "Selecting books to carry will be a breeze."
With more than 3 million books in print and 195,000 new titles being published every year, the task of determining which books are right for your store and your market - even with the aid of a wholesaler's recommended opening inventory - is tedious, time-consuming, and a huge effort when you think that a strong inventory for a 1200 square foot store will include approximately 12,000 volumes. Buying is both art and science - give yourself enough time to get it right so you will make a good first impression.

2. "The most important attribute to look for when hiring is their book knowledge - better yet, experience working in a bookstore."
While it's nice to hire someone who loves to read and knows books, the most important attribute for front-line booksellers is their ability to smile, make eye contact, and deliver exceptional customer service. The customer's positive experience in your store will keep them coming back time and time again. A bright person who values books will learn the technical aspects of bookselling (with your resources and high standards) and will build their "book-smarts" each day.

... and the #1 misconception: "It's only a little bookstore ... how hard can it possibly be?"
A retail bookstore today has very little margin for error if you intend it to be a business more than a hobby. The owner of a successful bookstore must wear many hats, work retail hours, create a support network, and anticipate the demands of owning a business. Working in the world of ideas is a rewarding path, but retail bookselling is a complex business. Learn before you leap. And keep learning as things are constantly changing.

Donna Paz Kaufman and Mark Kaufman will offer their next
Donna Paz Kaufman and Mark Kaufman will offer their next five-day intensive workshop - Opening A Bookstore: The Business Essentials - September 23-28 in Oak Park, Illinois (near Chicago) and February 25-29 on Amelia Island, Florida (near Jacksonville). The programs will include everything from financial dynamics and opening inventories to store design and computerized management systems.

The workshops are co-sponsored by the American Booksellers Association. The September program will coincide with the Great Lakes Booksellers Association trade show, September 28-30 in Schaumberg, Illinois; tuition includes trade show registration. For details, visit the 'New Store' page at www.pazbookbiz.com or call 800-260-8605.

Booksellers Write
What It's All About
by Cynthia Christensen

Cynthia Christensen, left, with bookselling daughters Kelsey, Christina and Laura at the PNBA Book Awards Banquet last March.

I usually enjoy first-time visitors to our bookstore who express unbridled joy at our mere existence in the world - as if it somehow makes their world that much brighter. They seem truly happy to walk through the shelves and are delighted when they find just the right book, sometimes with our assistance.

But, do you ever get one of those days where it seems like people sort of wander into the bookstore, look around the place with puzzled expressions on their faces and then just leave? Some of them will say, with complete sincerity, "So, you sell books, huh?"

"No," I want to reply, "We're a candy shop and I'm Willie Wonka!"
Wonka!

But I don't. That would be impolite. What did they think the "Book Stop" signs I hung outside meant? Maybe a bookstore is somewhere nearby?

And why do so many of these surprised visitors thank us as they leave empty handed? We didn't provide them with refreshments and strolling violinists while they wandered through with their bemused expressions. Maybe they feel guilty for not buying anything, thereby allowing us to make a little money and feed our family and not eventually become a burden to society as a whole. Or maybe they think thanking us is a way to keep us from chasing them down, grabbing their money, and foisting our suggested books upon them.

In my two short years as a bookseller, I've been asked some very unusual questions and been the recipient of more than my share of unusual comments. In honor of the summer tourist season, here are a few of the more memorable moments in my young bookselling career - and what I WISH I could have said, but didn't, because that would be impolite.

Thanks! This place is great! I LOVE BOOKS!

Uh huh. I guess you love them so much that you don't want to keep them in captivity. Let's just leave them here in their natural habitat and you can visit them whenever you like.

I better not get anything today. I have a huge stack on my night table I'm still working on.

It's okay, you don't have to feign enthusiasm just because you walked in the door. We're not the culture police. We won't subject you to an hour of Dostoevsky for every hour you spend on YouTube.

So, you guys making good money here?

Wow. Let me get back to you on that.

What's the layout of your store?

We have the books separated into genres.

Where are those?

Well, we made these signs, and we put them right above each section.
How is each section arranged?

*Um, we arrange them by author.*

Alphabetically?

*No. We arrange them by the height of the author at the time of the book’s publication, of course.*

Do you take cash?

*No, only First Century Roman Denarii.*

Occasionally, I’ll overhear something that makes me cringe. It’s usually something an adult, who is holding a book they chose for themselves, says to a child like "You don't need a book, I just bought you a video game."

Or, "No, put it back, we have free movies at the hotel, just watch one of those." At times like these, I really wish I could say something, anything. Something witty like "Yeah! And no more fruit for you kids either!" Or, "Besides, books will just get in the way of your Facebook time." But, I don't. That would be impolite.

Instead, while the "adult" is picking out another potboiler for themselves, I find myself walking the child over to our Bargain Books and helping them pick out something they like. I slip in a bookmark and tell them "You just return the favor to someone else someday okay?" And they always say, "Yes." And they mean it.

So, in answer to the people who asked if we're making good money here - I wish I had said, "We're doing okay. Not getting rich, but that's not what it's all about is it?"

**Cynthia Christensen** is owner of the Book Stop in Hood River, OR, and normally she'll have a quick response to almost any question. The one question that stumps her the most is "Do you get your books from Amazon?" Read what she’s reading [here](#).

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**New Chronicle Rep**

Courtney Payne, formerly the Marketing Manager at Sasquatch Books, is the new Northwest sales rep for Chronicle in WA and OR. Reach her at:
5265 S. Brandon St.
Seattle, WA 98118
T: 206-409-8556
F: 206-723-3956
E: courtney_payne@chroniclebooks.com

PNBA Classifieds

BOOKSELLER WANTED
Well-established independent bookstore in Seattle area seeks an experienced bookseller to work 25-40 hours/week. Top wages and benefits. Experience is necessary, interest in children's and y/a books is desirable and flexibility is always nice. Cover letter and resume in person or by email to islandbooks@seanet.com

Island Books
3014 78th Ave SE
Mercer Island, Washington
98040

CHILDREN'S BOOKSELLER WANTED
Growing independent bookstore in the Willamette Valley seeks a children's bookseller. We are looking for someone who is interested in part-time work (20hrs+ per week). Candidates with experience with children’s books are especially interesting. This person must like kids, kids books, being around kids, talking to kids, and talking about kid’s books to grown-ups. This person will also help with outreach to local schools. This position could turn into a children's books buyer position. The store is located in the heart of downtown McMinnville, Oregon, and we are proud participants in many aspects of our community. Please email your resume to: info@thirdstreetbooks.com.

PNBA Classifieds is a monthly e-service offered by PNBA to members. Classifieds should be text only and not display advertising for the sale of a product. Appropriate ads would be job listings, stores for sale or wanted, fixtures for sale or for free, etc. Submit your ads to <jamiep@pnba.org> by the 10th of the month in which you’d like them to be e-mailed. Bookstore members receive one free ad per year. Non-bookstores and non-members pay $30. PNBA reserves the right to edit any listings for brevity and clarity.
## Calendar

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<tr>
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<td>NWABP meeting</td>
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<td>Sept. 8, 2007</td>
<td>BPNW's Business of Books</td>
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<td>Sept 19-21, 2007</td>
<td>PNBA 2007 Fall Show</td>
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<td>Nov 1-4, 2007</td>
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<td>May 29-June 1, 2008</td>
<td>BEA/ABA Convention</td>
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Dear Members:

Almost Fall Greetings from PNBA Fall Show Headquarters!

We hope you'll join us September 19-21 at the Meydenbauer Center in Bellevue for another PNBA bookselling extravaganza. With no spring show in 2008, this is your ONLY chance to see all of your Northwest bookselling friends in one place until next fall.

We want to see you, and so do hundreds of authors, publishers and sales reps. Come, mix with your people, meet authors, get educated, get deals on books, hear a little rock-n-roll and enter to win cash and trips. We've got an exciting show planned, with something for every bookseller. Read all about it below.

See you in two weeks!

Thom, Larry, Brian & Jamie

Guess who?
Amazing Authors, Education, Cash Prizes, Rock-n-Roll, Drawings, Free Stuff and Other Reasons You Should Attend the Fall Show

AUTHORS
First off, we really can’t say enough about the sweet line-up of authors coming to the fall show. We’ve got Sherman Alexie, Molly Gloss, Sebastian Faulks, Sue Miller, Judy Schachner, Meg Tilly and Congressman Jay Inslee. Plus, newcomers like Beth Lisick, Chelsea Cain, Brock Clarke, Dan Kennedy, Vincent Lam and many, many more. The Celebration of Authors, the Desserts party and the autographings are free. Buy your tickets today for the Keynote Lunch with Michael Hoeye, the Author Feast (sponsored by Partners/West), the Thursday Breakfast (sponsored by HarperCollins) and the Friday Breakfast. Attendees at these events will receive signed books by the featured authors.

EDUCATION
Join us at the Meydenbauer Center on Wednesday, September 19 for a full day of education sessions (sponsored,
in part, by Random House), including workshops and demonstrations on:
- staff development
- building customer loyalty
- the bookstore self-audit
- great summer programs
- book clubs
- everything you need to know about Above the Treeline in three separate sessions: whether you're already an enthusiast for this revolutionary inventory program or you're wondering what all the fuss is about, there's something for you. Bring your laptop with wireless capability (optional) and follow along.

Plus, reps' Pick of the Lists and a Celebration of Authors, featuring ten authors you should meet.

**DESSERT & ROCK-N-ROLL**
Later in the evening on September 19, have your pick: A free Dessert and Autographing party, sponsored by Ingram, with dozens of authors signing their books at the Coast Bellevue Hotel OR an Emerging Leaders party at the Pub at Third Place's Ravenna store (ten minutes from the Meydenbauer), sponsored by PNBA, Book Expo America and the National Association of Independent Publishers Reps, and featuring a live show by the Missoula band The Hermans, a light food spread and a single drink ticket for the first 50 booksellers through the door. We'll have a shuttle available from the Coast Hotel to the Emerging Leaders event, with more info on that available at the show.

**SHOW SPECIALS**
Plan on taking advantage of the sales reps' show specials offered at the show. Take a look today and plan to bring your orders during the exhibits, Thursday, September 20 and Friday, September 21.

**BUZZBOOKS**
Play BuzzBooks on Exhibit Day One and enter to win one of four $250 cash prizes. It's a little like a scavenger hunt: all you have to do is talk with sales reps about the following nine books, get the reps to punch your cards, vote for your favorite buzzworthy books and enter the drawing. This fall's BuzzBooks contestants are:
- Bloodletting & Miraculous Cures by Vincent Lam (Weinstein Books)
- The Brief Wondrous Life of Oscar Wao by Junot Diaz (Penguin Books)
- Outside Child by Alice Wilson-Fried (KOMENAR
Outside Chula by Alice Wilson-Fried (KOMENAR Publishing)
Pale Surface of Things by Janey Bennett (Hopeace Press)
Thirteen Reasons Why by Jay Asher (Penguin Books)
Wolves of Crescent Moon by Yousef Al-Mohaimeed (Penguin Books)
The Next Rodeo by William Kittredge (Graywolf Press)
Refresh, Refresh by Benajamin Percy (Graywolf Press)
Heroes Arise by Laurel Anne Hill (KOMENAR Publishing)

DRAWINGS & FREE STUFF
On Exhibit Day Two (Friday, Sept. 21), visit with Sherman Alexie/Brock Clarke/Molly Gloss/J. Otto Seibold/Judy Sierra as they sign books on the show floor; have a FREE LUNCH on us and enter the drawing to win, among other PNBA- and publisher-donated prizes, an all-expenses-paid scholarship to the ABA’s next Winter Institute in Louisville, Kentucky in January; an all-expenses-paid scholarship to next year’s BEA convention in Los Angeles in late May; OR an all-expenses-paid scholarship to PNBA’s fall show next year. You must be present at the 1 pm drawing to be eligible to win. All that, plus the free lunch! It really doesn’t get much better than this for a bookseller, does it?

LOGISTICS
Booksellers who have pre-registered for the show will receive show packets, with badges, meal tickets and show programs, in the mail next week.

There are still rooms available at the Coast Bellevue Hotel for our PNBA tradeshow rate of $109/night (plus tax, which is 14.4%). The Coast Bellevue is across the freeway from the Meydenbauer Center, where most of our show will take place. Call 800-663-1144 or 425-455-9444 to reserve your room.

There are directions to the Meydenbauer on our website, as well as information about an airport shuttle. If you’re driving, make sure to give yourself plenty of time for those not-so-unusual freeway delays. In fact, we highly recommend that you travel with at least two people in the car so that you can use the carpool lane, which can be much faster.
Matching Money for Your Good Deeds

Booksellers: September 14 is the deadline to apply for a matching literacy grant for your store. Literacy Grant applications are available on our website. Let us double your money!

Northwest New Title Preview

Booksellers, if you haven't already, check out the review copies and ARCs available in the latest round of Northwest New Title Preview. A limited number of review copies are available, so if you see any that you might like to consider for your stores, we suggest that you not delay requesting a copy.

Please remember that these books are offered as REVIEW copies, for those booksellers who may be interested in ordering copies for their stores. These review copies may not be sold in your stores.

BookPro of the Month
The Devil, they say, is in the details. If that's truly the case then this is an extremely devilish business. In what other retail business does one handle as many different items with so much information attached to each. There are also a myriad of business-related details--marketing plans, payrolls, staffing schedules, etc., etc. etc. Some days it's enough to make me throw up my hands and wonder if one of the big-boxes is still in need of a greeter.

I have, over the years, found some relief from feeling totally overwhelmed and thought I might share a few ideas about handling the details and staying on top of that ever-growing to-do list.

First, if you're not the only person in the store, delegate some of the details to someone else--someone who is good with details (I'll admit that I'm not). While I'm great at getting things started, following through on all of the details drives me batty. But, I've learned that there are folks who thrive on the nitty gritty. So let 'em thrive.

Second--and I owe this tip to David Allen, author of *Getting Things Done*: Get everything out of your head. One of the problems most of us have is that we try to carry everything we have to do around in our brain. Now I don't know about you but I've far exceeded the capacity of the original equipment. Not to mention that it has quite a few years wear and tear on it. Develop a system of capturing all of your to-do's in one place. That may be a notebook or a computer program but, it shouldn't be a thousand scraps of paper strewn from office to pants pocket to glove box. I highly recommend you pick up a copy of Allen's book. This tip alone has reduced my stress level greatly.

Third, create a full calendar of recurring events for your store. This is one I haven't fully implemented yet but...
This tip from a bookseller friend. He listed out all of the business events that happen each year and attached some planning details to each. Such a list might include items as diverse as the store's anniversary sale to your annual fire extinguisher inspection. Unless you're much more organized than I, you've likely had some regular event sneak up on you and nip you from behind. This type of planning calendar should help avoid a sore derriere.

Finally, quit doing some things. This one may sound much easier than it actually is. All of us get attached to doing some things simply through habit and not out of necessity. Before putting any item on your to-do list I'd advise giving that task the once-over to decide how necessary it is. Sure, the vast majority will simply have to be listed, calendared and completed. But, if you're persistent with this you'll surely find that there are some things that are simply not worth doing.

So, with those things in mind, I guess it's time for a confession. I'm typing this on the day it's due in the PNBA office and I did, at one point, think I'd missed my deadline. But, my system reminded me just in the nick of time. Now, with vacation looming at the beginning of next week, I'm back to my to-do list to frantically complete all of those devilish details.

Chuck Robinson is co-owner of Village Books in Bellingham, WA and our resident philosopher BookPro. Reach him with your questions via e-mail at chuck@villagebooks.com or by calling 360-671-2626. You can also find him blogging here.

A Fond Farewell to PNBA
by Meredith Vajda
As most of you know, after twelve years as paperback rep for Penguin Group in the northwest, I have a new job and a new home. The time has passed quickly, and would certainly have been longer, had my husband not wanted to retire and move out of Washington. I may have been a transplant, but it was home. And after almost 30 years in the book business, I was still hooked and couldn't imagine leaving that world behind.

So when our search for a farm with which to continue our Clydesdale breeding and sales operation turned up the perfect place at the same time Penguin was planning a few rep reassignments, it seemed ideal. Except that I had to leave the best bookselling region in the country along with the savviest buyers, most knowledgeable book club coordinators, most original events managers, and some of the best-merchandised, best-run, best-staffed bookstores in the country.

Many of you have honored me with your friendship: we've buried pet cats and dogs, mothers and grandmothers; sent kids off to college and marriage; and survived a divorce or two. We've gone through boom times and down times with your stores and your staffs, and, even if you weren't aware of it, you've come through with an order or a promotion or a display or marketing feedback just when I needed it for my superiors in New York. You've believed me when I've said this book will take off and you should order enough to put it on a table or make it a buyer's choice, or it deserves a Booksense recommendation. You have all contributed to the legendary success of *Kite Runner*, *Memory Keeper's Daughter*, and *Secret Life of Bees*, among countless other titles from Penguin and other publishers.

The Northwest is one of the top two or three areas of the country that publisher publicity departments think of first when they're planning author events. They know the stores will promote well, welcome the authors warmly, attract an appreciative audience, and ultimately sell books (frontlist and backlist). Please continue to remind publicists of what you're doing to promote books. Send them emails, photos, requests for authors, and put them and your reps on your distribution lists.

And, most of all, please feel free to contact me. I need early feedback on titles that are selling, whether new or old, in my new position as paperback rep to Baker and Taylor. Let me
new position as paperback rep to Baker and Taylor. Let me know if the Reno warehouse is out of stock on a key title. Tell me which titles on the forthcoming list are ones you're really excited about. And I'd love to hear a plain old hello, how are you?

**Bob Belmont**, your new rep (with more Penguin history than I have), has years of experience as a rep to some of the best bookstores in San Francisco and northern California. He knows the list well and can bring new energy to his new accounts. He's smart and funny and loves good food, so I know you'll enjoy working with him. Please be sure to meet him at the PNBA in Bellevue, if you haven't already seen him by then.

Thank you for a lot of wonderful memories and best wishes for a wildly successful future.

Meredith Vajda  
880 Clayton Town Road  
Buchanan, TN  38222  
731-247-3236  
meredith.vajda@us.penguin.com

**Booksellers Write**  
Long Live the Codex  
by Colin Rea

As if you couldn't think of enough names to call me, this month I'll give you another - hypocrite! In April I implored you to look at the world through digitally enhanced glasses. Start a blog, I suggested. Look to the future! I still stand by that missive 100%, even as I now proclaim that a backlash is a'comin.

In a recent edition of Shelf Awareness, a *New York Times* article was cited indicating that online sales are dropping sharply as consumers are experiencing something they call 'Internet fatigue.' Earlier this spring, an article on CNN.com highlighted a new Lent trend: students giving up e-mail and social networking sites instead of eschewing the usual meals.
social networking sites instead of eschewing the usual sugary or alcoholic vices. Just yesterday, I left my cell phone at home and didn't feel all that bad about it. While these revelations are not biblical in proportion (no fish from the sky nor rivers of blood), the Luddite in me cracks a smile with each indication that there is a limit to the speed of technological change.

I recently received a master's degree in library and information science from a school up in Seattle that I won't mention here in case I set off alarms at the uoregon.edu server (paranoia, another great force perhaps fueling 'Internet fatigue'). In the last paper I penned as a grad student, I wrote about a 100-year-old dictionary and the pleasure I derive from using it, something I called a 'tangible slow-down event.' I think that books will forever provide a similar moment for everyone engaging the world digitally, even the ones lining up at midnight to buy Wii's and iPhones. The fact that college students are already beginning to recognize the limitations of sites like MySpace and Facebook-and are willing to put them down for 40 days—is especially encouraging. Remember, these are 'adults' who can't remember a time when the Internet didn't exist.

How do we capitalize on this backlash? By going back-to-basics, and ensuring that even as we acknowledge the need to plug in, we hone our handselling techniques and focus on the bookstore as a place where the printed word slows us down and connects us to our past. I work in a university store, where four times a year I have to move all my shelves around in order to accommodate textbook lines. How I envy you small bookstore owners your comfy chairs and nooks and permanent displays! But even now I am shopping for chairs, rugs, and desks, happy to provide my customers with a seat even though I'll most likely throw my back out moving this new furniture along with my bookshelves come 'rush.'

Slow is all the rage these days. You all know the bestseller from last year, so I don't even need to mention the title. The Slow Food movement has gained momentum, created to protest the coming of McDonald's to Rome. I see our bookstores as an anchor to the social side of the slow movement. Five years ago, the coffee joints of the world would have laid claim to this title. But let's face it; there is nothing slow about Starbucks and the local coffee independents trying to chase them. Restaurants, bistros, bars, and other popular meeting places can sometimes provide a slow environment, but even in sleepy Eugene during the summer you can't be sure until you sit down what
during the summer. You can't be sure until you sit down what you'll get.

Our bookstores, though, are the ideal place to promote slow. After all, we've had years of practice ourselves. This summer, now that the dust has settled from 7.21.07, join me in trying to think of new ways to encourage customers to stick around, sit down, and go analog. Better yet, be sure to do so yourself as often as possible. After all, when the @#$% comes down, much like the survivalists building their bunkers in the woods, we'll become the experts.

Colin is a trade buyer at the University of Oregon Bookstore. He is a current PNBA Board Member and serves on the PNBA Award Committee. His favorite foods are scotch and sandwiches. He has recently heeded his own advice and started a blog, called Forthcoming Books.

New Member Stores and Member Changes

The following stores have joined PNBA in recent months. Look for profiles about these stores in future editions of Footnotes.

... and BOOKS, too!
Judi Wutzke
1037 21st St.
Lewiston, ID  83501
T: 208-746-7120
E: andbookstoo@clearwire.net
Est. 1988; 900 sq ft; 2 emplys; custom/Access; New, used books, gifts, home decor

Between the Covers
Hayley Wright
2660 NE Hwy 20, Ste 610 PMB #52
Bend, OR 97701
T: 541-385-4766
F: 541-383-3154
E: betweenthecoversllc@gmail.com
Est. 2007; 1400 sq ft; Booklog; New books

Book & Game
Jannelle Bruns
38 E Main St #1
Walla Walla, WA 99362 -1949
T: 509-529-9963
F: 509-529-0218
Camalli Book Company, LLC
Tina Davis
1288 SW Simpson, Ste C
Bend, OR 97702
T: 541-350-0679
E: camallibookco@gmail.com
W: camallibookcompany.com
Est. 2007; 2000 sq ft; 6 emplys; Anthology; new books

Ravenna Third Place
Roger McGarry
6504 20th Ave. NE
Seattle, WA 98115
T: 206-525-2347
E: info@ravennathirdplace.com
W: ravennathirdplace.com

Handbook Changes

Big apologies to B&T rep Christopher Gruener, who we left out of our 2006-2007 Handbook.
Here are his details:
Christopher Gruener
30 Roundtree Blvd.
San Rafael, CA 94903
T: 415-499-1934
F: 704-998-3321
E: christopher.gruener@btol.com
representing WA, OR, ID, AK

Black Heron Press has a new phone and fax number: 425-355-4929
See handbook, page 29

The wholesaler Small Changes has moved. For billing, returns and snailmail, use:
PO Box 70740
Seattle, WA 98127

For UPS, FedEx and DHL, use:
1418 NW 53rd
Seattle, WA 98107

Phone and fax are the same.
**PNBA Classifieds**

**STORE FOR SALE**
35-year independent bookstore located on Vashon Island, Washington. Loyal customer base; no big-box retailers; priced at inventory plus remaining assets. Live your dream. Inquire at: charlie@booksbytheway.com or 206-463-2696.

**BOOKSELLER WANTED**
Fremont Place Books in Seattle is looking for a full-time Bookseller with a flexible schedule who can work days, evenings and weekends. The position involves helping customers find and order books, doing restock orders from distributors, receiving and shelving new books, data entry and many of the myriad other tasks involved in working in a bookstore. Pay is $12/hour to start plus partial payment of health insurance premiums.

Previous bookselling experience is required. You must be conscientious, have excellent customer service skills, be personable, outgoing and enjoy books and reading. Writing, html and/or merchandising skills are a plus.

A reply to this announcement should include details of your skills and how you meet the requirements of the job. Send application information to info@fremontplacebooks.com.

**USED BOOKSTORE KIT**
Over six thousand volumes of used paperbacks and three thousand volumes of used hardbacks plus thirteen four foot sections of gondola shelving. Department signage, neon 'open' sign, electronic till, even have price labelers. Excellent opportunity for startup or expansion of existing used book business. Call Bob at 360-575-9777 for additional details and low price.

**PUBLISHER SALES REP WANTED**
Book Travelers West is seeking a sales representative based in the Denver area to cover Colorado, Wyoming, Montana, Idaho & Utah. The position requires a motivated, independent individual with good communication and self-management skills. Book business experience a must. Sales rep experience preferred but not required. Applicants must enjoy working with a range of accounts large and small. Reps in our association are compensated directly by commissions.
earned, with each rep paying one's own expenses. Client publishers include Workman, Ten Speed, Good Books, Dover, MBI, Quayside and a number of smaller lines.

The territory is expected to generate $85K initially with expenses in the $30K range.

Please submit resumes with cover letter and references to:

Kurtis Lowe, Book Travelers West
2701 California Ave SW, PMB 233
Seattle, WA  98116
Voice: 206-932-7865
Fax: 800-440-0818
kurtislowe@earthlink.net

SALESPERSON WANTED
The Sales & Distribution office of Lone Pine Publishing (located in Auburn WA) is currently seeking an "In House Sales Person, whose work will consist of: contacting and selling to existing accounts by telephone, email, regular mail and fax; researching and establishing new accounts; maintaining customer database; and working with the sales team to develop new and exciting sales strategies. To find out more about Lone Pine Publishing please go to www.lonepinepublishing.com. Resumes should be sent to the attention of Helen Ibach at: Email: lpbkjob@yahoo.com
Fax: 800-548-1169
Mail:  1808 B Street NW, Suite 140
Auburn, WA 98513

Absolutely No Phone Calls.

PNBA Classifieds is a monthly e-service offered by PNBA to members. Classifieds should be text only and not display advertising for the sale of a product. Appropriate ads would be job listings, stores for sale or wanted, fixtures for sale or for free, etc. Submit your ads to jamiep@pnba.org by the 10th of the month in which you’d like them to be e-mailed. Members receive one free ad per year. Non-members pay $30. PNBA reserves the right to edit any listings for brevity and clarity.

Calendar
Sept. 8, 2007  BPNW's Business of Books, Seattle
<table>
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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>Sept 19-21, 2007</td>
<td>PNBA 2007 Fall Show</td>
<td>Bellevue</td>
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<td>Sept. 27, 2007</td>
<td>NWABP meeting</td>
<td>Lake Oswego, OR</td>
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<td>Nov 1-4, 2007</td>
<td>The Nature of Words</td>
<td>Bend, OR</td>
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<td>Nov 9-11, 2007</td>
<td>Wordstock</td>
<td>Portland, OR</td>
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<td>May 29-June 1, 2008</td>
<td>BEA/ABA Convention</td>
<td>Los Angeles</td>
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Dear Members:

Thanks to all of you who attended and exhibited and participated in the fall show last month. Our shows continually remind us that the booksellers of the Northwest are a smart, passionate group who we’d want to hang out with, show or no show.

By all accounts it was a great show, full of all kinds of opportunities for booksellers to meet and talk with each other, with reps, and with authors (many booksellers e-mailed us to say they were wowed by Sherman Alexie, Molly Gloss and Michael Perry, especially).

What we hear most from booksellers is that they come to our shows for the connection. As Sylla McClellan at Third Street Books in McMinnville e-mailed about her show experience: “Placed some orders, met with some people, met new people and got to know other people a little more. It is all about the people. I think that these shows are really important, if only for the networking opportunities!”

As the PNBA staff enters our first year without a spring show, we’ll have more time to think about and plan next year’s fall
show. As we do that, we’ll be thinking about how that show might change to reflect changes in the book business, and we’d love to hear your thoughts.

Should we make the show more intimate, more informal? Should we make it an industry-wide event, with more opportunities for librarians and other friends of the business? Which aspects of the show do you love the most?

Yours in appreciation,

Thom, Larry, Brian & Jamie

Thanks Fall Show Sponsors!

HarperCollins
Thursday Book & Author Breakfast

Partners/West & John Wiley
Author's Feast

Ingram Book Company
Celebration of Authors Reception

Random House
Educational Workshops

John Wiley
Book Bags

NAIPR/BookExpo America and Lance Fensterman/Running Press/Ravenna Third Place
Appetizers for Emerging Leaders Meeting

Rep Gothic
Indie reps Reid Davis and John Murray pose for a photo taken at a show back in the fall of 197?, er, whoops, we mean 2007.

Fall Show Facts at a Glance

Number of attending bookstores: 109
Number of booksellers: 350
Number of prospective booksellers: 7
Number of exhibiting companies: 102
Number of featured authors: 95
Number of trips to BEA given away on Exhibit Day 2: 1 (to Courtney Powell of Read Me a Story in Anacortes, WA)
Number of trips to Winter Institute #3 given away on Exhibit Day 2: 3
(to Karen Emmerling of Beach Books in Seaside, OR; Christy McDanold of Secret Garden Bookshop in Seattle; and to JoAnne Kohler, a prospective bookseller in Salem, OR)
Number of trips to PNBA's 2008 Fall Show given away on Exhibit Day 2: 1 (to Patrice Manwaring of University Book Store-Mill Creek Branch)
Number of cranes counted on the downtown Bellevue skyline: 9
Number of flavors of Metromint water in rep Kurtis Lowe's trunk: 4
Number of pull-ups Algonquin's Craig Popelars rattled off on his room's spiral staircase, fueled by Metromint: 79
Number of casualties crossing overpass from hotels to convention center: amazingly, 0
Number of hands burned from sloshing room-brewed coffee while crossing same: 42

Since our fall show took place almost a month ago and has been covered handily in Shelf Awareness and by Cheryl McKeon in Bookselling This Week, we thought we could share some lighter moments, captured here by our Marketing
Director Brian Juenemann (and fueled by a lunch at the nearby Bier Stein with Colin Rea).

If the PNBA show returns to the Holiday Inn in Portland, consideration is being made to contract with Mountaineers Books to provide coffee service. The first free cup they handed out on the show floor Thursday surpassed the palatable total from the spring show.

If anyone from the Book Stop in Hood River should offer to park your car, consider carefully—and at least give them a tape measure. In their defense, there is murmur of multiple "mishaps" resulting from a poor design and signage in Meydenbauer parking garage. Now how does that explain the keys getting locked inside too?

It’s rumored that employees from several nearby offices tried to get onto the show floor to purchase birthday and get well bouquets from Michael Hoeye's booth, exclaiming how nice it was that the Bellevue business district was finally providing some local services. This may also explain the badgeless guy who laid down $1.50 and asked where the tip jar was at Mountaineers. Sorry, Luis don't do no double, skinny, low-foam with a half-splash of vanilla.

A rep, a bookseller, and PNBA staffer went into a bar... Sat next to four guys in orange vests who admitted that four of the nine cranes on the skyline were actually just building more bars for the construction crews.

What do these four guys have to do with bookselling?
They make up the band The Hermans, who played our Emerging Leaders party at Third Place Books’ Ravenna store/pub during our fall show last month. On a stage amidst stacks of books and a bakery counter, front man Dave Jones took a whiff and said: "We're used to playing in places that smell like pee pee. This place smells like books--and sandwiches." Thanks Third Place for the great venue and to Running Press for sending the band!

Buzzworthy

Fall show attendees voted Vincent Lam's *Bloodletting and Miraculous Cures* (Weinstein Books) BuzzBook of the fall show. The announcement was made at the Thursday evening Feast of Authors in front of 160 PNBA booksellers and 20 table-hopping, speed-dating authors, including Lam, himself.

*Bloodletting*, which won Canada's top literary honor, is a collection of 12 interrelated stories about four young medical doctors. "It's a show-stopper of a debut, a pulse pounding tribute to medicine and the complexity of human motivation . . ." said University Bookstore's Nick DiMartino in a *Shelf Awareness* review. DiMartino noted that Lam is "unfairly talented" as both an emergency room doctor and a compelling writer.

*Bloodletting* was one of eight books entered in our BuzzBooks contest. Tied for second place were *Thirteen Reasons Why* (Penguin) by Jay Asher and *Outside Child* (KOMENAR Publishing) by Alice Wilson-Fried.

In addition to the BuzzBooks honor, three participating booksellers were randomly selected in a drawing for $250 cash prizes:
Dan Domike, Jackson Street Books, Seattle, WA.
Lilly-Anne Wilder, A Book for All Seasons, Leavenworth, WA
Caroline Estes, Alpha-Bit, Mapleton, OR

Queen Melissa autographs copies of *The Cinnamon Bear* (Portland Spirit/Beautiful America) at the fall show.

**Holiday Catalog Hot off the Press-Literally**

Our 2007 Holiday Catalog came off the press last week and is already en route to newspapers with insertion dates in early...
already on route to newspapers with insertion dates in early
November. Featuring art from theme-title Deborah DeWit
Marchant's *In the Presence of Books* (William, James & Co),
this year's catalog has a homey curl-up-on-the-couch-with-a-
warm-drink feel to it (as Brian says, it's "booky, nooky, cozy").

We're really excited about the line-up of books, too-National
Book Award finalists *Tree of Smoke* by Denis Johnson and
*The Absolutely True Diary of a Part-Time Indian* by Sherman
Alexie, among them.

If you haven't seen the catalog yet, take a look on our website.
You'll also find Promotion & Display Contest rules there
(reimbursement info and sales report forms soon). Marketing
Kits, with posters and bookmarks, shipped last week.

If you want ideas for marketing and promoting the catalog in
your store contact our Marketing Director Brian Juenemann
or our Holiday Catalog BookPro Pat Rutledge.

In the News

Compiled here are a few recent news items about Northwest
authors and stores.

The title story from Pete Fromm's PNBA-award-winning
collection *Dry Rain* (1998) is being made into a short film
starring James LeGros. The film was shot in and around Great
Falls, MT. The director told us he hopes the short film will be
a precursor to a full-length film based on Fromm's memoir
*How All This Started*.

Speaking of authors vaulting from PNBA award fame to even
greater things, we hear that Seattle author Garth Stein
(How Evan Broke his Head, PNBA Award 2006) is about to
blow up. His forthcoming title (Pub date is May 13) *The Art of
Racing in the Rain* went to Harper for $1.2 million. See the
recent New York Magazine article about him.

Eugene Author Cai Emmons' new book, *The Stylist*, got a
nice write-up by PW Daily blogger Bethanne Patrick recently.
Patrick, who blogs as Book Maven, calls it "the freshest take
on family drama I've read in a long, long time." She pats
Emmons on the back for her polite request, an e-mail sent to
Patrick asking if her publicist could send a copy of her book.
"In this blog-tastic age of random requests, I thought that was
most civilized," Patrick blogs. "However, it was the cover of
the book that hooked me: Something about that green, that
hairdryer, and that wonderful uneven font made me want to crack the book open immediately. (Cai Emmons, please send chocolate to your book designer. If you'd like a recommendation, I think Vosges Haut Chocolat caramels are the bomb.) I was not disappointed.

**Third Street Books** in McMinnville, OR got a nice nod in a recent issue of foodie Rachael Ray's magazine, Every Day. On a tour of the Willamette Valley wine country, a writer mentions places to eat, sip, sleep and shop, among them "a local hangout with a staff happy to recommend regional titles such as Pacific Northwest: The Ultimate Winery Guide."

**Quote of the month:** "Does anyone over the age of 16 even have a favorite book? Claiming a favorite is only indicative of the fact that you haven't read enough: Out of the thousands of books that I've read, with the enormous palette of ideas and emotions they've represented, how could I choose only, say, five? Why not ask for a favorite orgasm, or laugh, or grain of sand?" - **Paul Constant**, of Elliott Bay Book Company, quoted in the Seattle alternative paper The Stranger (and subsequently quoted in Shelf Awareness).

**We Dare You to Read This Column and Not Find Something Cool to Sell in Your Store**
by Wendy Manning, Third Place Books

![Image]

This time of year I find myself having mixed feelings about gift buying. On one hand, I'm excited as the holiday & fall items I ordered last Spring start to roll in, and, on the other, I'm overwhelmed as the calls come in from reps wanting me to order for next Spring! I never quite feel that I'm fully in the moment - there is always the next best thing to anticipate, and it can be disconcerting. So, I thank Jamie for giving me a reason to stop and smell the roses - and by roses I am referring to all of the products I love right now - in the moment.

**Chocolate Crisis Bars** - These have been flying off our shelves! They have four flavors and possibly the best counter display; an old fashioned first aid box. super cute. I've decided to...
an old fashioned first aid box, super cute. I've decided to bring in their other delicious candy, offered in containers resembling pill bottles. Another line that I've mentioned before is Bloomsberry Chocolates; their Holiday chocolate bars are great, Mistletoe Man and Holiday Hell are great stocking stuffer candidates, and their dark chocolate is the smoothest I’ve ever had. Another line that is new for us is Charles Chocolates, beautiful packaging and great chocolate.

Lucy Lu Designs - This is a fun line that I let fall to the wayside, but has caught my eye again with their fantastic charm necklaces. Great styles and really clean packaging make them easy to merchandise.

Wanart - Cute cards, mostly based on the Chinese zodiac. The new product that I am dying to sport around town are their new tote bags, my favorites are the Monkey & the Dragon.

Carolyn Forsman - She makes those great banned books bracelets. However, for the holiday what flies are her snow globe rings and her mini xmas lights necklaces. They don't light up, but are still festive.

Reusable Bags - There are quite a few lines out there that are designed to appeal to the Greener in each of us. I prefer simplicity so here are a few of my faves; DCI's EZ Bag and a line I saw in BUST magazine - Envirosax: This line has the best print designs around.

Mill Lane Farms - Their soap towers are my favorite, offering a sampling of all their great scents. Their newest is a lotion bar, you can't beat the lovely variety of scents or the convenience provided by a bar of lotion. Moisturizing is important - your skin is an organ!

Wee Gallery - They have gorgeous wrapped canvas prints that come in bright colors, all original art. Sold in sets of 3, you can break them apart to make them more accessible price wise. Nicely designed baby flash cards will delight & stimulate your baby.

Thank You Cards - I love thank you cards, I don't send thank you cards, preferring electronic communication, but I like the idea of sending thank you notes, and based on our sales, so do our customers. My favorites come from Mara-Mi (great floral notes); Chronicle's Hey Thanks! Thank-You Card Kit for Kids that works for adults, too; and Seltzer has quirkier styles that include a drum set and a skull & cross bones.
I'm always on the hunt for new items and have discovered a couple websites that make it easier; www.etsy.com, a website for independent artists & crafters to sell their wares (editor's note: brian's wife, megan sells on etsy, check out her crafty stuff here), and www.delight.com, a website that finds the best of the best and helps keep you plugged in to new trends.

Have fun shopping, and send me an email if you find something cool. I love to get gift item tips too!

**BookPro of the Month:**
**Cheryl McKeon of Third Place Books**
Booksellers CliffsNotes On Planning & Promoting In-School Author Events

* Derek Benz and Jon Lewis, authors of The Rise of the Black Wolf middle reader series, with Echo Lake Elementary students in Shoreline, WA.

When the audience for your author reading (a) can't drive; (b) has a daily 8-hour commitment; and (c) has to be asleep by 8:30 pm . . .

It's time for creative measures!

Because field trips to bookstores are rare these days, many stores are finding success in taking the books and the authors to the schools. At Third Place Books, we started our in-school program four years ago, and it has grown to about 20 trips a
program four years ago, and it has grown to about 20 trips a year.

The schools benefit from the programs, too. "As school budgets shrink we need bookstores such as Third Place willing to partner with us and bring authors and illustrators to our schools to keep our students' love of reading going," says Linda Berthelson of Shoreline's Briarcrest Elementary, where autographed author posters line the library walls, reminding all of the Third Place program.

While classroom teachers are often the author host, the best contacts are school librarians, who know the books and the classes, and provide a savvy link between school and bookstore.

"Our teachers and students love the opportunity to hear from authors themselves about the writing process, the perils and triumphs of publishing, and the stories behind the stories," says Shorecrest High School librarian Kate Pankiewicz. "Brent Hartinger was a most entertaining presenter, and connected with the kids on a very real level; kids who were nervous to check out Geography Club and The Order of the Poison Oak lost all sense of anxiety when they had the chance to see who the author was and hear about his own experiences as a high school student."

Before he was a NY Times best-selling author, Patrick Carman set up a day of school visits himself. The Land of Elyon and Atherton author gave the children in the audience cards, entitling them to an autographed poster at the Third Place reading that night. We were amazed when 175 people showed up for his event!

Frank Beddor gave posters and bookmarks for Looking Glass Wars and Seeing Redd at his visits, and kids now easily recognize his books in the store.

Secret Garden Bookshop's Suzanne Perry makes a bookmark for every school visit, with new title, backlist, and any in-store event planned with the author, noting that signed copies are available while they last.

Pre-visit price lists are important. Some teachers make these, while some want copy-ready masters. Either way, we always send "price including tax" of the author's books about two weeks before a visit. We request checks, which helps avoid the hassle of counting change into tiny hands. But we take a cash box, too, and credit card forms, which teachers use.
We encourage teachers to send home a price list after the visit, with a heading like "We Met an Author in School!" and noting the books are available at the store.

What's the perfect school visit? Here are some more tips:

° Avoid echoing gyms! Libraries and double classrooms are great.
° Determine the size of the group -- big enough to make the trip worthwhile, but also not too big. Publicists are eager to advise.
° Set the exact time for the presentation, with ample time for sales and signing.
° Ask teachers to read the books to primary grades, or make them available to older kids. Publicists gladly send ARC's and posters for teachers.
° Send a price list at least two weeks ahead and ask that each child receive one.
° Handouts are a critical author visit tool, to convert a good PR event into sales.
° Notify the school of the author's AV needs.
° If an author has a paperback backlist and a new hardcover, order plenty of the paperback; kids often want a souvenir more than a pricey new book.
° Booksellers should accompany and introduce authors - make it obvious that your store is providing this event.

Cheryl McKeon is the Book Club coordinator at Third Place Books and your PNBA Book Club BookPro. Reach her at 206-366-3352 or cmckeon@thirdplacebooks.com

Booksellers Write
Colin Rea Says Goodbye to Bookselling

Yes, it's true. By the time you read this, I'll no longer be a bookseller. I'm writing this on my penultimate (snag any chance to use this word, I say) day at the store. I've cleared
out most of my desk, taken down the event posters that I’ll bring with me (Rogue River Journal, Home Ground, Flight, among others) and now I have to cull the bookshelf behind me where I have stashed books that I may or may not keep. To quote the work of another Oregonian, 'ay, carumba.'

Leaving the world of bookselling is bittersweet. I’ll miss the people, most of all. Fellow booksellers, reps of all kinds, and even a few of the suits from back east will top the list. I won’t miss the books, though. Why? Because I’m not leaving them at all. I have simply traded 'selling books' for 'lending books.' The Fern Ridge Library, a small, rural library district west of Eugene, is growing and needed a new director. For better or worse, I’m their man.

I can’t leave PNBA, though. While the by-laws insist I step down as a board member, I will complete my final year on the award committee, and will continue to bore you with columns. I’ll bring you along on my quest to figure out librarianship. While I like to believe that my writings provide super-high-quality content for this newsletter, I also suspect that my ability to churn out a few hundred words in under an hour is why Jamie asks me to write so often!

There is one last bit of clean up for me, and I’ve decided to share it with my fellow booksellers. These are three marketing ideas that have been kicking around in the back of my consciousness, and maybe one of them is right for your store, or will inspire you to try something else new. This will free up space in my brain for library data, unless I clog it with malted hops first ...

1. Give a book the Harry Potter treatment. This isn’t totally unique. I’m pretty sure I read somewhere about a bookseller somewhere who is determined to pre-sell all the announced copies of a small press novel before it even prints. In any case, apply the same energy, discounts, quantities, and display ideas to a favorite book and see if you can equal (or top!) your HP7 sales. I am convinced I could do this with Franklin Foer’s How Soccer Explains the World or Craig Ferguson’s Between the Bridge and the River.

2. Find a Sister (or, for the more PC among us, Sibling) Store. This is my favorite idea. Make contact with another store in the PNW, and share, share, share. Swap staff favorite cards for a few weeks; build a travel display for the area around your adopted store; extend discounts to customers from the other store should they be shopping in the area; create a poster extolling the virtues of your Sibling Store. There is no end to
extolling the virtues of your Sibling Store. There is no end to the fun you could have here. Ooh, just thought of another idea. Coordinate your book clubs so they read the same title, and then hook up the discussions by conference call!

3. Fully guarantee any book you hand sell. I'm fairly certain most folks like the books I put in their hands. If you feel the same way, offer a full refund or exchange to any customer who feels they got a bum read. There is a long history in retail to show that most people never take advantage of such offers. There will always be a few people who try to abuse such policies, but taking care of these customers simply builds trust and good word-of-mouth. Note: This idea is easier if you also sell used books, because you can just put the title back on the floor and sell it again!

Well, there you have it. A few parting gifts from me. Good luck this holiday season, and look for me at the next fall show. I'm pretty sure you'll be able to find me.

Cheers!
Colin

Colin is the former trade buyer at the University of Oregon Bookstore and the new director of the Fern Ridge Library System. He writes a regular column for Footnotes and has recently heeded his own advice and started a blog, called Forthcoming Books.

Will Peters Joins ABFFE Board

The American Booksellers Foundation for Free Expression (ABFFE), the bookseller's voice in the fight against censorship, recently welcomed Will Peters of Annie Bloom's Books in Portland to its board of directors.

Peters is a former president of PNBA's Board and the former chair of our Free Speech Committee. He's worked at Annie Bloom's since 1992 and is currently the store's manager and book buyer.

Book Travelers West Welcomes New Rep

Denver based, Phoebe Gaston is the newest Publisher Sales Representative with Book Travelers West.
Beginning January 1, 2008, Gaston, will begin selling the states of Colorado, Wyoming, Montana, Idaho and Utah. Publishers include Workman, Ten Speed, Quayside, Dover, Good Books and others. Phoebe earned a B.A. in English with a Minor in Journalism from Wittenberg University and recently earned a Certificate in Publishing from the Denver Publishing Institute. She will join the group already comprised of Kurtis Lowe, Craig McCroskey, John Majeska and Bette Branco.

Special Offer for Portland Area Members

CoHo Productions is pleased to extend a special offer to members of PNBA and their employees, family members, and guests to attend a preview performance of COLLECTED STORIES on Thursday, October 25 at 8 pm.

COLLECTED STORIES is a story of literary ambition, artistic honesty, and personal betrayal by Pulitzer Prize-winning playwright Donald Margulies. The play, set in a walk-up apartment in New York's West Village, features two characters: Ruth, an older, established writer and teacher who cut her teeth in the heady literary days of late 1950's New York; and Lisa, an up-and-coming student of Ruth's with big literary ambitions. The two start off in the familiar roles of famous vet and unknown beginner, but that soon changes as success comes Lisa's way. Slowly Ruth finds herself upstaged and outdone by a young talent with a long life ahead. When Lisa uses personal material from Ruth's life as the basis for a new novel, their relationship is changed forever. The roles of Ruth and Lisa will be played by the Portland mother/daughter team of Vana and Eleanor O'Brien.

The preview performance will take place at the CoHo Theater, 2257 NW Raleigh Street in Portland. Preview tickets for PNBA members and their employees, family members, and guests are only $5. CoHo's standard ticket price is $23. Reservations will be taken on a first-come, first-served basis. To reserve tickets, please call 503-220-2646. Reservations will be held until 15 minutes before curtain. The house will open at 7:30 pm. Seating is general admission.

Founded in 1995, CoHo Productions is dedicated to producing high quality, affordable, and accessible theater in an intimate setting in collaboration with Portland theater artists. For more information about CoHo Productions, visit...
New Member Store

**Paleolands Bookshop & Gallery**
Candice Hinson  
PO Box 104/680 Main St.  
Fossil, OR 97830  
T: 541-763-4420  
E: chimson@ncesd.k12.or.us  
est. 2007; 300 sq ft; 1 emp; new/used

Handbook Correction

**VJ Books**  
T: 503-638-0100  
See Handbook, pg. 10

Member Changes

**Trillium Books**
New address/e-mail:  
65 Main St. PO Box 452  
Cathlamet, WA 98612  
E: laberge@centurytel.net  
See handbook, pg. 14

PNBA Classifieds

**BOOKCASES FOR SALE**
We have 15 of these bookcases we have used on our retail floor. They are 6' tall, 5' wide, and 32” deep. They have adjustable shelving on both sides with slatwall on each end. The main color is pear with teal accents. We are asking $400.00 each or $5,000.00 for the lot. Please feel free to contact me should you have any questions.

John Malosh  
Oregon State University Bookstore, Inc.  
T: 541-737-0052  
E: johnm@osubookstore.com

PNBA Classifieds is a monthly e-service offered by PNBA to members. Classifieds should be text only and not display advertising for the sale of a product. Appropriate ads would be job listings, stores for sale, announced fixtures for sale, etc.
be for sale or wanted, fixtures for sale or for free, etc. Submit your ads to jamiep@pnba.org by the 10th of the month in which you'd like them to be e-mailed. Members receive one free ad per year. Non-members pay $30. PNBA reserves the right to edit any listings for brevity and clarity.

**Calendar**

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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>Oct 18, 2007</td>
<td>BPNW meeting</td>
<td>Seattle</td>
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<td>Oct 25, 2007</td>
<td>NWABP meeting</td>
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<td>Nov 1-4, 2007</td>
<td>The Nature of Words</td>
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<td>Nov 9-11, 2007</td>
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<td>May 29-June 1, 2008</td>
<td>BEA/ABA Convention</td>
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**Got photos?**

We want to show off your storefronts on our website and in Footnotes (see banner with the Book & Game Company of Walla Walla, WA above). Send photos to jamiep@pnba.org.
Dear PNBA Members:

You should all be going strong in "holiday mode" by now, and I realize that reading PNBA's newsletter may not be a high priority. It is my understanding that many of you have come to depend on the PNBA holiday catalog to boost your sales between Thanksgiving and Xmas by as much as 30%, though, and so I hope you won't mind if I urge you once again to spend a few moments reading my thoughts on how to make best use of that promotion.

First, be sure to order and display ALL of the titles in the catalog, in one place in your store, if at all possible. We hear from booksellers who have done it for the first time that it makes a HUGE difference. At least one distributor has promised to stock all of the titles in the catalog, and at least two distributors have special offers that give our member stores extra discounts, free freight, no-penalty returns, and delayed billing. Take advantage of these offers, at least for the basic one-of-each order.

Second, we highly recommend that you call a meeting of your staff and discuss the catalog, tell them where it was inserted, and ask each bookseller which titles they like and why. (See Pat Rutledge's column about how she did this and what a difference it made). The enthusiasm is infectious, and that enthusiasm will help your staff sell more of all your inventory, not just the catalog.

Third, look for interesting titles from the catalog that you didn't think would sell and consider stocking them year-round. Then contact us and let us know about it. Brian has done an amazing job with this catalog, in many instances convincing major publishers to change their placements to better reflect what can sell in our member stores. When you stock and sell them, it proves our
Member Changes

Calendar

One should not be obsessed with books alone.

Greeting cards, gift wrap, boxed notes and other intriguing items.

Seltzer

www.seltzergoods.com

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Can sell in our member stores. When you stock and sell them, it proves our point: that we should be determining the titles that will best work in the catalog, not some publicist in New York. We need your help to continue that success, and to continue to provide you with a catalog that you can support.

Thanks to all of you who participate in the catalog. We promise to continue improving it, making it your best promo opportunity of the year.

Happy Holidays!

Thom

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Harvest Moon over Between the Covers

Bend's newest independent bookstore, Between the Covers (pictured above and below), held its grand opening November 2. Owner Hayley Wright says she had a full house all night. Between the Covers is a general bookstore that also sells old-fashioned candy (think whistle pops, wax lips, candy cigarettes). Says Wright: "I put the candy in the store because when I was a little kid I was obsessed with candy. If I had money in my hand, it meant candy to me. I lived in this neighborhood when I was young (Mid-70's) and this neighborhood holds my happiest childhood memories. My mom would lay out in the sun with baby oil on and we would walk to the Delaware Market and buy candy. My building is called the Delaware Grocery Annex and it is two blocks from the old Delaware Market . . . So I had to put candy in here . . . This place, for me, is very nostalgic . . ." 

Wright says that after staying home with her daughter for nine years, she was thinking about going back to school to get her masters degree. Her husband asked her what she would do, if she could do anything. She said she would buy the Delaware Annex and turn it into a bookstore. "Here I am six months later," she says. "We closed on the building and flew to New York for Prospective Bookselling School and the BookExpo. It has been interesting, challenging, and thrilling all at the same time."

Between the Covers joins other Bend-area indies Sunriver Books & Music, Camalli Book Company, longtime downtown Bend store The Book Barn, plus Sisters’ OR store Paulina Springs Books, which is set to open it's own sister
St. Helens Makes Holiday Book Donating Easy, Fun

Here’s another great idea from St. Helens Book Shop. From their newsletter:

We are also busily putting our elves’ hats on for our Annual Giving Tree. When you visit our store, soon you will see the tree with over 400 ornaments, each (anonymously) representing a child in the schools who loves books, but may not have any to call their own. We invite you to come in and pick out an ornament and purchase books at 10% off, or ask us to choose for you. In a hurry, we’ll have our can at the front counter for any donations you wish to contribute. New this year, we’ll gladly accept our Booklover $10 coupons that you’ve earned with SHBS. These coupons will go towards purchasing books for the children, too. We thank you in advance for helping with this so-worthwhile-project. The kids are so delighted, and sometimes, it is the only gift that they receive over the holiday.

Brian’s 2007 Holiday Catalog Picks
PNBA’s Marketing Director on Sleepers, Synchronicity, and the Stories Behind Some of His Favorite Holiday Catalog Titles

June 1st, 2007, New York City, BEA--a very good day for the Holiday Catalog. Having met the Franklin Beedle crew at the
2006 Fall Tradeshow, I knew it was likely that we'd arrange the placement of a title or two, but I did not know they were publishing Deborah DeWit Marchant: In the Presence of Books. A gorgeous book-themed painting spread, Northwest artist, Northwest publisher--Jackpot! The successful workday made it much easier to dismiss a NYC birthday evening sequestered by exhaustion at Hotel BEA. There were voices down the corridor, I thought I heard them say...

Just prior to the spring show, we received a couple ARCs and a promotional DVD for Chelsea Cain's Heartsick. The book looked creepy as all get out (in a really good way), but it was the DVD that really sold me. Chelsea Cain, bright, funny, charming, taking the viewer on a tour around Portland to the spots that add tally to the body count in her squirm-rendering masterpiece. She's brilliant, and--not surprisingly--hanging out with one of our other twisted-with-a-wink regional faves (see below!).

The Hermans: Stalking America. My very first BEA appointment found an eager advertiser by the name of Herman with a scrapbook journal from a Missoula rock band sharing his name. Careful, smells of an inside job. Wrong! Absolutely no relation, how very cool is that? Not quite as cool as the "I think we can do that" response to the suggestion the band come out to play and promote at fall show. Smart and smart-ass guys who rock.

Dorcas Smucker is one of the PNBA staff resident writer and editor's, absolute favorites from years of her regular column in the Eugene Register-Guard. Says Jamie, "The mother of six writes so vividly about farm and family life, you can taste the canned peaches from what feels like another era, but then you're quickly snapped from farmhouse nostalgialand by some candid Smuckerian observation on modern life." A shipping glitch denied booksellers copies of Upstairs the Peasants are Revolting (double-featured with Ordinary Days) at the Feast of Authors. Make it up to yourself; then pay it forward to your customers.

My first season on the job, learning on the fly, I spotted a title in the Yorkville Press catalog that had just the sort of Northwesty vibe I thought I should be looking for. It was called The Lumby Lines, and it gave me the vibe of something close to Garrison Keillor meets Northern Exposure. Yorkville wouldn't bite, but a couple years later the same title popped up in a Penguin catalog with a couple more installments from Gail Fraser in tow, Stealing Lumby and the forthcoming Lumby's Bounty. This time, Northwest booksellers have been officially crowned ambassadors of the quirky and magical PNW town.

Present to me the editor of the second biggest seller in last year's catalog, Barry Lopez, with hip and relevant cover art and timely essays from today's top environmental voices and you're looking at a top of the page title. The Future of Nature: Writing on a Human Ecology from ORION magazine is a bonafide winner.

The perfect PNBA Holiday Catalog title that almost wasn't. The folks at the UW Press knew they had that book on the way, but would the boat arrive in time? After many calls and many crossed fingers, the "we can almost, without a doubt, just about guarantee it'll be ready" word finally came back. Good enough. And the photography in Mary Randlett: Landscapes, more than good enough-amazing.
Every year, as the season approaches, I swear I’m going to reread my favorite summer books. Big talk, often without the walk, but now that David James Duncan’s *The River Why* is available on CD, the odds increase that I’ll live it one more time.

**Deer Drink the Moon: Poems of Oregon.** An unbelievable lineup.

The absolute last title into the catalog, weeks after the author confirmed for the Feast of Authors and the plea for catalog placement went out, was *The Sharper Your Knife, the Less You Cry*, by Kathleen Flynn. A Euro cooking school memoir from a Seattle girl—hello! The story is sweet, as is its writer, who synchronistically rotated through my table at The Feast and made me very glad I reset some pages to fit it in.

**Drinktionary!** It is what it is, and it looks yummy through and through. Our newest BEA stringer, Megan, gently tossed into the mad labyrinth with nothing but a list of booth cold-calls, landed this one on her first day in NYC. A hit with bartender set, PNBA has the first shot at putting this book on the back bar of the home mixologist.

**The Book of Exodus,** from the amazing hand of Sam Fink, who gave us doves and *The Constitution* last year, is one of two books from Welcome Books that are just beautiful. *Animal House* is eye candy of a kookier variety, and the project back-story is as unique as it is fascinating.

**Artist to Artist: 23 Major Illustrators Talk to Children about Their Art.** Talk to children? Well scoot over kids! Sendak, Pinkney, Moser—my favorites!

The entire "Crafty" page. I unsuccessfully tried to land this stuff for two years before they all came in at once this year. I guess everyone was waiting until there were enough of them do a whole section.

Smell the leather and choke on the dust! Bobby Duvall and Tommy Lee Jones can pull of some serious cowboy cool. *A Book of Photographs from Lonesome Dove* is no run of the mill movie companion; it plays more like an historical spread.

**An Arsonist’s Guide to Writer’s Homes in New England.** One of PNBA's hardworking and extremely attentive show volunteers said Brock Clarke was his favorite author to meet and work with at the show, called him "a brilliant guy," and he met a few.

**Sherman Alexie!** Need we say more.

It was pretty cool to find myself on a tiny balcony with Meg Tilly—as Jamie wrote in the Fall Show program, YES, that Meg Tilly—as at a small press party during BEA ’06, in Washington DC. What made it that much better was discovering what a sincerely nice person she is. Anyone who met her at the Feast of Authors in September can attest, and anyone whose read *Porcupine* will surely add damn good writer to the list, as well.

**Do Not Open.** Awesome packaging. Mystery, intrigue, scandal, what fun!

**Cinderella.** The Northwest’s Cynthia Rylant on text and Mary Blair’s unbelievable visual interpretation from which the classic Disney film was built. Retro-mod.
Peachtree Publishers had a number of catalog candidates that we loved when we saw their whole seasonal lineup in NYC. Sharing that sentiment awarded us *Little Rabbit’s Christmas* this year, and I hope many future titles. Sell, sell, sell.

**The Lonely Moose.** So sweet, so Northwest.

**Ted, Bo and Diz: The First Adventure.** We'll gladly take more adventures, as this one has a great message that pops off the page, brightly and full of life.

When technology meets the book, it usually means that the book loses some kind of battle. Not here. *Gallop!* is mesmerizing.

**Delicious!** Cat, duck and squirrel may get the billing, but it’s the bugs that steal the show. My kids are crazy for this soup.

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**BookPro of the Month: Brian Sweet**

**Location, Location, Location**

What a year. It was this time last year that we approached, for the fifth time(!) the owners of a building in downtown Winthrop. We’d wanted to move and expand the Trails End Bookstore for the past three years, and they had, we thought, the best spot in town. Their store is 1800 square feet, not huge, but double the selling space of our old store, and the perfect size for our little town. We had talked to every store owner in town, but THIS was the spot. It just felt right. When I went in and said "So Bob, are you ready to retire after this season?" he shocked me by saying "Brian, we’re ready. And we want you guys in here. Let's make it happen."

I went home and told my wife and business partner, Amy. I don't know if the expletives or the whitening of her face came first, but I do know she then asked "now what?" It was time to negotiate price, terms, etc. And we had only 5 days to do it as they were soon leaving for Hawaii, and wouldn't be back until spring. One of the most wonderful things of the whole deal was the relationship we forged with the former owners. They were a pleasure from beginning to end. We got a good deal, and they have monthly payments to support their retirement.

The planning of the new store was fun and exciting. Measuring, and re-measuring. Color samples. Carpet samples. Fixture design with Pan Am Fixtures. Overall concept design with Paz and Associates. Charts and graphs,
Fixtures. Overall concept design with Paz and Associates. Charts and graphs, figuring which sections to expand and what new ones to add. Traffic flow. One of the most fun things to design was the front of the store. The contractors added a false front onto the building, raising the storefront 12 feet in just a couple days. We commissioned a local artist to paint the 8ft high black letters of Trails End Bookstore on a backdrop of creamy yellow. Needless to say, we could no longer be missed.

When it was time to move, we closed for just two days. With a volunteer crew of 50 people lined up, we packed and moved the entire store in one day. We stocked the shelves the next day. And, by third day we were open for business. We didn't know where anything was, but we were open.

I am happy and proud to share that the expansion has been overwhelmingly successful. Sales are up 75 percent in the first six months since our move!

Our goals were a modest 20 percent increase the first year and 20 percent the next year. This surpassed anything we ever hoped for by far. The store is double in size, but with much more room for tables and better displays; we've increased our inventory by just 30 percent (and we're FULL, no bare shelves here). What accounts for the huge increase in sales? Well, it is a nicer space with much more elbow room for customers, more comfy chairs, and we do have more books. But the number one reason is location, location, location. I know, that's old news, but we can't believe it. The former owner of our building told us: "It doesn't matter how much your rent/mortgage is. You need to be in the best location." I'm here to say, he's right.

Our town's business district is only two blocks long with literally just 30 buildings (Winthrop has a population under 800 people). We used to be on the second block, 6 doors down from the stop sign. Now we're in the middle of the first block, absolutely centrally located. With 20/20 hindsight, we clearly made the right decision to move. But when we were contemplating buying the building, it was scary. Our occupancy costs were going to triple. We would be hundreds of thousands of dollars in debt. Could we sell that many more books to cover the costs? Would we JUST cover our increased costs and only add more headaches without more profit? Doesn't everyone in town who wants a book already find us? These were some of the questions we had.

Using the ABACUS survey we knew that even with the increased occupancy costs, we were still in line with what a healthy bookstores pays for occupancy. That made us more comfortable. But it was still scary. We used a combination of gut feel and number analysis. Avin "Mr. Numbers" Domnitz from ABA even told me at one point "Brian, don't analyze too much. You know what you need to do. Just do it. If it doesn't work, change course."

What we're doing is working. It's a combination of luck and attention to detail. We love doing this bookstore thing. Our community is fantastically supportive, and we work our butts off to provide a quality product to these people. People thank us almost every day for having our store (and then they hand us money . . .what a business!) And, lastly, we're fortunate to be in the bookselling community. I'm continually amazed at how open other stores are to us and our questions. We're constantly learning and trying to improve, and we'd be much farther behind if it weren't for all the help from fellow store owners, as well as the programs from PNBA and ABA. Have a great holiday season!
great holiday season!

Brian Sweet is co-owner of Trail's End Bookstore in Winthrop, WA and has the goal of getting out of the office and skiing 120 days this winter. Reach him with your questions at 509-996-2345 or via e-mail, trailsendbookstore@mymethow.com.

Bookseller of the Month
A Conversation with Bookselling Troubadour Laura DeLaney of Rediscovered Bookshop in Boise, ID

Rediscovered Bookshop has been open for a little more than a year now. What’s some of the best advice you’ve received about bookstore ownership? One of the pieces of advice I think of most often, somewhat wistfully, is "It's a marathon not a race." I like the advice because it reminds me that I should try to keep things in balance.

You must be doing something right to have time for wistful thinking! And yet we see you have a store blog, weekly storytime events, a great website. How do you find balance?
First of all, I don't find it all the time. We do have an active calendar and we like to keep things popping, but Bruce and I try to make time for our kids to do things that don't revolve around books (Just last week, we went to see a melodrama complete with booing and hissing at the bad guys).

How did your work as an elementary school music teacher prepare you for the world of bookselling? First and foremost I used a lot of picture books in the course of my 16 years of teaching public school music. It's a short stretch from reading with inflection to singing. To be a successful teacher who works with large numbers of children, you learn to read body language really well. Also, you have to convince the leaders of the class that what you're doing is fascinating to them. To do that you have to know what their interests are and tie into them. Both of these skills have translated well to handselling books in the store and also in being able to know which children's books will sell in the store.

How is bookstore storytime different than in-school storytime? The biggest difference is the consistent relationship with the kids. I have some regulars that I know pretty well, but it's not the same as seeing the same group of kids week after week. Our culture doesn't sing casually in public, so the kids don't know that it's okay to make noise with me. My regulars will sing with me, but not if there are too many new kids.

What are some of your favorite children's music books to recommend? John Denver's Grandma's Feather Bed book from Dawn publications is the most requested book in my storytime. Puff the Magic Dragon is a favorite for everyone, of course.

Here's one for you. Hyperactive fourth grade boy, doesn't like to read, likes bike riding, dogs, rock-n-roll. What do you recommend? Love that Dog by Sharon Creech is my first pick. The next place I'd go is Touching Spirit Bear by Ben Mikaelsen. Among the more
recent titles, I'd pick the Dangerous Book for Boys.

Store cat or no? Yes and No. We have Chaucer. He's a cat and he's a puppet and as long as he gets enough tuna fish he leaves the books on the shelves at night. He has his own myspace page and has his own staff picks (they never have anything to do with princesses or things that are too girly) He helps me with story time and in general doesn't let the fur fly too much. (Although, when his girlfriend Esmerelada comes to town you just never know....)

We've found that the presence of a store cat is a good indicator of store success. What books will Chaucer be recommending for the holidays? Chaucer's Holiday book is of course . . . . Skippyjon Jones and the Big Bones. This may be a confused kitty boy, but Chaucer loves the adventures (even though he caterwauls through the songs).

Any big in-store holiday plans? Well, we are heavily supporting the holiday catalog and are creating window displays and in-store labels and displays based on the red chair on the cover. To begin the season we're hosting "Baker's Dozen": 13 local authors scattered throughout the store sharing a recipe they enjoy, their latest books, and their own recipe for writing. We're distributing the catalog to our entire list as well as handing them out at the readings and conversations event with Mary Oliver in November. More casually, Bruce and our friends are planning on caroling at the store on some to be named weekend during December.

In-store caroling? Any tricks up your sleeves to convince adult customers to sing? I have hosted a caroling party at my house every year for the last 17 (except the year our daughter was born on Dec 22). We go around the neighborhood singing in four-part harmony with our friends. We're just going to invite them into the store and do a little bit of caroling some Saturday or Sunday afternoon/evening. I'll bring my songbooks and invite anyone who wants to join in whether they can carry a tune or not. It's just fun to make music and not worry too much about performing. This is very casual. No piano, no costumes. Just good fun.

Booksellers Write

Amelia Reising is Reading Herself Sick

My older brother brought home his first-grade readers and taught me what he'd learned each day, letter-by-letter, sound-by-sound, until I could read like he could. He was creating a monster and had no idea, poor naïve boy. Previously enraptured by the secret code that other people could make into words, I soon read everything within reach that I could decipher.

For Christmas the year I was six, Santa dropped off my first chapter books, a boxed set of Charlotte's Web, The Trumpet of the Swan, and Stuart Little. Charlotte was first, the story of an eight-legged heroine and the runt pig who becomes a champion. By the time Charlotte had laid her eggs, I loved her nearly as much as Wilbur did. I still get a little choked up thinking about her death. Down the stairs I ran, sick from tears, bawling to my mother, "Charlotte's dead!"

Up until that point I had read only happy stories, polite stories, where no
one's life is threatened by an axe, where there is no sadness, no death, only drawings full of light and smiling, anthropomorphized creatures. And my view of books changed. Books could make you feel something besides happiness. Books could suddenly make you completely miserable. Books could betray you.

I was sick over that spider for days. I know the ending is a hopeful one, the tiny egg sack rescued in Wilbur's mouth, the babies hatching and parachuting out into the world. But I kept remembering poor, brave Charlotte, weakened and dying. I couldn't think straight.

And yet, after *Charlotte's Web*, I continued to gravitate towards books that would make me feel that way. Through my elementary and middle school years, I read a little of everything, but the ones that made me sick are the ones that stand out. About the silly Betsy Byars tales I remember little, but I remember the very place I was sitting when Lucy and Susan petted the blood-matted mane of a dead Aslan. And I remember staying home sick from school the next day because of it.

Also prone to motion sickness, more than one family car trip was spoiled by my insistence on reading in the car, followed by my sudden insistence on vomiting. Reading was no longer the safe hobby it had been with thirty-two page picture books. I learned to pay attention to the nausea and put down the book, but to this day, sometimes something is just too good to stop reading, despite the sickness in my gut.

No one will argue that reading is a healthier past-time than, say, television, video games, or alcoholism, but for me, there have been many times when I've read all night, staying up till three in the morning weeping over *The Time Traveler's Wife*, and then dragging myself out of bed the next morning with puffy eyes and green skin. Or the Harry Potter marathons that accompanied each book and left me bleary-eyed the next morning and distracted for days. Or finishing *The Book Thief* at one a.m. and lying awake all night, the images in my head not at all fictional, haunting me for a solid week.

I think the monster that my brother created those many years ago was my addiction: reading binges that leave me unfit for human companionship; the inability to stop reading despite extreme physical and emotional discomfort; a craving for a good story when I have none.

I've tried quitting; it's useless. I need to read. Despite the consequences. And there's no twelve-step program that can help me now. Worse yet, I've become a pusher. I've sold countless copies of *Charlotte's Web* for parents to give their trusting sons and daughters. *The Time Traveler's Wife* is my store's best-selling book ever, and most of those were sold on my recommendation. I've selected *The Book Thief* for this month's book club. Clearly I must be stopped.

Amelia Reising is a bookseller at Books Without Borders in Eugene, OR. Even though she knows better, she just started re-reading *The Book Thief*. Someone please get her a hanky.

FREE Posters Tout Benefits of Shopping Locally
PNBA's sister association, the Northern California Independent Booksellers Association, has published a poster that lists "EIGHT GREAT REASONS TO SHOP AT LOCALLY-OWNED BUSINESSES" and says "SUPPORT YOUR LOCAL INDEPENDENT BOOKSTORE."

The NCIBA is making the posters available to interested independent bookstores in other regions. If you'd like a copy, e-mail NCIBA or call Joyce or Hut in the NCIBA office at 415-561-7686.

Portland Writers' Dojo

We heard from the Oregon Literary Association that there's a new writer's sanctuary in the St. Johns neighborhood in Portland that's accepting applications for monthly memberships. In the tradition of The Writers Room in New York; The Loft in Minneapolis; and The Grotto in San Francisco, the Writers' Dojo will offer shared digs for PDX writers.

The website, which currently features a recorded excerpt of a conversation between Portland authors and friends Chelsea Cain and Chuck Palahniuk, promises interviews, podcasts, parties, blogs, essays, artwork, workshops, Web projects, readings, resources, literary community. We look forward to more. Oh, yeah, and there's a blog, too.

Nominate a Store for the Pannell Awards

The Women's National Book Association wants to know about bookstores that excel at creatively bringing books and young people together. WNBA will present the Lucile Micheels Pannell Award to two bookstores—one general and one children's specialty bookstore—at the 2008 BookExpo America. Each recipient will receive a check for $1,000 plus a framed piece of original art by a children's book illustrator.

To nominate your favorite bookstore (it can even be your own!), please provide the following:
1) Name of the store
2) Address and phone number of the store
3) Contact person at the store, including email address
4) A brief reason (just a sentence or two) of why you believe the store is deserving of the award
5) Your name and affiliation to your nominated store

Please send your nomination to mary.james@ingrambook.com or to Mary Grey James, Pannell Award Nomination, 2200 Sharondale Dr., Nashville,TN 37215.

DEADLINE FOR NOMINATIONS IS JANUARY 11, 2008.

The Pannell Award was established in 1981 by WNBA, a national organization of women and men who work to promote reading and to support the role of women in the book community. This year is the 90th Anniversary of the organization.
Fall Show Literacy Grants

PNBA paid $2,565 in matching grant money this fall to literacy groups, thanks to the following stores, which donated to literacy projects in their communities.

All for Kids: $250 to Northwest Literacy Foundation
Armchair Books: $250 to Reading Is Fundamental (Pendleton, OR)
Bethel Avenue Book Company: $250 to Literacy Council of Kitsap
Betty's Books: $250 to Recovery Village
Chapter One Book Store: $250 to Daly Elementary School Library
Eagle Harbor Book Company: $250 to Literacy Council of Kitsap
Pacific Mist Books: $165 to Parenting Matters Foundation
Parnassus Books: $250 to Delta Kappa Gamma "Books on Board"
Secret Garden: $250 to Ballard Public Library
Trail's End Bookstore: $150 to Public School Funding Alliance
Watermark Book Co.: $250 to Fidalgo Island Rotary Club

UO Bookstore Welcomes New Buyer

Penny Hutchens has been selected as General Book Buyer for the Literary Duck, the tradebook division of the University of Oregon Bookstore, which was recently renamed The Duck Store. Penny has worked for the department for 23 years in multiple capacities. From bookselling to receiving and returns, she’s familiar with many layers of the operation and possesses a particular understanding of the inventory control system, as well as intricacies of swordplay and other requirements bestowed upon Duck Store employees on Halloween.

To contact Penny to set up a buy or just to introduce yourself, here's what you need:

Penny Hutchens
General Book Buyer
The Duck Store
541-434-3230 (direct)
pennyh@uoregon.edu

New Bookstore Members

Colette’s - Hungry Minds
Colette's - Hungry Minds
Jessica L. Lloyd-Rogers, co-owner
3229 Broadway, Ste H & I
North Bend, OR  97459
T: 541-751-1475
F: 541-751-0130
E: mavericklearner@yahoo.com
Est. 2007; 1,000 sq ft; 4 emplys; new and used, with emphasis on non-fiction. Started as "French fast food" cafe (w/crepes, soup & quiche), bought out a used book store, and in late 07 decided to add new books.

Klindt's Booksellers & Stationers
Phillip Klindt, Owner
315 E. 2nd St.
The Dalles, OR 97058
T: 541-296-3355
F: 541-298-5171
E: philklindt@gorge.net
W: klintsbooks.com
est. 1870; 1,250 sq ft; 4 emplys; new and used.

Member Changes

Liberty Bay Books
New e-mail: libertybaybooks@embarqmail.com
See handbook, page 12

Christopher Gruener, formerly a retail territory manager for Baker & Taylor, has joined Faherty & Associates, repping northern and central California and northern Nevada. Reach him at Chris@fahertybooks.com.

Calendar

Nov 29, 2007       NWABP meeting, Lake Oswego, OR
Jan 17, 2008       BPNW meeting, Seattle
Jan 24-27, 2008    ABA's Winter Institute, Louisville, KY
Feb 2-5, 2008      The Seattle Gift Show
May 29-June 1, 2008 BEA/ABA Convention, Los Angeles
Dear PNBA Members:

Holiday Greetings from PNBA's staff! We hope your stores are bustling and merry and humming with customers right now—and that your Holiday Catalog titles are flying off the shelves.

In the spirit of giving, we're coordinating donations to libraries, schools and bookstores hit by storms and flooding last week. Please contact PNBA with any information about those in need of help.

Also, we are pleased to announce that we have a location and dates for our fall 2008 tradeshow. Mark your calendars for September 15-17, 2008. The convention will be at the Holiday Inn at the airport in Portland, which is the same location as our spring show last year (note, we're working on acquiring better coffee, as that was the chief complaint we heard about the location last spring).

Happy Holidays!

Sincerely,

Thom
Meet the Wilkes, the new owners of Books by the Way on Vashon Island. (Former owners Jan and Charlie Peterson have retired). Pictured above are Jenni Wilke and daughters, Phoebe (4) and Amelia (8). Not pictured are her husband, Dave, and son, Simon (6). The Wilkes moved to the Northwest from Northern Arizona in August of 2006 and were looking for a Vashon business to buy when Dave was hired as facilities director by the local school district. Still, they were intrigued by an ad that ran in the local paper about a bookstore for sale, Jenni having been a high school English teacher and a regular library volunteer. After talking with the Petersens a couple of times, the sale progressed quickly this fall. "Having never owned a business, it is pretty overwhelming to learn everything and keep up with the pace of the holidays," Jenni says. They're holding their own, though, and are already hosting a storytime, exhibiting art, and collecting and donating profits for their local food bank.

Holiday Book Recommendations
We asked some of our booksellers to suggest books based on common holiday gift scenarios.


Parent or close-ish relative looking for poetry for a 20-something English major who is pierced, tattooed, and likes and reads poetry: "The difficulty is in knowing what the gift recipient already owns and/or likes. Given a blank slate I would suggest Modern Life by Matthea Harvey, a recent Graywolf publication. It certainly has some troubling images the giver would need to know about, but as a mash-up of the haunting and apocalyptic language we find throughout this culture, delivered with some comic flair, it excels. And anthologies often make smart gifts, since the reader is not burdened with liking or disliking one poet's voice alone. In this case I'd suggest the Best American Poetry 2007, co-edited by Seattle's Heather McHugh. Snazzy wordplay is the element which binds together many of these poems culled almost entirely from magazines published last year." -- John Marshall, Open Books: A Poem
Emporium, Seattle

For couple expecting first child: "Gyo Fujikawa has illustrated three new books of poetry: Child's Garden of Verses, Child's Book of Poems, and a Mother Goose. Also, Jane Yolen's Here's a Little Poem. I think a new baby library is a good idea, too: three of your kids' favorite books all wrapped up in a little pile. That baby will be a toddler soon and will need books, then, too." --Rene' Kirkpatrick, buyer at All for Kids, Books & Music, Seattle


For reluctant young male reader: "The new illustrated version of Gary Paulsen's Hatchet is a remarkable improvement to what I consider to be an all-time classic book for boys. The new anniversary edition far surpassed what I expected from the book." --Brad Smith, owner, Paulina Springs Books, Sisters, OR

For three-year-old w/ sibling on the way: "When the New Baby Comes, I'm Moving Out, by Martha Alexander. We also think a book just for the child with no mention of a sibling is really important and we would recommend I Saw an Ant on the Railroad Truck by Joshua Prince, and Richard Scarry's Cars and Trucks and Things That Go books that will keep the child occupied and talking as s/he examines each picture." --Rene' Kirkpatrick, buyer at All for Kids, Books & Music, Seattle

For 12 year-old-girl who has read everything: "Any beautiful collection of a classic book, even a beautiful hardcover edition of something she may have read already like Secret Garden for her own library. The new Kiki Strike book, The Empress' Tomb by Kirsten Miller." --Rene' Kirkpatrick, buyer at All for Kids, Books & Music, Seattle

For 14-year-old boy who likes graphic novels: "Dead High Yearbook by Ivan Velez; Runaways series by Brian K. Vaughan and Adrian Alphona; Garage Band by Gipi; Black Diamond Detective Agency by Eddie Campbell." --Rene' Kirkpatrick, buyer at All for Kids, Books & Music, Seattle

For high school girls: "The Center of Everything by Laura Moriarity is a coming-of-age story. Evelyn lives with a single mother who struggles to keep things together--at times unsuccessfully. Evelyn faces choices and challenges of most teenage girls, choices about friends, school, and what she wants in life. I found the characters believable and the writing satisfying." --Gayle Wingerter, Education Specialist, Inklings Bookshop, Yakima

Shopping for a spouse or friend who likes poetry but has only ever talked about Robert Service's poems: "Here, David Lee's books, any of them (with the exception of A Legacy of Shadows) should do the trick. While his poems don't feature the overt music of Service, they tell stories--charming, funny, rural stories. The Porcine Canticles would be the place to start. A series of poems told by a narrator who's neighbor, John, is a pig farmer and the book's protagonist. David Lee offers up some down-home wisdom, lots of broad comedy, and just flat-out terrific aw-shucks writing. If the music of Service is what the giver is after then I'd
suggest *Committed to Memory: 100 Best Poems to Memorize*. Very few of these poems are from the 20th Century, and the vernacular speech of Service will not be found, but it is a fine gathering of classic poetry through the ages." --John Marshall, *Open Books: A Poem Emporium, Seattle*

**For big businessman Uncle Bob who needs a little current reeducation:** "*Blessed Unrest* (Viking) by Paul Hawken subtitle is How the largest movement in the world came into being and why no one saw it coming." --Jan Waldmann, *Powell's Hawthorne*

**Abetting a Cultural Revolution on the Oregon Coast**

Colette's will hold a four-day grand opening bash January 2-6 that will double as a 51st birthday celebration for co-owner Jessica Lloyd-Rogers. The North Bend, Oregon bookstore/specialty crepe shop and bakery (which promises "aiding and abetting a cultural revolution in our own bay area") has been open for a month and is, Lloyd-Rogers says, "selling like crazy."

"Basically, we have the perfect place to hang out," says Lloyd-Rogers, who quickly added "which is great because we spend about 19 or 20 hours a day here."

Lloyd-Rogers and her partner (in life and business), Jerry, were shopping for a bigger space for their crepe shop when they decided to add books to the 2,000 square foot space they found in a small mall. Lloyd-Rogers, with a background in investigative journalism, had moved to North Bend from Santa Cruz, California, where she spent much of her spare time wandering bookstores and buying books. North Bend didn't have a new independent store anywhere near (Eugene is more than two hours away) and she missed book culture.

She knew books, and it didn't take long for her to find resources to learn about opening a new store. The couple purchased the inventory and bookshelves from an existing used store in nearby Coquille. They added espresso, a stage, fresh paint in bright and inviting colors, pored over ABA and PNBA's resources and ordered new books, including the PNBA Holiday Catalog titles. The store sells 75 percent new books, 25 percent used, with an emphasis on nonfiction titles.

Lloyd-Rogers has big plans and lots of ideas. She hopes the space will grow into an indie media center, and she wants to host author and music events. She's got plans in the works for a paint-the-crepe contest and--to put to good use some of the mass market romance novels she purchased along with the rest of the used inventory--a mixed media Romance-Novels-as-Art-Contest in February.

"We're building a community," Lloyd-Rogers says. "It's been really gratifying so far." Check out Colette's progress on their blog.
I have a confession. I give used books as gifts.

Nine times out of ten if I'm giving a gift, it's a book, and, more often than not, it's used. This isn't because I'm cheap; okay, I'll admit that may be part of the reason, but it's not the only one.

Used books are a green gift; they're 100% recycled and require no batteries or fossil fuels to operate. Additionally, they make greenbacks go further by giving a gift buying customer the option of saving money, giving more, and staying within their budget. If that isn't enough, used books are usually more profitable for the seller, adding a bit more green trim to their registers. Giving used books as gifts is a win -- for everyone.

Most of the gifts I buy are birthday presents for my son to give to his friends. He's a serious reader, as are most of his pals. Hearing "Thanks so much for the books!" from their parents, with that emphasis on the plural is rather nice. Meanwhile I know I've done something good for the planet, the recipient of the gift and, given the number of parties my son goes to every year, my bank account. That's why I give, and recommend, used books as gifts.

Every year as the leaves fall and the air chills I watch the store fill up with delightful souls who give books as gifts. I watch the new book, sidelines, and remainder sales jump, rare book sales double. Used book sales do increase, a leisurely stroll up a gentle hill by comparison, but not from any significant gift buying. And that's a shame.

I'm convinced that most of those used book sales are customers picking something they want to read along with their gifts. This conclusion arises from how often I show a gift shopper a used copy of the book they want, looking every bit as good as the new copy, and receive the reply: "It's a gift; I should get the new one."

This exact thing happened to me recently while helping a customer - in our Environmental Studies section. The positive sum outcome, or win-win if you prefer, was lost on that customer. Unfortunately my "always be polite, or else!" Southern upbringing made it nearly impossible to point it out to them. That's why I'm practicing with you before I head to the retail floor to make the case that used books are a fantastic green gift. So my
wish for you this Holiday season, and for the New Year, is that you too will find the world, and your bank account, greener places.

With that it's back to work. I've got used books to buy and sell.

*When he's not buying gifts for his son to take to birthday parties or crawfishing, Chris Hagen manages used books at Powell's, Burnside. Reach him at chris.hagen@powells.com or 503-228-0540.*

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**Storecat Magic at Rediscovered Bookshop**

*PNBA kid Olive Passaro meets Chaucer the storecat (and co-owner Laura DeLaney) at Rediscovered Bookshop in Boise on Black Friday. The one-year-old bookstore had its best day yet November 17 when it hosted *Baker's Dozen*, an event in which thirteen authors shared favorite foods and recipes at stations throughout the store.*

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**Notes from a (New) Librarian**

by Colin Rea

Hey hey, PNBA (how many books did you sell today?).

Ah, nothing like a little LBJ nostalgia to start a rambling. I'm sitting at my huge desk here in my huge office and thinking about the changes in my work routine o'er the last month. Besides swapping a cubicle for a room with a door, I’ve had a lot to get used to. Indeed, I have a lot to learn. What thrills me, though, is that I still play with books. The processes have changed, but the lit remains.

My brain is a bit scrambled from learning a complex job filled with everything from selecting materials to understanding all the state laws regarding special districting, elected officials, and a forthcoming tax levy.
As complicated as this all is, I comfort myself with the knowledge that I don't have to man a till on X-mas eve! In keeping with the scrambled theme, here are a few random thoughts, images, and musings about my first month as a librarian:

· The hardest thing so far? Scanning the &@#$-ing book! I've spent a decade aiming scanners at the lower right side of the back of books (until Manga came along, that is). Library books, however, get their own special bar code on the upper left side of the FRONT of the book. I can't tell you how many times I've stood there repeatedly sticking the UPC under the scanner, tilting it this way and that trying to get the silly thing to read. D'uh. Understandably, my staff loves to watch me do this.

· Thanks to all who e-mailed a farewell when I suddenly disappeared. The number one question from the world of retail books: Where is Fern Ridge? Why, it's right here, of course.

· Coolest thing about my library? That would be John Daniel's one-line poem, written for the library and painted in 12-inch tall letters around the interior of the library.

· Hand-selling is soooooo much easier when it's hand-loaning. Actually, in libraries, it's called reader's advisory, and it's great to tell people 'Try it; if you don't like it, bring it back and try another.' This just re-affirms my belief that a guarantee on all staff rec's would work in a retail bookstore. The confidence gained by your staff would result in more than enough sales to offset the few returns.

· I miss my sales reps. I now choose titles solely based on print reviews, catalogs, etc. Even as I come across glowing reviews in Library Journal, I can still hear Cindy H. saying 'This book is incredible, you'll sell a ton.' You know what, she was always right. So was George, Bob, Reed, Michael, and all the rest.

· Think returns are tough? Trying ensuring books like this don't stick around:

![image](image_url)

· Denis Johnson and Sherman Alexie just won National Book Awards. That is more than a quiet endorsement of the quality of the literature coming out of our woods.

· Brian J visited a few days ago from the offices of the PNBA. Even in my office, he couldn't help but speak quietly in the reverential tones of a library patron. That, ladies and gentlemen, is why libraries are my church, and the created word is my religion.

Until next time,
Colin
ps Here's the John Daniel poem.

Read then, if you will,
and in the springtime of your reading
the pages will shine with pale fire,
like new alder leaves in sun.
In their secret way they grow
and gather as you turn them,
they remain with you,
they rise up close around
like blackberry thickets in midsummer,
a wilderness of leaves
you're lost in. Turn, turn further.
Something shy and never seen
awaits you, and as you search
you may discover what you did not think
to ask for, a last apple
in autumn boughs where you saw
a bird fly in. Listen.
In the Douglas firs the wind
is saying something, voice
of distant places, other years
returning. Does it speak your name?
You need nothing more for winter now,
the faithful rain on your roof,
a warm fire within. Go
the way you were born to go,
turning and turning the pages of time.

Colin Rea is the former trade buyer at the University of Oregon Bookstore, a former PNBA Board Member and the new director of the Fern Ridge Library System. He is the new coordinator for PNBA's Rural Library program and will soon be considering libraries as potential recipients of the donations from the fall 2008 show.

Booksellers Write

From the Poetry Frontier by John Marshall

Along with my wife, Christine Deavel, I own and operate a poetry-only bookstore. Since there is currently just one other poetry bookstore in the U.S., I'm doing something few fellow booksellers do. But, like millions of others, I am also a retail clerk. Like car salesmen, we exchange goods for money.

Twenty years ago I sold my first book and felt guilty doing it. I'd been an English major, raised in a military family, so selling was unnatural to me. That feeling lasted quite awhile. Books can teach a great many things, but education in retail sales probably has to come through experience.

I remember one particular turning point. We had a customer who was a professional salesman. He had fallen head-over-heals in love with poetry
and shared his enthusiasm, and checkbook, with us on a weekly basis. Quite a character, voluble and vibrant. One day I told him about a cassette tape-recording of the poet H.D. reading with a symphony. I hadn't ordered it because I thought it was too expensive. It was a rare recording and, since the company that offered it and several other gems has long since folded, now I wish I had bought a carton. The customer berated me for not ordering the tape. Said he would have bought two right then if I had them. He told me it is not my business to decide for him the value of an object.

He was oh so right. The store could have afforded a copy of the tape. It would have set us further apart from other stores. There I was, acting like the over-bearing parent of my customers. Not at all what I should have been doing. I was devastated, seeing myself in that glaringly accurate, unfavorable light. This good fellow died a few years ago. I happened on his obit in the paper. My wife and I went to his service. He is missed by us, but he is thanked, too.

I still find myself, though less and less often, wondering if the person I am taking money from can really afford the transaction. And I don't mean will the check bounce? I mean: does it make sense for them in their economic life?

Years ago, when we had a general bookstore, we had a very troubled fellow, who kept asking if this or that book was the "definitive" book on its subject. He was certainly mentally challenged, and looked to be living on the street or in a decrepit house. But he stacked books on the counter as he went along. And his litany of "is this the definitive book on . . . ." showed that he knew a lot about many things, and was making subtle and accurate connections between people and ideas. I don't remember how much the books came to, but it was well over a hundred dollars. He paid for a stack of books I was convinced I was going to be re-shelving with wadded up bills. It was like a dream; totally unanticipated and out of my control. At the time I wondered if I should refuse him, tell him to keep the money, buy some food and a shower. I'm not certain I did the right thing, but I believe I did. I took him seriously, trusted him to know what to do with this time and money, treated him as an equal. I suspect that was a rare encounter for him.

This sweet liberal has learned a sort of libertarian lesson. Retail is about trusting the customer to take care of him or her self. Happily, I'm not trying to sell something I don't believe in. My purpose is to make things available, and to have some knowledge about them. The customers and I are equals. If they want to buy books from me, I am more than happy to oblige. Anything else is a matter of imagination, and that doesn't belong in retail. That's for the arts.

John Marshall (aka J.W. Marshall) co-owns Open Books: A Poem Emporium in Seattle and is a soon-to-be published author. His book of poetry Meaning A Cloud will be published in March by Oberlin College Press. It won the eleventh annual Field Poetry Prize. He and Open Books co-owner Christine Deavel will join our regular cast of Footnotes columnists. Reach John at marshall52@gmail.com.
Last week, Good Morning America featured Leavenworth, WA for its holiday festivities and lighted decorations. **Pat Rutledge**, co-owner of A Book For All Seasons in Leavenworth, told *Publishers' Weekly* that the city's merchants really went over the top to show off for Good Morning America (see photo in PNBA banner above). Rutledge said book sales increased and the phone "has been ringing off the hook" with people wanting to book one of the six rooms in the store's cozy bed and breakfast.

From *Shelf Awareness* 11/15 article on cell phones: "A 'stroke of serendipitous beneficence' envelops [Valerie Ryan's](#) Cannon Beach Book Company, Cannon Beach, Ore., where no cell phone receives a signal. Says Ryan: 'When some obnox starts the escalation from 'can you hear me?' to 'CAN YOU HEAR ME?' I smile sweetly (!) and say, 'There is no signal inside the store, but the porch seems to work for most phones.'"

### Recent Awards for Northwest Books & Authors

**Pale Surface of Things** (KOMENAR Publishing) by Janey Bennett received USA Book News Best Book 2007 award in the multicultural fiction category.

Robert Michael Pyle's **Sky Time in Gray's River** (Mariner Books) is the 2007 *National Outdoor Book Award* program's winner for Natural History Literature.

Portland's Literary Arts announced the winners of the 2007 *Oregon Book Awards* December 2. They are as follows.

- **Stafford/Hall Award for Poetry:**
  - **Tom Blood** of Portland for *The Sky Position* (Marriage Records Publishing House)

- **Ken Kesey Award for the Novel**
  - **Alison Clement** of Corvallis for *Twenty Questions* (Atria Books)

- **H.L. Davis Award for Short Fiction**
  - **Charles D'Ambrosio** of Portland for *The Dead Fish Museum* (Alfred A. Knopf)

- **Frances Fuller Victor Award for General Nonfiction**
  - **Garrett Epps** of Eugene for *Democracy Reborn: The Fourteenth Amendment and the Fight for Equal Rights in Post-Civil War America* (Henry Holt)

- **Sarah Winnemucca Award for Creative Nonfiction**
  - **Lee Montgomery** of Portland for *The Things Between Us* (Free Press)

- **Eloise Jarvis McGraw Award for Children's Literature**
  - **Shannon Riggs** of Salem for *Not in Room 204* (Albert Whitman & Company)

- **Leslie Bradshaw Award for Young Adult Literature**
  - **Susan Fletcher** of Wilsonville for *Alphabet of Dreams* (Atheneum)
Member Notes

The American Booksellers Association is looking to contact Susanna Draper, former bookseller, from Madison Park Books in Seattle, WA in regards to the Book Sense Gift Card program. Please contact Jill Perlstein or call 1-800-637-0037, ext. 6642.

Mike Jones, most recently director of sales and marketing at Graphic Arts Center Publishing in Portland, has joined Keen Communications as director of special sales. Reach him by phone at 503-344-4683 or at michaelkjones@comcast.net.

Diana Wells, of Diana Wells Book Development and Editorial Services, has a new e-mail. Reach her at dkwells@clearwire.net.

Calendar

Jan 17, 2008  BPNW meeting, Seattle
Jan 24-27, 2008  ABA's Winter Institute, Louisville, KY
Jan 31, 2008  NWABP meeting, Lake Oswego, OR
Feb 2-5, 2008  The Seattle Gift Show
May 29-June 1, 2008  BEA/ABA Convention, Los Angeles
Sept 15-17, 2008  PNBA Fall Tradeshows, Portland