Dear Members:

As our friends the Chapter One-ders in Hamilton, Montana wrote in their newsletter this week, "January is a month made for reading, skiing, and hot, delicious meals." Cheers to that-- or at least to the reading and eating part for us indoor types.

For us at PNBA, this month also brings a chance to slow down and think about our world without a Spring tradeshow to plan. We've already got an exciting new Book Awards celebration in the works (we think you'll like this . . . you can read about our party plans below) and Brian has been organizing a new spring catalog modeled after the Holiday Catalog (see Leafing Out below).

I hope to see many of you at ABA's Winter Institute in Kentucky at the end the month.

Our Board of Directors will meet at a retreat in February, and that's a great time to present your ideas and comments. Drop us a line when you can. We love to hear from you, and it really is the time of year for thinking about fresh ideas.

Wishing you happy reading and a quiet--but not too quiet--month,

Thom
Hey, it's . . .

Bruce Lundy, Manager of the Literary Duck, the bookstore at the University of Oregon, dressed up like you-know-who as part of the store's Holiday Catalog promotion.

Our Book Awards Party

You're all invited to celebrate PNBA's 2008 Book Awards with us March 29, 2008 at the Heathman Hotel in Portland. This will be an exclusive reception for PNBA members, where the award-winning authors will talk briefly and will sign books and the commemorative art posters we're having designed for the Book Awards this year.

Partners/West, HarperCollins and Ingram have already signed on as sponsors for this event.

We're excited to be partnering with The Heathman, a luxury hotel that's building a reputation as the place to stay for literary types and is offering a generous discount for PNBA members (details to come very soon). National Geographic's Intelligent Travel Today blog recently had this to say about the hotel.

If you haven't heard, our hard-working Awards Committee chose the following six books from nearly 200 nominees, all of which were written by Northwest authors and published in 2007:

*The Absolutely True Diary of a Part-Time Indian*
Leafing Out: Introducing our New Spring Catalog

The six 2008 PNBA award-winning titles will anchor our new spring catalog, Leafing Out.

Inspired by the successful model of our annual Holiday Catalog, Leafing Out is designed to give you another opportunity to reach out to your communities with an invitation to customers, old and new.

Spring is a time for gardens to be planned, a time when both moms and dads receive their due recognition. Diplomas are awarded, every day hears the crack of a bat, and the school year is winding down while the kids are winding up to be turned loose. Spring is a lot of things, and we hope Leafing Out will touch on all of them. We'll have the list of Leafing Out books available for you March 1.

For those of you who have been putting the Holiday Catalog to work, we don't need to tell you much. The publication is shorter (roughly 50 titles), the format is a bit different (single sheet, quarter-folded to 8” x 11.375”), but the plan should be the same. Build around Leafing Out in-store, and send it out to your community like an invitation. Set up your newspaper inserts the same way you do in November and December. One big change—a run of only 5,000 copies is required to receive complimentary
store imprinting! You will likely have to build something entirely new, but a logo, place and times are all that are really required. This time around, if you don't have the resources to arrange those into a tidy little imprint, PNBA can make that happen for a modest fee of $50. You provide the pieces; we'll build it and send you a proof.

Booksellers should have received info about the catalog and a contract from Brian last week. E-mail him if you didn't receive it.

We're all going to make a lot happen in a short period of time, so get your plan together and in motion without delay! Deadline for orders and imprints is **February 22nd**. If you have any questions after looking over the contract, do give Brian a shout. It's a big step, we know, but we have every confidence it's a smart one.

Viva la Librería Independiente:
A Global Perspective on Bookselling
by Russ Lawrence, BookPro of the Month

*John McNamee (Ireland), President of the European Booksellers Federation, Russ Lawrence, ABA President, and Eric Hardin (France), International Booksellers Federation President at the IBF meeting in Turin, May 2006.*
As ABA President, I've had the pleasure of meeting booksellers from around the world, hearing about and seeing first-hand how our businesses compare. Just as getting to my first PNBA trade show 21 years ago (!) showed me which issues were unique to my store, and which were best addressed collectively, so too meeting booksellers worldwide has provided me with a much-needed global perspective on big-picture bookselling, publishing and reading issues.

One of the most striking things I've found is the degree to which cultural values influence the bookselling environment. Take, for instance, the "fixed-price" issue. In some countries retail book prices are legally protected-that is, retail bookstores may NOT discount book prices, or the discounts are legally limited to a maximum of 5-10%. The rationale is written right into the law in Spain, for instance, where books are deemed to have both economic and cultural value.

"Fixed prices" are seen as a means to protect the survival of independent bookstores which, again, are viewed as cultural resources as well as businesses. Variations on the theme of "fixed prices" are justified abroad as a way to assure the widest selection of titles, the promotion of literary diversity and to guarantee the efficient circulation of ideas-via healthy independent bookstores.

Fixed-price laws exist in countries in Europe and Latin America, with various exclusions and exceptions. Whether they work as intended or not, they send a strong message that independent bookstores are a valued part of the fabric of society-not just a disposable cog in the wheels of a free-market economy.

Some countries have experimented with other means of supporting or protecting independent bookstores. France, for a time, provided textbook vouchers to students, who then purchased their textbooks from bookstores. Other countries have had similar systems, but as textbooks are on the cutting edge of digitization, these efforts have weakened-and with them, the network of independents.

The French booksellers have a separate fund, ADELC--Association pour le Developement de la Librairie de Creation--supported by publishers, to assist booksellers with financing store openings and expansions. In the U.S., a combination of banking laws and laws governing the activities of trade associations have frustrated ABA's effort to provide bookstores with access to capital.

On the flip side of that coin, though, an example of how fortunate we are to have strong, active trade associations is Libri Mundi bookstore in Quito, Ecuador. As one of the premier bookstores of Latin America, Libri Mundi has expanded, opening an "international" store with books in languages other than Spanish, for instance, and is also now publishing books under its own imprint. In the absence of an Ecuadorian booksellers association, they are taking on many of the roles that the ABA and regional associations handle here, organizing a booksellers school, open to booksellers from other stores as well as their own employees, for example.

Looking at global issues, in the U.K., the Booksellers Association has its own "Working Group on Digitisation of Content," which has produced two reports dealing with digital issues. The ABA's own "Digital Task Force" has benefited from the work being done in the U.K. and elsewhere on this issue, which is truly global in its consequences.
The ABA is a member of the International Booksellers Federation, (IBF) which convenes annually and provides opportunities for staff and officers of member country associations to exchange ideas and work on issues. The sobering theme of the IBF meeting in 2006 was, "Will there be bookstores in 2010?" Francis Bennett of the U.K., answered with his own question, "Will there be customers in 2010?" Country after country reported numbers similar to those in the NEA's recent reports on reading in the U.S. Sales are increasingly bestseller-driven, reported Frederic Meriot of Hachette-Livre in France, with fewer people reading large numbers of books. Those who read fewer than 12 books per year favor bestsellers, he said, forcing publishers to focus on commercial titles. Rodrigo Dias, of the Italian Booksellers Association, cited a study that showed only 42.3 % of Italians had read any work of literature in the past year, and only 13% had read more than 12 books. In truth, 13% doesn't look so bad . . .

I've also seen Mario Cesar de Camargo, President of ABIGRAF, a Brazilian publishing industry association, give a sobering presentation on trends in the graphics and publishing industry worldwide. It was like watching your future in a crystal ball that you regretted asking . . .

What I have drawn from my exposure to bookselling worldwide is an extension of what I have drawn from you, my PNBA and ABA companions: we are not alone, and we're stronger when we work together. Change is now our companion, not our enemy. Creating bookstores that have deep relationships with our customers, and that are "community animators" (a lovely phrase borrowed from the French) will help us survive, as the notion of what constitutes a "book" or a "bookstore" evolves globally. Cultural values change over time, too, and independent bookstores can be catalysts—or "animators"—of those changes. "Local First" efforts are a prime example of that.

Power to the Community Animators!

Russ Lawrence is ABA's current president; a past president of PNBA's Board of Directors; your BookPro for Buying; and co-owner of Chapter One Book Store in Hamilton, MT. Reach him at russ@chapter1bookstore.com or, by phone, at 406-363-5220.

In the News . . .

Says Seattle Seahawks coach Mike Holmgren: "I've always wanted to buy a bookstore. You know, sell some of those muffins and a little coffee. I don't care if we make any money. I don't want to lose a lot of money, but we could visit with people and get books . . . ." as reported in Friday's Seattle Post-Intelligencer, adding to the speculation about whether he will return to coach the Seahawks in 2008.

We wonder if he saw that M. Coy Books in Seattle will close at the end of February. In a letter to friends and customers, which was quoted in The Seattle Times, owners Michael Brasky and Michael Coy wrote, "The economic struggle of keeping a small independent bookstore afloat in today's retail environment has become virtually impossible. For the first sixteen years of our business, we were blessed with an exceptional
landlord, who made it possible for us to weather some incredibly tough times. Times change and our new landlord has different priorities." We're sorry to see them go.

We huddled around a computer in mid-December to watch Auntie's Bookstore ads on YouTube. Okay, so we watched this one several times (it got 678 views!). Kudos to the folks at Auntie's for a great seasonal cyber-promotion.

Another cool idea from the holiday season came from St. Helens Book Shop, where owner Luanne Kreutzer is ever-enterprising. Here's a story about the newest event in her authorless event series (hint: think Tupperware) from Bookselling This Week.

We like what Meg Tilly had to say on her blog about Village Books and their Ravenous Readers Book Club. Take that, NEA report!

A recent article in Washington's Journal Newspapers had downright glowing things to say about member stores Third Place Books, Edmonds Bookshop and University Bookstore. We love this quote: "Third Place Books is my favorite bookstore of all time," said Nancy Aguilar of Lake Forest Park. "I love the ambiance of a warm and inviting gathering place for all types of groups and all types of people. There's always something interesting going on, whether it's a children's birthday party, a salsa band, or an engaging lecture. Hanging out at Third Place feels kind of like being with family. It's a place where I recognize old friends and meet new ones."

Elliott Bay Book Company and Powell's were profiled in a San Jose Mercury News article about "destination bookstores," saying they "can make you feel like you're part of the community, whether you're grooving on the laid-back vibe at Powell's in Portland, or tuning into the Beltway buzz at Washington's Politics and Prose." There's a great quote from Elliott Bay's Tracy Taylor: "It can be anyone from a first-time poet to Dave Sedaris returning for his 10th time . . . We had him here when nobody knew who he was and there were 15 people in the audience. He sang the Oscar Mayer song."

Free Footnotes for Your Employees

Keep 'em in the loop about Northwest bookselling news and PNBA events and programs. Send us their e-mails today! Archived editions of Footnotes are available here.

Nominate Your Favorites . . .

For Bookseller of the Year:
You've been impressed with their professionalism from the front line bookseller to management and you rank them as your favorite bookstore. Nominees should operate a professional storefront retail bookstore in the U.S. and excel in buying and vendor relations, marketing, handselling, customer care, community involvement, management-employee relations,
merchandising and business operations. Nominations are due Monday, January 28, 2008 by noon.

**For Sales Rep of the Year:**
Whether you work together in person or by phone, your sales rep is a part of your bookstore business, someone upon whom you can rely for information, guidance and support. If a name and face come to mind, please tell us about your rep and what makes that person valuable to you. Share a story or provide an example of your rep's commitment to excellence. Nominations are due Wednesday, January 30, 2008 by noon.

Submit your nomination to Donna Paz Kaufman at dpaz@pazbookbiz.com or fax 904-261-6742 and include your name, phone number and industry affiliation. Candidates cannot nominate themselves. Profiles of this year's Publishers Weekly Award recipients will be featured in the pre-BookExpo America issue of the magazine and will be honored in Los Angeles during the convention.

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**New Bookstore Member**

**Berning Books**
Seanna Berning, owner
301 E. 4th Avenue/PO Box 713
Clark Fork, ID 83811
T: 208-266-1905
F: 208-266-1904
E: seanna@berningbooks.com
W: berningbooks.com

Est. 2007; 800 sq ft; 1 emp; new & used

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**Member Changes**

**Black Heron Press**
New address and telephone number:
P.O. Box 13396
Mill Creek, WA 98082
T: 425-355-4929

Black Heron's Returns address:
620 -112th Street SE, #355
Everett, WA 98208.

*See handbook, pg 27*

**Latte Books** in Bellingham has closed.

After many long years of service, **Walt Kelly** will leave **Barron's** this month as he begins retirement.

Barron's would like to announce the appointment of **Patrick Ewing**, who will be based in Portland and cover territory that includes Washington, Oregon, Montana, Idaho, and Alaska. His contact information is:
Patrick Ewing  
2017 SW Iowa Street  
Portland, OR 97239  
720-394-1224  
pwewing@gmail.com

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
March 29, 2008  PNBA Book Awards Party, Portland
May 29-June 1, 2008 BEA/ABA Convention, Los Angeles
Sept 15-17, 2008 PNBA Fall Tradeshow, Portland
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Dear Members:

By way of reminders, we give you three Valentine's haiku:

Members, we love you.
Dues are cheap for what we give.
Renew by Friday.

Deadlines, sweet, deadlines,
for Leafing Out, Lit Grants, and Party. See below.

We live for your forms.
Members, be our Valentine.
Hope to get your fax.

Thom, Larry, Brian, Jamie

2008 PNBA Book Awards Reception
The Heathman Hotel
1001 SW Broadway at Salmon
Portland, OR
Saturday, March 29, 4-7pm

Don't forget: Free Footnotes for Dear Members:
Saturday, March 29, 4-7pm

Please join Pacific Northwest Booksellers as we celebrate the winners of the 2008 Book Awards in fine fashion.

Attendees can expect exquisite hors d'oeuvres from the internationally-renowned Heathman Restaurant & Bar, a complimentary beer and wine bar, awards presentations with words from our winning authors, followed by book signing and complimentary books provided by the publishers. The reception is a ticketed event, with space restrictions limiting our headcount. Don't delay in making your plans.* Tickets are $30 per person.

This event is sponsored by Partners/West, HarperCollins, Ingram, A to Z Wineworks and The Heathman.

The Heathman Hotel is not only one of the "500 Best Hotels in the World," but has one of the only hotel-cataloged libraries in the country, featuring over 2,000 signed books by authors that have walked through their doors. They are passionate about literature and the impact a great book can have.

To reserve your tickets, click here for the order form, and fax or mail to the PNBA office, attention Larry. If you have questions about tickets or need to convey payment details, email larry@pnba.org.

In addition, the hotel will be offering rooms to PNBA members at an unbelievable event weekend rate: Deluxe King and Queen rooms, $125; suites, $159. To book a room, you must contact the Heathman directly. By phone call 1-800-551-0011. Ask for the PNBA group. To register online go to Portland.HeathmanHotel.com, select dates and insert PNBA into the Group Code Box. You can also reach this link on the 2008 Book Awards page at PNBA.org.

DISCLAIMER
*Because of space restrictions, PNBA reserves the right to limit the number of tickets purchased by a member group. We will hold over-limit quantities until March 14th, when you will be contacted and any remaining tickets will be released.

Staff Rec

In this new Footnotes feature, we present one bookseller's list of staff recommendations.

This month, it's Gina Greenlaw. Since 1990, Gina has worked as a bookseller at various independents from Alaska to Oregon. She currently works as a buyer of "Mom & Dad" books (i.e. regular adult fiction and non-at A Children's Place Bookstore in Portland, OR, which was recently nominated for a Lucile Micheels Pannell Award for a children's specialty bookstore that excels at "inspiring the interest of young people in books and reading." In addition to her love of snarky literary fiction, Gina is also a food memoir fiend. "Working at A Children's Place Bookstore is great," she says, though she laments "I only wish we could have David Sedaris for story time!" Don't we all.
Gina recommends:

*The Geography of Bliss*
by Eric Weiner
"Yesh! It's finally here! This is my current fave! It seems that I have been raving about *The Geography of Bliss* for weeks and now it's arrived to share with all! Weiner, a self-proclaimed glorified grumpus decides to turn his journalism skills toward a quixotic pursuit: finding the happiest spots on Earth. It's a seriously funny, intriguing, raucous, and surprising trek across the globe . . . who knew that Iceland is so crazy-joyful?! Right now I'm telling everyone: READ THIS ONE! It's a keeper."

She's also recommends:

*The Sharper your Knife, The Less you Cry*
by Kathleen Flinn

*The Brief Wondrous Life of Oscar Wao*
by Junot Diaz

*The People of the Book*
by Geraldine Brooks

*The Book Thief*
by Mark Zusak

*The Reluctant Fundamentalist*
by Mohsin Hamid

*The End of the Alphabet*
by CS Richardson

*The Stone Gods*
by Jeanette Winterson

Send your Staff Recs to jamiep@pnba.org

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**To-Do List**

In this new Footnotes feature, booksellers share with us their current unedited at-work to-do lists.

**Jane Laclergue**, owner, Fireside Bookstore, Olympia, WA
- Make a dent in the endless stack of catalogs, flyers, magazines, etc. for new book ideas to fill spaces emptied by our good Christmas sales.
  Having some "oldies" sell during the holidays gives us a clean slate.
- Give the shelves a thorough dusting. (How boring is that, but it must be
Give the shelves a thorough dusting. (How boring is that, but it must be done.)
- Get the few remaining calendars boxed up and mailed back.
- Remind myself and the staff how important our conversations with customers are especially this time of year. We have a lot of elderly customers whose visit to the store is their get-out-of-the-house time.
- Buy some fresh flowers for the front counter. They'll cheer everyone's spirits.

**sweet pea Flaherty**, Events Coordinator, New Book Buyer, Website Designer, etc., *King's Books*, Tacoma, WA

- Fax in timecards
- Place B&T and Ingram orders
- Call Aabergs to reserve steamroller for *Wayzgoose*
- Fill out Tacoma Arts Commission contract with city
- Finalize materials for *Wayzgoose*
- Make fliers for book club and Pierce County READS
- Publicity for upcoming events
- Give quotes for two school book orders
- Create debrief for Wi3
- Reorganize new book displays
- Return excess holiday titles
- Update website

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**Ten Tips for Booksellers**

**by Melissa Lion**

I was a bookseller for five years. But before I quit, I wrote a little article called *How To Talk to a Bookseller*. It was a guide for authors. I hope at least one of you has found authors to be better behaved.

I'm now a full-time writer. That means, I'm on the other side of the counter so I thought I'd write a new article: *How to Talk to the People in the Bookstore. A Guide for Booksellers*.

I didn't always interact with the people in the bookstore in the best way possible. There was the time I stood next to Khaled Hosseini and inhaled, eyes closed, and then swooned because he smelled so damn good. There was the time I told an irate customer that if she was so concerned about our lack of a dump for Bill O'Reilly's latest title, she could gather some cardboard from in back and craft one herself. Maybe if I had this handy guide, these things wouldn't have happened. No they still would have. But sometimes, we all need a little help in the interacting with other humans department. I hope this helps on those days when you're out of the hottest selling book, and last night was the night the staff decided to go out for just one drink, and the manager has told you, for the tenth time, to go circulate.

1) Look customers in the eye and say hello. This prevents shoplifting, but it also makes customers feel like they can talk to you too. I live in Portland now. Home of Powell's City of Books. It's a city. Of books. I can't find...
now. Home of Powell's City of Books. It's a city. Of books. I can't find anything in there. My first few trips, I'd stand in the section and squeak "Excuse me," as booksellers passed me right by. It's intimidating. It's scary. The first person who greeted me, I clung to for dear life. "Help me find the biography of Jacqueline Susann," I said. See, Powell's has no bio section. I know, right? Well, all bookstores have these little organizational quirks. The customer might not expect that and need a little help. So say hello. As to why I was reading a bio of the author of *Valley of the Dolls*, that's another list.

2) When the store doesn't have the book, say, "Let me check my warehouse." Not let me check the distributor, or Ingram. Let me check my warehouse. Customers will be very impressed that you have a warehouse and it makes them think it's less of a hassle than special ordering. Granted, I ripped this idea from one of my former places of employment. We also called Costco our warehouse.

3) Please do check the warehouse and special order the title. Please do not tell the customer to go to a "corporate bookstore," as a young man instructed me to do the other day when I asked for a front-list Valentine's anthology by a major publisher.

4) "May I help the next person in line?" Instead of, "May I help who's next?" Doesn't that feel better? Feel crisper and more professional? More grammatically correct? I feel better just thinking it.

5) Show off a bit. When a customer asks for a book, don't jump on the computer. Take them to the section and look for it. You know the author; you know where the book lives. Go for a walk. If it's not there, go back to the computer, look it up, and then say it's at your warehouse. Customers will follow you all over the store. They have no idea you don't keep the stock totals in your brain. Once you've looked, they're yours; they'll wait while you special order.

6) Stop talking. Know when your time is up with a customer. Sure you know every nuance of the manga vs. graphic novel debate, but please. Let the customer revel in your genius. Spread the love a little. Go say hello to another customer.

7) Authors. Authors are a tough bunch. I've had some of my most frustrating moments at the hands of authors. Like the woman who, after my co-worker mistakenly thought she was a customer and said, we have no customer restroom, the author straightened her shoulders and said, "I'm no customer. I'm an author." Or the man who actually did not respond to me at all. Not when I stuck my hand out to introduce myself, or when I asked if he'd like some water, or needed a pen. Instead, he would turn to my male co-worker and speak with him.

But, when I started thinking that authors are really a nervous bunch who, in many cases, have a false sense of themselves, I realized that it was okay. I was okay. They'd be gone in a few hours and then I'd gossip about them to anyone who would listen. I felt better. So ask yourself, is this person being a schmuck because she's are nervous, or because she is a schmuck?

If he or she is a schmuck, I give you permission to say, "I appreciate your coming to read here. However you are treating me like I am not an actual human being. It is not good for me, nor is it good for your career because
human being. It is not good for me, nor is it good for your career because I will get on the bookseller bat phone and tell all my bookseller friends about you. So chill, ’kay?"

8) You know the guy who comes in with the big bag dragging behind him and he sits in a meeting with the various book buyers and then he leaves and you think, well, who was that? That was the publisher rep. Walk up to him, offer some water. Say, "These are my recommendations," and walk him around the store. Ask for his email address. Hand him your contact info. Wait a week and watch the envelopes of free books start coming to the store with YOUR name on them. Or better, give him your home address.

9) Say hello to the UPS or Fed Ex person. Know that person's name. It creates good will and prettier boxes, and I'm pretty sure that on the days I was singing the praises of the Fed Ex lady, the books in the boxes were magically more interesting.

10) I needed a tenth thing and I wish I could fill this spot with the correct response for that wonderful moment when a customer says, "I'll just get it on Amazon." Over five years, I tried to inform them about how that would harm their community. I've said nothing and walked away. I've smiled, and said thank you. Nothing works. The sale is already gone. Here's the best I can come up with: when the traitor leaves, check around you for actual customers, take a deep breath, and whisper, 'go suck it.' Phew. But, really, check around you before doing that because the ears have walls, if you catch my drift.

Melissa Lion is a professional writer and a former bookseller who lives in Portland, OR. Most recently, she was events coordinator at DIESEL, A Bookstore in Oakland, CA. She is the author of two YA novels -- *Swollen* and *Upstream*. *Swollen* was a Booksense pick. *Upstream* is under option for a motion picture.

Sidelines, Gifts, Stuff: Everyone Should Have Them
by Sylla McClellan, BookPro of the Month

Whatever your store might call them, these little add-ons can make a big difference to your bottom line, but you have to be smart about what you stock. Our customers love to browse our selections of gifts and cards. And, really, you are providing a service by making your store a one-stop-shopping place! You want to make your store a thoughtfully stocked destination. Here are some tips and ideas about how to acquire unique items that will sell.

Think about what you want to carry. It needs to make sense for your store. If your store is on the coast, it probably isn't logical to have items that are desert oriented. If you have a toy store next door, you probably don't want to carry too many of the same lines as your neighbors. This applies to anything - cards and gifts - especially if you are in a smaller community. Generally, your gift rep should be able to tell you if someone
Community. Generally, your gift rep should be able to tell you if someone else in your town is already carrying an item.

One of the best ways to see what is being sold around you, and what you like, is to go shopping. Whenever I'm out and about, I'm always looking for something cool to stock. I usually buy one and then research the company and the rep. At least 50% of our items were found this way. This gives you a chance to touch the item, see how it is displayed somewhere else, and see how much it is selling for--all key ingredients to a successful selection of sidelines.

Twice a year, regional and national gift shows are held. On the west coast, they are held in Seattle, Portland, San Francisco and LA. These shows are free to the trade, and advanced registration is encouraged. They all have their own websites. This is a great way to see many different items at once. The trick is to remember that you don't have to buy everything you see at the show. You can collect catalogs for review later, and then place an order from the safety of your store. Also, unlike book reps, "show specials" generally don't exist, but I always ask. Sometimes I can get free freight, or a free display. You don't loose anything by asking!

The name of the game this year is local. We have tried to stock local items as much as possible. Remember, local can be as small as your town or as small as the Pacific Northwest. We have dedicated one rack to local cards and made a big sign announcing that the cards are all made in the Northwest. We sell these cards more than any others. Remember, don't carry something just because it is local; it has to be a well made, fairly priced product that you are confident your customers will like. We have contacted artists from the local art gallery, as well as other people that we have met at craft fairs and farmers markets. These contacts have been a great way to find unusual products that you don't see in every other store!

Finally, once you have the product, it won't sell unless you display it properly. Include these items in your windows. Dedicate a table to gift items. Bunch the card racks together (they will sell better). Always keep a few things at the front register for those last minute impulse buys. Keep these displays neat and dust free. As soon as you are down to one or two of an item, pull it. People don't want the last one, especially if it is looking lonely in a display that once held twenty-five. Use the lone item for a donation, or mark it down and get it out of the store. If you are tired of looking at it, your customers are too!

Great lines that we love:

**PaPaYa Cards** - I almost don't want to share this with anyone. They make beautiful, bright colored whimsical cards and journals, and are from Ashland, Oregon! We sell a lot of these cards--it helps that we are big fans ourselves!

**Minoux** - Great simple jewelry at affordable prices! Portland made!

**Jane Jenni** - Great buttons. We keep a tub of them at the register and people like to add them on to purchases.

**James Dowlen art cards** - A local artist who makes wonderful fantasy art cards.

**Pacifica Candles** - These are made in Portland! They have great scents that
Pacifica Candles - These are made in Portland! They have great scents that are really unusual, like Bourbon Island Vanilla and Tuscan Blood Orange.

Bonair Daydreams - Black and white photo cards with quotes. This is an example of why you should sometimes try something out of your interest or taste zone. I personally don't like these cards at all. But since we started carrying them in October, we have had to reorder at least twice--and we always hear customers say how much they like them. Go figure.

Sylla McClellan is owner of Third Street Books in McMinnville, OR, a PNBA Board Member and your Sidelines BookPro (a title she shares with Wendy Manning of Third Place Books in Seattle). Reach Sylla at 503-472-7786 or sylla@thirdstreetbooks.com.

Bookseller of the Month
A Conversation with Deon Stonehouse, of Sunriver Books & Music in Sunriver, OR

You opened Sunriver Books with your husband, Rich, in 2005. What brought you to bookselling? There's a line in Michael Perry's Truck that says it best: "I am homing in on forty years old. Another twenty years and I'm looking at sixty, and these days twenty years seems like next Tuesday. I feel young but pressed for time. I am beginning to get a sense of all I will leave undone in this life."

Rich and I passed forty a long time ago; we didn't want to keep leaving things undone in life. It seemed important to be doing something we loved, and we do love the bookstore!

You could say the books brought us to bookselling! I read fiction, mysteries and travel essays incessantly. 3 am is no stranger.

What's some of the best advice you've received about running a bookstore? Helen at the Allegory in Salishan, OR, along with Cindy, Patti
and the staff at Queen Anne Books in Seattle, were all enormously helpful. Helen, realizing how besotted I am with my favorite books, kept advising me not to overbuy. She was hugely generous in sharing suppliers for sidelines and giving practical advice. Helen actually set up our first meeting with Gary at Ingram. Cindy and Patti let us copy their bookshelves and gave us excellent suggestions on suppliers. When people admire our custom bookshelves we tell them to be sure and stop in at Queen Anne Books too!

Who are your regulars? Our customers are fabulous! Don Quixote by Miguel de Cervantes was on our bestseller list for 2006, Shadow of the Wind by Carlos Ruiz Zafon was on our 2007 list.

It is a joy to be surrounded by people who love to read! Since we are in a resort area, we have a unique mix of regulars, from tourists to locals, retirees, to young families. I can’t begin to convey how grateful we are to our regulars. We have people who save their book wish list to buy from us when they vacation! Many of our customers bring their lists to us, ignoring much bigger stores in their home cities because of our dog-friendly policy.

What are some of the challenges unique to running a bookstore in a ski/resort town like Sunriver? Did I mention the guys who own Sunriver Village plan on tearing it down soon? With our usual brilliant timing we opened in 2005, right before the Village sold to a new investor who intends on tearing the place down to build condos. It's pretty stressful not knowing where our store will be during the tear-down and the construction phase. Not knowing if we can survive the construction period is a worry. If we survive the construction phase, the new Village might be nice.

Our short season is another challenge. Sunriver is quiet and almost deserted nine months a year. In July and August it explodes with happy families: the bike trails are full, the pools sound with the joyful noise of children, golfers send golf balls hurtling down the fairways, kayakers paddle down the Deschutes River. Then it is over after Labor Day arrives. We have to make enough in the summer to survive the year.

What marketing has worked best for you? We advertise in the local papers, The Sunriver Scene and The Newberry Eagle, both of which are excellent. I write reviews for the local papers, and we have a newsletter and a website.

Author events are also big for us. We do drawings for door prizes, serve treats, and have a good time. It is important to us to be active in both the PNBA and the ABA. We get so many great ideas at the PNBA tradeshows!

What’s on your if-i-had-all-the-time-in-the-world wishlist for the store? An owner for the Village interested in the survival of the retail shops. If we could offer a bit of advice, it would be to buy your building. Our shop is in a resort village where all the buildings are owned by one entity. It can make life difficult There are improvements we would like to make, but we don’t know from one minute to the next if our shop will be torn down.

What sidelines sell well for you? Pens, reading glasses, journals, note cards, games, dog toys, dog collars, healthy dog treats from Simon & Huey and from Front Porch Pets. My hobby is dog obedience, so we have a large dog obedience section. We also sell Simon & Huey’s Dog Gone Good Books.
animal section and the dog things fit in quite well for us. We are a dog-friendly shop! There are people in Sunriver whose dogs will NOT allow them to walk past without stopping in at the bookstore.

What books are selling right now?
- Sacred Games by Vikram Chandra absolutely grabs the reader by the throat and doesn't let go!
- Sighthound by Pam Houston continues to do well for us; it is my favorite of Pam Houston's books.
- A Thousand Splendid Suns and Kite Runner by Khaled Hosseini both remain very strong.
- Three Cups of Tea by Greg Mortenson & David Oliver Relin is the best selling book in our store!
- Pocketful of Names by Joe Coomer does very well for us; I love his quirky take on life.
- False Harbor by Michael Donnelly was our bestselling mystery last year! It is set in the San Juan Islands, a natural for northwest bookstores.
- Craig Johnson's Walt Longmire mystery series set in Montana is huge for us, too.
- Whistling Season by Ivan Doig is doing very well.
- Run by Ann Patchett is a fascinating look at what defines family.
- People of the Book by Geraldine Brooks follows the history of a rare book.
- Jane Kirkpatrick's books have a strong following. A Tendering in the Storm was number one in fiction for us last year. We have customers who plan their vacation around her readings at our store.
- Origin and Crescent by Diana Abu-Jaber sell very well.
- Nancy Bush's light, lively mystery series set in Lake Oswego does very well for us.
- Loving Frank by Nancy Huron gives a fascinating glimpse into the life of an architectural legend.

What books are you excited to handsell these days? I cannot wait for Garth Stein's new book, The Art of Racing in the Rain, to release! I expect great things from Garth. I had the good luck to read an advance copy, and it is powerful. Craig Johnson has a new book coming out, Another Man's Moccasins. Craig's heroes are Steinbeck, Stegner, and Fraser, and his writing reflects those influences. Curse of the Spellman's by Lisa Lutz is great fun. If you like Carl Hiaasen or Chris Moore, you will probably love Lisa Lutz! I enjoyed The Cure for Modern Life by Lisa Tucker and am looking forward to its release.

You also sell music. What's your ideal soundtrack for the store?
If I am in the store you can almost bet on a selection from the following playing:
The Great American Songbook by Rod Stewart
Siempre by Il Divo
The Best of the Three Tenors
Evening in Venice by Emile Pandolfi
Time to Say Goodbye by Sarah Brightman

Do you have a store cat? We have a store dog, Flashman (named after the character in the George MacDonald Fraser books). He is extremely friendly and has a huge following.

One of our goals in opening a bookstore was an environment where Flashman could safely come to work with us. We have a dog gate at the cash wrap area to keep him behind the register, but he goes to the gate to
Cash wrap area to keep him behind the register, but he goes to the gate to greet favorite customers.

People who have dogs generally consider them a part of the family. Being told to leave their friend tied outside a shop does not give a warm fuzzy feeling. Having their pet warmly greeted and given a treat makes for a loyal customer and a cunning canine accomplice in bringing them back to the store often. We are very careful to only allow dogs that are obedient, under control, and friendly. The AKC has a wonderful trial for all dogs, not just registered breeds, called the Canine Good Citizen Award. It would be dandy if more shops allowed friendly dogs who have passed Canine Good Citizen to shop with their humans.

Time for Leafing Out

February 22 is the deadline for booksellers' orders and imprints for Leafing Out, our new spring catalog. Don't miss out on your chance to participate in this new program.

The order form is available here.

Questions? Give Brian a shout.

PNBA Will Double Your Literacy Donations

PNBA's Tradeshows may be on hiatus this March, but the opportunity to participate in the spring Literacy Grant Program is still available to all member bookstores. Submit your application for a matching grant and accompanying proof of donation to PNBA offices no later than April 18, 2008.

Bookstores can donate books, merchandise or money to not-for-profit organizations that sponsor programs that teach or encourage reading in a PNBA member state. (Advanced Reading Copies and discounts on the donations do not qualify as donations.) Stores may submit more than one grant proposal but are limited to a total of $300.

*Applications* are available on the PNBA website. It's simple. Make a donation to a local literacy program; submit a completed application along with receipt or invoice with the donation's retail value AND the recipient's signature or a letter of acknowledgement from the literacy program stating the retail value of the donation or a copy of a cancelled check.

PNBA paid $2,565 in matching grant money in Fall 07 to literacy groups through 11 member stores. It's a great way to participate in the promotion of reading as well as spreading goodwill in your community!

Join Oregon's Read-a-Thon
Oregon Literacy will sponsor its 6th annual Read Across Oregon Read-a-thon in March.

Read Across Oregon (RAO) works much like any walk-a-thon or bike-a-thon. Participants donate a small entry fee (suggested at $10) and then obtain pledges above and beyond the entry fee on a per page or per book basis (ex: a nickel per page or $5 per book). Other than that, participants, such as students, teachers, book club members, librarians, tutors, business people, parents, etc., simply read as much as possible during the entire month of March. Any book can be read from anywhere and textbooks do count. Parents can read to children and children can read to parents.

The best part is that any charity, such as a school, can reap 50% of the money their participants raise, while the other 50% goes to us to promote literacy statewide and in SW Washington. All the participant has to do is list the charity/school in the appropriate box that is provided on any sign-up form. Oregon Literacy then does the rest, including distributing reader logs, pledge sheets, doing the bookkeeping, and cutting the check to the organization. This makes for a very easy event to become involved with and it has nearly no overhead for partners and beneficiaries!

You can sign up and/or find out more about RAO at http://www.oregonliteracy.org or contact Jonathan Toorock, Oregon Literacy's Development Director, directly at jon@oregonliteracy.org or by phone at 503-244-3898.

Oregon Literacy is a 42-year old non-profit organization with a mission of strengthening local literacy programs, supporting volunteer tutors, and empowering learners.

Loeser Nominated for Rep o' the Year

Chuck Loeser, of School Specialty Publishing, has been nominated for a Publishers Weekly Rep of the Year Award by two PNBA booksellers.

"Chuck is unfailingly upbeat, supportive and will work with an account of any size," says Becky Milner of Vintage Books in Vancouver, WA, one of the booksellers who nominated Loeser. "He knows his stock, is ready with suggestions and we've trusted him enough to put whole orders together . . . Very few reps will give personal service to a small account, will stay at a trade show to the very end (and with a smile, and he remembers bookseller names and what you've ordered)."


The winner of PW's 2007 National Publisher's Rep of the Year will be announced in March.
$300--**Best Reproduction** of a Marchant scene from *In the Presence of Books: Bethel Avenue Bookstore*, Port Orchard, WA. The shelves, the pen cup, the coffee mug, the lamp--even the fresh flowers! No mistaking the catalog cover image, *Basic Necessities*.

$300--**Best Imagining** of a scene that could have been in the book: *Western Washington University Associated Students' Bookstore*, Bellingham, WA. Reading chair, lamp, and a real live puppy foot warmer! Cats are Marchant's bag, but there's no way her troupe would object to this little guy joining their scene.

$300--**Best Full-Store** Marchant-inspired theme décor: *Chapter One Book Store*, Hamilton, MT. What is this? Where on earth did they get a giant copy of *Hearts of Horses*? Whoa--it's not giant; everything else is miniature! Now we know how the books get reshelved every night--*The Elves and the Book Peddler*.

$200--**Wild Card** (Different, but clever--very clever.) *The Duck Store*, University of Oregon Bookstore, Eugene, OR. The Marchant reproduction was one of the best, but when you can lure your boss out of his office to dress up like Stephen Colbert and ham it up on the sales floor--now that's special.


To see samples from all the winning stores: [http://www.pnba.org/images/HC07PromoShowcase.pdf](http://www.pnba.org/images/HC07PromoShowcase.pdf)

**Free Footnotes for Your Employees**

Keep ’em in the loop about Northwest bookselling news and PNBA events and programs. Send us their e-mails today! Archived editions of Footnotes are available [here](http://www.pnba.org/images/HC07PromoShowcase.pdf).

**New Bookstore Members**

*Adelaide's Books*
Cynthia Hayward
PO Box 464
Ocean Park, WA 98640
T: 360-665-6050
F: 360-665-6040
E: cyndy.hayward@centurytel.net
scheduled to open mid-March
Mockingbird Books
Alyson Cook Stage
7220 Woodlawn Ave. NE
Seattle, WA  98115
T: 206-517-9909
F: 206-526-5528
E: acstage@aol.com
online only

Shelf Life Books, Inc.
Jill Freund, Sec/Treas
249 NW 6th St. #1
Redmond, OR  97756
T: 541-526-1110
F: 541-526-1137
E: jill.shelflife@gmail.com

Classifieds
We have fixtures for sale!  M Coy Books in Seattle is closing.

· Approximately 30 bookcases  86"H widths vary from 30" to 37"  laminate over MDF. Some sides will be unfinished.
· 3 display tables  30"H, 36"W, 60"L with slanted lower display shelf
· 1 gondola 60"H, 32"W, 60"L mounted on heavy duty casters
· 2 custom-built oak mass market racks, 18 pockets each rack.
· 2 oak display tables 30"H, 30"W, 30"L
· 3 cafe tables and 8 chairs
· 1 round display table  43"D
· Misc. card and map racks and odds and ends

Available for pickup after 2/17. Call 206-623-5354

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

Feb 21, 2008  BPNW  meeting, Seattle
Feb 28, 2008  NWABP  meeting, Lake Oswego, OR
March 29, 2008  PNBA Book Awards Party, Portland
May 29-June 1, 2008  BEA/ABA Convention, Los Angeles
Sept 15-17, 2008  PNBA Fall Tradeshow, Portland
Oct 23-25, 2008  Montana Fest. of the Book, Missoula
Nov 5-9, 2008  The Nature of Words, Bend, OR
Dear Members:

In honor of St. Pat's Day, we offer this tribute to our executive assistant, Larry West, who declined to write a rebuttal limerick.

O'Curmudgeon

There once was a lad named Larry, who didn't think St. Pat's was a very good excuse for writin' a poem but damn good for a pint if ya know 'im.

Thom, Larry, Brian, Jamie
Book Awards Party Tickets Going, Going . . .

We have just a few tickets available for our 2008 Book Awards Reception at the Heathman Hotel in Portland March 29.

Award-winning authors Lauren Kessler, Aryn Kyle, Matt Ruff and Sherman Alexie will speak and sign complimentary posters and copies of their books.

As well as free books and a chance to meet these exceptional authors, attendees can expect exquisite hors d’oeuvres from the internationally-renowned Heathman Restaurant & Bar and a complimentary beer and wine bar. The reception is a ticketed event, with space restrictions limiting our head-count. Tickets are $30 per person.

This event is sponsored by Partners/West, HarperCollins, Ingram, A to Z Wineworks and The Heathman.

To reserve your tickets, click here for the order form, and fax or mail to the PNBA office, attention Larry. If you have questions about tickets or need to convey payment details, email larry@pnba.org.

In addition, the hotel is offering rooms to PNBA members at an unbelievable event weekend rate: Deluxe King and Queen rooms, $125; suites, $159. To book a room, you must contact the Heathman directly. By phone call 1-800-551-0011. Ask for the PNBA group. To register online go to Portland.HeathmanHotel.com, select dates and insert PNBA into the Group Code Box. You can also reach this link on the 2008 Book Awards page at PNBA.org.

Brian's Leafing Out Picks: These Spring to Mind
Leafing Out, our new spring catalog, hits the press today and will flutter into stores by April 1. Here's a rundown on some of the books I begged for and others that came my way—all reasons to get excited about Leafing Out 2008.

**Native Leafers:** No doubt, leading with the 2008 PNBA Book Award-winners is a nice place to start (and the catalog does start with this year's six winners), but there are some other regional A-listers to point out. Two of my absolute favorite authors to read—and people to know—have new spring books, their previous having won PNBA Awards. May is the month to anticipate Garth Stein's *The Art of Racing in the Rain* and Seth Kantner's *Shopping for Porcupine: A Life in Arctic Alaska*.

It feels like during the wait for these guys to present follow-ups, Jane Kirkpatrick wrote three or four novels, all big sellers. Can't slow her down and we wouldn't want to. Her latest to ring your registers is *A Mending at the Edge*, available mid-April.

Patrick Carman delivers the first volume of his new Elliot's Park series for middle readers, *Saving Mister Nibbles*. Here, his YA magic is channeled toward a younger set, due in April.

Portland's Bart King gives us his *Pocket Guide to Mischief*. When a rep from another company is regularly brandishing the copy he bought while on a sales call, it might just be loads of fun.

A couple of new collections also feature some names we know well. *In the Blast Zone: Catastrophe and Renewal on Mount St. Helens*, March 31, contains pieces from the likes of Kathleen Dean Moore, John Daniel and Ursula LeGuin. *Best Stories of the American West, Volume 1* contains works from Sherman Alexie, William Kittredge and Geronimo Tagatac. Due in April.

**The Green Stuff:** Just one of several great themes ribboning through this year's Leafing Out—taking care of and participating in the world around us. From farms and gardens to forests and the oceans, there's something for everyone to embrace. *Gardening at the Dragon's Gate* and *Garden Your Way to Health and Fitness*. (Related? Run, the dragon's upset about the mushroom compost smell!!!)

Conscientious? Learn to fine-tune your daily habits around the house with the *Northwest Green Home Primer*, *Go Green*, and *The Farm to Table Cookbook*. Keep those kids busy and let them get their hands dirty this summer—*Last Child in the Woods* and *A Child's Introduction to the Environment*. Even impress the family dog by boning up on *Dog Park Wisdom*.

Grow the stacks high on these too:

*Big Plans!* BIG PLANS, I SAY! A new graduation classic! Oh, The Places You'll Go, there's a new kid in town and you have competition. "Listen up BIG SHOTS, BIGWIGS, and MUCKETY-MUCKS!" It arrives April 15.

More big, but this time Uncle Bernie is coming to visit from parts Mobile, Pacific Northwest. *Uncle Bigfoot* has a hoot with some classic Northwest lore. Due April 1.
Don'ts for Husbands and Don'ts for Wives. These earnest 1913 reprints are small enough to fit in your pocket and hilarious enough to take out frequently. The countertop display is a good idea. April.

Honestly, I could come up with five or six springy themes and plug each of the 46 Leafling Out titles—and mean it. I'm thrilled with the mix, and would be truly shocked if you and your customers didn't feel the same.

Staff Rec
In this Footnotes feature, we present one bookseller's list of staff recommendations.

This month, it's Terry Flynn. Terry has been with Third Place Books for nine years, as bookseller and now buyer. This followed a 15-year career in what he calls "the rather less-rewarding textbook business." Terry is about to throw caution to the wind and hit the road for a year or two to tour the mountains and deserts of the western US.

"This is why my list is all fiction," he says. "My non-fiction has been all geography and geology."

Terry recommends:

The Outcast by Sadie Jones (Harper)
"I highly recommend this terrific book with a caveat: much of its power stems from the physical and emotional brutality within two very upright English households. The evils are so human, though, that I forged on hoping against hope that something decent would emerge for these memorable characters."

The Dancer and the Thief by Antonio Skarmeta (Norton)
"This romantic, light-suspense is a good antidote for The Outcast: chewy fun, spare like a screenplay for the good foreign film it will likely become."

The Translation of Dr. Apelles by David Treuer (Vintage)
"A sweet yet compelling Native American fairy tale wrapped in a contemporary urban, bookish, slightly post-modern, and somewhat-Native American fairy tale. Quite original, quite fun."

The Vanishing Act of Esme Lennox by Maggie O'Farrell (Harcourt)
"Esme Lennox is the best fictional character I've come upon in years, both as a feisty child of disengaged parents and as a 65-year old foisted on a niece who never knew she existed. This is because Esme spent 40 years of her life as an involuntary patient in a mental institute, an interim that O'Farrell leaves to our outraged imaginations."

Salmon Fishing in the Yemen by Paul Torday (Harcourt)
"So who wouldn't want to read a light-hearted epistolary novel that mixes salmon ecology with a scathing satire of Tony Blair's government? Millions, I suppose. But a few rare souls will like it a lot, and I was one of them."

Girl Meets Boy: the Myth of Iphis by Ali Smith (Canongate)
"My ignorance of Ovid or the Myth of Iphis in no way interfered with my
enjoyment of this rich and elegant novel, in which love and truth take on conformity and the bottled-water industry."

*Flower Children* by Maxinne Swann (Riverhead)
"This sweet, clear-eyed, and touching portrait of four siblings raised by hippie parents soars beyond the cliches of a familiar subject by following the children into the homes of their wealthy grandparents; through the sad vicissitudes of their father's love life; and into their love/fear relationships with their rough, rural classmates."

*Out Stealing Horses* (Graywolf) and *Tree of Smoke* (FSG) "I assume you already know."

Send your Staff Recs to jamiep@pnba.org

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**To-Do List**

In this Footnotes feature, booksellers share with us their current unedited at-work to-do lists.

*Cindy Russell*, owner, City Books, Seattle, who was recently featured in a KPLU radio segment for a series called "The Meaning of Work." Listen to the segment [here](#).

*My to do list is the same every day.*

- Just for today, I will let go of anger
- Just for today, I will let go of worry
- Just for today, I will give thanks for my many blessings
- Just for today, I will do my work honestly
- Just for today, I will be kind to every living thing

That's it. I have this in my store window right next to the front door and say it before I enter the store each morning. The rest will take of itself.

Send your To-Do lists to jamiep@pnba.org

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**Jim Harris Leaving Graphic Arts**

After more than ten years as a commission rep with Graphic Arts Center Publishing Company, Jim Harris will leave the company. "It's with great sadness, I bid you all a fond adieu," he says. "However, I look forward to seeing you somewhere in the world of books."
Harris says his future is up in the air as he searches for a new job.

Ingram Publishing Services now distributes Graphic Arts. If you are a bookstore or a wholesaler and you have problems with IPS, call Gary Lothian (206-546-4811). If you are a library, gift shop, kitchen store, souvenir shop, etc., call Ingram's Customer Service at 800-452-3032.

Elliott Bay Bookseller Featured on Today Show

Jamil Zaidi, of Elliott Bay Book Company in Seattle, offered reading recommendations on NBC's Today show in a segment that aired at the end of February. He recommended three books:

- The Hearts of Horses by Molly Gloss
- Little Heathens by Mildred Armstrong Kalish
- Night Train to Lisbon by Pascal Mercier

It was Zaidi's second time on the show. See his February appearance on the Today Show's website.

Elliott Bay offers staff photos and recommendations on its website.

Zaidi, incidentally, is running for a position on PNBA's Board. You'll see his name on the ballot we hope to send soon.

Employee O' the Month:
Adrian Chavey, Trails End Bookstore, Winthrop, WA

Brian Sweet, co-owner of Trails End Bookstore, recently emailed PNBA the following rave about an employee.

Did you ever have an employee or a fellow worker do something so exceedingly excellent that you wanted to shout it to the world? Like many bookstore owners, we at Trails End Bookstore in Winthrop, Washington have been blessed with fantastic booksellers, but I have to share one bookseller's recent actions that made me say "wow."

Recently on ABA's online forum, a fellow bookseller posted a question regarding what to say to customers who want to shop at Amazon instead of at an independent store. There were many responses: from urging booksellers to talk about how shopping locally is good for the community to arguing that shipping Amazon is actually more expensive. Trails End bookseller Adrian Chavey, however, responded with the following:

"I think as long as we independent bookstores provide amazing customer service, fast special order delivery, have great staff, a wonderful hand-picked book selection and can recommend fabulous books for any reader, we should be able to compete with Amazon."
our customers will never feel like they are doing us a favor by shopping with us rather than Amazon, they will feel like they are being provided great service by great people. That's my soap box speech."

What more could anyone want from a bookseller than that attitude towards bookselling? What's more, she doesn't just write nice thoughts, this is Adrian's whole approach to bookselling. Trails End Bookstore, the Winthrop community, and the independent bookselling community as a whole are all the beneficiaries of her superlative approach towards her job.

*Do you have a story to share about an outstanding bookseller? Send it to jamiep@pnba.org.*

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**Hanson Talks With *Dune* Author**

PNBA Board President Paul Hanson recently interviewed Brian Herbert (of *Dune* fame) in conjunction with the Kitsap Regional Library's Big Read Project. The podcast is is available at this link: [http://tbrbh.wordpress.com/](http://tbrbh.wordpress.com/)

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**My Favorite Things About Bargain Books**

*by Mark Mouser, BookPro of the Month*

**Bargain books truly set us apart from the competition.** Recently, I wandered through our neighborhood chain store's bargain book aisles--close to 3,000 square feet of thousands of faced-out and stacked remainders and promotional titles. I found only 9 titles that crossed over with the selection in our store-- mostly novels by authors like Vollman, Eco, and Coetzee. Even in one of our bargain specialties, cookbooks, there were no matches. Its shelves were filled with promotional titles published under its own imprint or published "by arrangement with" various publishers. The fiction was overwhelmingly commercial. The picture books generic. The history mostly military. You know the routine. While ALMOST ANY new book on our shelf is or can be duplicated on their shelf, ALMOST NO bargain titles are duplicated. And that's due to their buying policy as much as it is to ours.

Bargain books are an area where we are differentiated from chains in the most fundamental way. The chains stock canned, predictable product. As independent stores, we are able to handpick gems of all kinds for our local market from a huge variety of remainder and hurt books. It's a golden opportunity.

*They offer customers a deal.* Especially during a recession! Angelo Mozilo (founder of Countrywide) and his little band of brothers have no intention of distributing some of their millions to us for the mess they've wrought. We need to look for ways to help our customers save without losing margin. Bargain books offer customers a great deal, entice them to buy, AND help us increase our margin.

*They're easy to buy.* Getting started? Just choose one vendor for your
They're easy to buy. Getting started? Just choose one vendor for your bargain book needs-- for example, Daedalus Books. The minimum is only $100 and the selection covers all subjects. If you're unable to reach $100 right away, don't worry-- the cart will retain (although the books might sell out so don't wait too long). The selection is perfect for independents. Staying on top of their new arrivals, even on a daily basis, takes just minutes.

**Margin freedom.** We are free to set whatever price we want (how great is that?). We can build our freight costs into the price, and then build whatever other costs we want to recover. High margin on some makes up for lower margin on others.

**They're non-returnable.** Thankfully, spending money on labor or freight to send them back is not even an option. Unlike new books, we can build the cost of markdowns into the prices. Purchasing non-returnable makes us smarter as buyers, pricers, and merchandisers.

**Opportunities for theme sales and promotions.** There are so many bargain book vendors with great web sites providing subject searches. Travel literature, gardening, cooking, childrens books-- these are basic but the possibilities are endless. A crossword puzzle sale? Manga? Visit Book Depot's site and put together an assortment. Serious lit, politics, or history? Try Daedalus, Symposium, and Great Jones. Customers will appreciate the prices and the hand-picked selection.

**The thrill of the hunt.** Let's face it-- bargain books are a blast to buy. There's nothing like finding that one book that you KNOW you can do something with. If you're not buying and stocking bargain books, you're missing out on one of the best parts of the book business.

I guarantee your customers are buying them somewhere- it might as well be from you.

General interest sites to try:
- [www.daedalus-wholesale.com](http://www.daedalus-wholesale.com)
- [www.bookdepot.com](http://www.bookdepot.com)
- [www.a1overstock.com](http://www.a1overstock.com)
- [www.fairmountbooks.com](http://www.fairmountbooks.com)
- [www.texasbookman.com](http://www.texasbookman.com)
- [www.symposiumbooks.com](http://www.symposiumbooks.com)
- [www.greatjonesbooks.com](http://www.greatjonesbooks.com)

On a personal note, when I visited our neighborhood chain store last week I was reminded of Kay's Bookmark, a wonderful independent store that got the old lease boot when the shopping center went upscale in the 90's and needed retail with deeper pockets. I still miss that store-- Kay was an incredible bookseller and our two stores enjoyed a long relationship of sharing and referring customers. Last month, Seattle lost another of its great independent stores, M. Coy Books, under similar circumstances. We feel privileged to have enjoyed that same relationship with M. Coy and we'll miss you guys as booksellers very much.

*Mark Mouser began bookselling in 1975 at Bookpeople of Moscow in Moscow, ID, followed by a stint at a brand new B Dalton in a mall called Factoria Square (south of Bellevue). He started at University Bookstore in Seattle as a cashier and part-time label printer back when he had hair and*
In early March I celebrated my 50th birthday, and in February I began my 20th year as a full-time bookseller, so I hope you'll forgive me as I wander through the past and attempt to peer into the future -- I promise not to get maudlin, or morose.

I am an accidental bookseller. Owning a bookstore, even working in one, was never among my goals as I grew up and attended school in the Midwest. Sure, I cashiered at my university bookstore during the start of classes, but that was the equivalent of detassling corn. Early on, I sensed the value of bookstores and found in them what they have always seemed to me, part ship, part oasis.

My small Indiana town offered access to few bookstores, yet even those limited opportunities exhilarated and ultimately helped to define me.

There was the modestly stocked basement bookshelves in the city department store an hour away, and where my mother bought me a large, hardcover volume of Peanuts comic strips -- I sensed I was beginning my library, a serious, thrilling endeavor. There was the tiny and oddly stocked local college bookstore, where as a kid I stumbled upon a chapbook of the astounding prison haiku of Etheridge Knight and bought it, probably my first poetry book purchase. There was the used bookstore two towns over, run by an iconoclastic, chain-smoking, kind man, who created a space where my uncomfortable teenaged self was completely comfortable and who treated me like the interested and interesting person I wanted to be. Through him I wandered into history, fiction, philosophy, trying on new selves. There was even the small chain store in the lone mall that opened in the city in the 1970s, a time when a B. Dalton could be a boon to bookstore-starved area. Though it wasn't a place to settle (I never had a book discussion with the staff, who seemed more clerks than readers), it was there I first saw a vast array of Penguin classics and savored the possibility of reading them all.

So in 1987, following my Seattle move, when my then boyfriend and now husband bought a small, failing bookstore (that's another story), I felt at home among the stacks and eventually realized it could be the home of my working self. Prepared as I was as a reader, I was unprepared to be a seller of anything, even books. The learning curve has been steep, but it's one I think I've climbed with a modicum of skill and immense satisfaction. "I'm in retail," words I never imagined saying, now come out of my mouth with confidence.
Of course, bookselling is not just any sort of retail. Too much happens in the intimate space that is a bookstore's sales floor to compare it to shopping for shoes (not that we don't need shoes). The sharing of ideas, of beliefs, even of personal history, all of that swirls, flows, simmers in a bookstore, where customers and booksellers talk to each other, where books are taken up by their readers. It's where, strange as it is to find my at-times-complaining-self saying it, I feel hopeful, buoyed by the art that surrounds me and by the presence of the people who, like me, want to, maybe even in a way need to, experience it.

Hope is a good thing to have in this business, which has changed so much during the nearly two decades I've been a part of it. I am not an unrealistic person. Nor do I expect anything to last forever. I write this soon after the shuttering of M. Coy Books and the announcement that All For Kids is likely to close in June. I feel a little lonelier with that news. My husband and I have wondered whether, given the challenges faced by independents, such bookstores are becoming vestigial. The culture will support what the culture wants. On slow days, I think it might be telling us loud and clear. Then business picks up, a lively crowd arrives, including a young man whom I'd recently heard read his startling poems at an open mike. He browses (it's his first time in), carefully chooses three books, and then at the till, I tell him how much I liked his poetry, and he goes to his car, brings in a tiny, crudely made chapbook of his work, and gives it to me. I'm thrilled and hopeful all over again. The book will endure. Of that I feel sure.

Christine Deavel is co-owner of Open Books: A Poem Emporium in Seattle and an occasional Footnotes columnist.

Free Stuff for Stores

Welcome to the second FREE Creative Advertising and Promo Alert, sponsored by your regional trade associations. Click here for a list of free promotional offers from publishers, wholesalers, and other vendors who have developed a variety of marketing tools and pieces designed to help you sell more stuff; specifically, more of their stuff!

Offers are arranged alphabetically by vendor name, but we have included a summary at the top of each listing to show the company name, the category their products fall under, and a list of the items/promotional pieces that are being offered. Among the items on offer you will find reading group kits, bookmarks, posters, DVDs--even drink coasters and cocktail napkins!

PLEASE READ EACH LISTING CAREFULLY. They each contain specific instructions. If you are interested in a particular item, please follow the directions in the listing to request an item. DO NOT simply reply to this email, as we can not guarantee that your request will get forwarded to the proper person in time.

We hope this Creative Advertising & Promotional Alert will be useful to you, by bringing together into one place many of the resources publishers and vendors create to help encourage sales.
PNBA Will Double Your Literacy Donations: Grants Due April 18

PNBA's Tradeshows may be on hiatus this March, but the opportunity to participate in the spring Literacy Grant Program is still available to all member bookstores. Submit your application for a matching grant and accompanying proof of donation to PNBA offices no later than April 18, 2008.

Bookstores can donate books, merchandise or money to not-for-profit organizations that sponsor programs that teach or encourage reading in a PNBA member state. (Advanced Reading Copies and discounts on the donations do not qualify as donations.) Stores may submit more than one grant proposal but are limited to a total of $300.

*Applications* are available on the PNBA website. It's simple. Make a donation to a local literacy program; submit a completed application along with receipt or invoice with the donation's retail value AND the recipient's signature or a letter of acknowledgement from the literacy program stating the retail value of the donation or a copy of a cancelled check.

PNBA paid $2,565 in matching grant money in Fall 07 to literacy groups through 11 member stores. It's a great way to participate in the promotion of reading as well as spreading goodwill in your community!

We Need Your Store Photos!

We love the looks of your stores. You can help Footnotes by sending us your photos to publish in the banner above. Horizontal works best for us, but we'll happily take whatever you've got. Send to jamiep@pnba.org

New Bookstore Members

**Historic Reserve Gift Shop, Vancouver Nat. Historic Reserve Trust**
Susan Holton, Communications & Retail Manager
1501 E. Evergreen Blvd.
mailing address:
750 Anderson St.
Vancouver, WA  98661
T: 360-992-1824
F: 360-326-9355
E: Susan.Holton@vnhrt.org
Est. 2007;150+ sq ft; 6 emplys;new books w/ specialties in Northwest history, Native American; aviation history and children's

Classifieds

**WANTED: LIBRARY YOUTH SERVICES COORDINATOR**
Are you a bookseller with the heart of a librarian? Fern Ridge Library District needs a dynamic and book-smart Youth Services Coordinator to plan programming for kids and teens. We're a growing library in a growing area just west of Eugene, OR. Check out the full job posting, salary and benefit information here. Review of applications begins soon, on March 19th!

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

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<tr>
<td>March 20, 2008</td>
<td>BPNW meeting, Seattle</td>
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<td>NWABP meeting, Lake Oswego, OR</td>
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<td>March 29, 2008</td>
<td>PNBA Book Awards Party, Portland</td>
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<td>Get Lit!, Spokane &amp; Cheney, WA</td>
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<td>May 29-June 1, 2008</td>
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<td>Sept 15-17, 2008</td>
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<td>Montana Fest. of the Book, Missoula</td>
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<td>Nov 5-9, 2008</td>
<td>The Nature of Words, Bend, OR</td>
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<td>Nov 7-9, 2008</td>
<td>Wordstock book festival, Portland</td>
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If you don't see photos or images in this version of our newsletter, try viewing it from our website. We post the newsletter to our website within a few days of emailing it.
Dear Members:

This year PNBA introduced a new event for our Book Award winners, and to hear it from those who attended, it was a raging success. Just about everyone we spoke to about the Book Awards party at the Heathman Hotel in Portland, including the authors themselves, loved the facility, the food and wine, the camaraderie, the short, revealing speeches, and the connection to something that has such wonderful potential. We are already working on plans to return to the Heathman next year.

We introduced our inaugural spring catalog, *Leafing Out*, to everyone at the party, and made sure that the authors received their own copies. They loved it, especially because it features their books. We love it, too, as do the booksellers who are inserting it in their local papers.

Which brings me to this concern: In 2007 the Board instructed PNBA
Join a Book Drive for Children's Literacy
PNBA Will Double Your Literacy Donations
Member Handbook Goes Digital

Member Changes
Classifieds
Calendar

2008 Book Awards
Party Sponsors

Which brings me to this concern. In 2007 the Board instructed PNBA staff to find new ways to help bring customers into our member stores. Leafing Out is our first such effort. It's a full-color, beautifully produced small catalog, featuring titles selected by us as appropriate for our member stores; and yet, out of more than 200 member stores, only 60 stores chose to take advantage of the campaign.

We would love to have all of our stores participate with our catalogs. PNBA produces the catalog, offers it to our members for FREE, imprints them for FREE with the individual store's logo, coupon, statement, or informational blurb, ships them to our members (or their newspapers) for FREE, and then offers to pay for 1/2 the insert cost up to $0.03 each. I would think that any bookseller would see an advantage in using it, if for no other reason than to give your store more publicity.

Booksellers who use our catalogs cannot stop using them, because they know that their traffic would decline. The least that one of our catalogs could do is to bring in some new customers who didn't know that your store existed.

If you are using Leafing Out this spring, thank you, and we hope you enjoy seeing some added business at a time of year when things tend to be slower. If you are not using Leafing Out, please let me know why--PNBA wants to provide you with whatever help we can, and we need your ideas to succeed.

Thom

Scenes from "The Reception"

What an event, what a stay, what a ridiculous variety of cheeses from
RIDICULOUS VARIETY OF CHEESES from the mysterious and legendary "cheese cave!"

By many important accounts, the first year of a stand-alone PNBA Book Awards ceremony, regularly referred to as "The Reception," was a smashing success. Starting from the top, we sold out the venue—a triple digit mix of authors, booksellers, sponsors and even our hosts. Management, staff, librarians—the entire team behind the Heathman's impressive lending library and Books By Your Bedside program—all there as supporters and fans.

Here's what our president had to say about the perfect fit between the PNBA and Heathman Hotel families: "Great venue! The synergy and compatibility of the Heathman (setting, their independence, and their localism & sustainability values) were perfect. I'm so glad that Chris [Erickson, General Manager] with the Heathman spoke of these things.--Paul Hanson, Eagle Harbor Book Co.

The biggest payoff of the new format may have been the communing of authors and attendees. In the past, many award recipients have checked into the hotel, come down to the banquet hall at the prescribed time, and been sequestered at a table in the corner before stepping up to attempt heartfelt thanks to a room of faces. It has to increase the gratification for our winners to shake the hand of a committee member who selected his or her work from the 200 books that asked for that gold star endorsement. What a treat for that bookseller to experience admiration through more than ink alone, to have the time and opportunity to recognize that Aryn Kyle was chaperoned by 1997 PNBA Book Award winner, Kevin Canty (that, along with those fabulous red shoes made for quite an introductory entrance), to be able to personally compliment Lauren Kessler on her gorgeous gold Jackie O' dress, to know that Matt Ruff's wife's name is Lisa—not because you read it in a bio, but because you met her, and she's really nice! The buzz surrounding Sherman Alexie stuck in accident-related traffic somewhere near La Center on I-5 made its way through the crowd like considering a friend who's late to the party, but whom we all know won't miss a beat when he does show. And, indeed, Alexie didn't disappoint with his epic saga of spontaneous hailstorms, mythical beasts and Eliot Spitzer's boxers impeding his progress on I-5.

We hope the slideshow above is a nice remembrance for those of you who were there, and reason for others to wish they were. For any and all, click on the 2008 Pacific Northwest Book Awards commemorative poster sample up top, and we'll ship a real one (or two) to you, 16" x 20". It's a nice tribute to our 2008 winners and to the continuing legacy of PNBA. Oh, and it looks really sharp in a black frame.

UI Raises More Than $31K with Three Cups Events
MOSCOW, Id.-April 3, 2008, midnight: With the last book signed and the gymnasium finally emptied of more than 1,500 students and community members, Larry Martin, associate manager of the University of Idaho's Bookstore; David Oliver Relin, co-author of Three Cups of Tea; UI Bookstore's Claudia Wohlfeil and Three Cups co-author Greg Mortenson celebrated the fact that Three Cups of Tea knocked Eat Pray Love off the #1 slot on the NYT bestseller list. "I'm so honored to even be a tiny little part of that reality," Wohlfeil says.

A series of Three Cups of Tea events at the UI Bookstore raised $31,162 (with money still coming in) for the Central Asia Institute, the nonprofit group Mortenson co-founded that promotes education and literacy programs in Central Asia. "Most successful book event ever!" says Wohlfeil. "Harry Potter didn't even come close to this."

In addition to Relin and Mortenson's speaking event, which was free (though attendees were asked to donate to the Institute in the hopes that the Palouse community could raise enough money to build a school), local elementary schools raised $1,000 in a Pennies for Peace drive, and several other community groups raised money for the Institute through separate events. More info about the event and the continuing fundraising is available here.

The University of Idaho, incidentally, is currently considering privatizing the management of the school's bookstore. Wohlfeil hopes that the school's administrators took notice of the event's success. "We raised more than enough money to build a school," Wohlfeil said. "Tell me how many schools B&N has built? I'm guessing the number is zero!"

Staff Rec
New Waucoma Bookstore owners Jenny and Muir Cohen and retired owner Sally Laventure celebrate the store's change of ownership April 4. Laventure retired after thirty one and a half years at the Hood River, OR store. Muir Cohen was born and raised in Hood River and is excited to take over his childhood bookstore. Jenny Cohen grew up in Portland and is happy to be part of the supportive Waucoma “family” that Sally fostered. The ribbon cutting ceremony and First Friday author event was an opportunity for the community to meet the new owners and to say farewell to Laventure.

Waucoma Bookstore staff recommends:

**Hard-boiled Wonderland and The End of the World**
by Haruki Murakami
"In the not-too-distant future, where data stealing and data dealing are all the rave, it is the job of the calcutech to keep data safe. This story is about one such calcutech, a man who has mastered the art of counting simultaneously with his left and right brain. With the assistance of librarians, unicorns, and one seriously mental scientist, the calcutech begins his journey to discover the end of the world. Murakami has spun an amazing tale, filled with suspense and humor. This is a definite page turner that is tough to put down." --Muir

**Unaccustomed Earth** by Jhumpa Lahiri
"Eight short stories (including a trilogy) by the author of The Namesake that are about relationships between families, friends, and lovers. The characters are Indian (Bengali) and American and must deal with emotionally complex issues of both cultures. I usually don't like books of short stories, but this is a great read. A few of the issues are similar to the issues I deal with as a result of growing up with two cultures." --Jenny

**Five Skies** by Ron Carlson
"Ron Carlson writes about men--solid, genuine, western men. The three men in this novel spend a summer on an isolated bluff high in the Rocky Mountains in Idaho, collaborating on a construction project. They come as strangers from different worlds, each one escaping a difficult past. They are men of few words, but what they say is what they mean. Their friendship over the course of the summer makes for a powerful read. The quiet landscape, the value of work and hard labor, the day-to-day life of living outdoors, all are part of the healing process for these three men. I loved this book, as did my husband." --Sally
The Hearts of Horses by Molly Gloss
"If you are crazy about horses, read this book! But even if you're not a horse lover (and I'm not), you will enjoy this story. Molly Gloss seems just plain comfortable writing about ranch life in eastern Oregon in 1917. Her main character is Martha Lesson, a young woman who is willing to ride the circle seven days a week to break horses. A gentle, warm, and heartfelt story." --Patty

River Town by Peter Hessler
"Peter Hessler spent two years teaching English and American literature in China with the Peace Corps. In this wonderful book, the people, culture, and landscape of China come alive through Hessler's vibrant writing. Hessler became fluent in Chinese and spent his off-time devoting himself to learning to understand and appreciate a culture both foreign and fascinating to him (and his readers!). Full of humor and insight, this book is a must-read!" --Sasha

The Shack by William Young
"This is a wonderful, compelling Christian novel. Couched in a murder mystery, The Shack paints a startling clear picture of God and answers the question of why bad things happen to good people." --Megan

Service Included by Phoebe Damrosch
"This book is both engaging and entertaining. As head waiter of New York's four star restaurant Per Se, Damrosch has seen, heard, and learned a lot. The knowledge Thomas Keller (of French Laundry fame) demands of his staff is intense, to say the least. I would recommend this book for anyone who enjoys wining and dining." --Jacqueline

Marked Man by William Lashner
"This mystery has a fun cast of characters--the lawyer who wakes up sporting a new tattoo he doesn't remember getting; a little old Greek woman with a sweet face and a razor tongue; a beautiful new agey stripper; a crusty gumshoe--all connected to a stolen Rembrandt and a young girl who disappeared years ago. An entertaining read." --Rose

Send your Staff Recs to jamiep@pnba.org

Sage Book Store: Book Maven Runs a Community Haven

Congrats to Sage Book Store, which was recently honored as Shelton, Washington's 2007 Business of the Year.

Says the Shelton-Mason County Chamber of Commerce in a press release: "Established in the heart of downtown Shelton in September of 2002, owner Carolyn Olsen and her staff have made Sage Book Store a community haven for book and coffee lovers alike. With a dedicated and knowledgeable staff, the store keeps a wide range of titles in stock and is ready to locate those which they do not. With a smiling staff ready to assist in any way possible, Sage Book Store offers 24 hr. special ordering. Raven's brew Espresso, a warm place to meet and much..."
Ordering, Raven's Brew Espresso, a warm place to meet and much more.

Offering community events such as author signings, Buddhist meditation and open-mike night, the store has been a forum for local talent and commonality.

Sage Book Store has been sponsor and host to a plethora of community events and groups. Customer service being the main focus, Sage Book Store has given downtown Shelton 5 years of impeccable service. With its continuing efforts to support the culture and spirit of the community, Sage Book Store has earned a significant place in the business community."

Jim Harris Back in the Saddle

Last we reported, Jim Harris bid us a fond and sad adieu after ten years as a commission rep with Graphic Arts Center Publishing Company.

We are happy to announce that he's now employed by Fulcrum Publishers. At Fulcrum, he'll be selling remainders, white sale and hurt books to most bookstores & wholesalers; selling Fulcrum's full line to libraries starting with the joint conference of the OLA & WLA April 16-18; and selling Fulcrum's full line to gift stores, kitchen shops, souvenir stores, some museums, etc.

April is National Poetry Month

We like how Eagle Harbor Book Company is celebrating the occasion—with a limerick contest and a party for the winners. The store's customers submitted doggerel aplenty. As the contest's judges proclaimed: "Who knew such limerickable talent lay dormant on our own Bainbridge Island?"

After a much-heated discussion, the esteemed panel of judges (including one described as "the latte guy aka attorney of some kind"), chose these three winners:

First Place: Jan Bailey
"At Port Blakeley's an old cemetery
Where people who walk must be wary,
For the bodies abed
On the grass are not dead,
But amorous, busy and merry."

Second Place: Lindsay
"A lady from Manitou Beach
thought marriage was out of her reach
yet with assets voluminous
applicants were so numerous
that she settled on 2 years with each."

Third Place: Gerald L. Young
"A young man tried to swim by moonlight
From Beans Point to a girl on Beans Bight
But caught in a current
Oh what a deterrent!
He washed up instead on Point White!"

Standing Room Only
another column by Colin Rea

Big changes are afoot in the publishing world, and here at my small library west of Eugene, I have charged to the forefront of this revolution. In an attempt to streamline the delivery of materials from writer to reader, I have sunk my entire 2007-2008 materials budget into the ultimate print-on-demand system. Forget IBM, Amazon, and Ingram. I've gone straight to the source and put James Patterson, Dean Koontz, and Barbara Taylor Bradford on staff to write novels on request.

Think about the brilliance of this plan. James, Dean and Barbara already account for more than 50% of the books published each month in the United States (I lost my source for this stat, but I think we all know this is true--just look at the next catalog from Warner Little Brown Hachette Grand Central, no wait, still Hachette, right?!). Now my patrons can fill out a simple form that supplies these writers with a few character names, a location, and a shadowy government agency. Within days, we'll print or e-mail a full-length novel directly to the reader! Brilliant, you say? You don't know the half.

Mind you, we are a small library district, serving just 11,000 souls. Any one of these three writers is prolific enough to write for many, many more. We'll keep them busy performing other vital operational tasks. James is a former advertising executive, so our marketing efforts will be greatly enhanced. Dean was an English teacher--just think how helpful he'll be at our teen book club! Perhaps a homework helpline or editing service is in our future? One of Barbara's first jobs was in the typing pool at the Yorkshire Evening Post--suddenly we no longer need to scramble to find a recording secretary for our board meetings. The wealth of experience these three bring to our staff is immeasurable.

I can hear your questions already. What about non-fiction, you muse? Well, no one really reads that boring history stuff anyway, right? For any requests, we'll simply print out pages from Wikipedia. As most people will tell you, it's 'good enough,' and really, speed is what matters when you're looking for facts.

Future plans for the library will embrace this kind of radical paradigm shift. Next year, we'll throw out all our audio books and DVD's. In their place, you'll find a high school drama club. We'll stick with newspapers and magazines for a bit, but the world has become so depressing of late that we might just have to go after Jon Stewart or Stephen Colbert if things don't 'cheer up' soon. Of course, we have a limited budget. so
we might need to settle for Craig Kilborn. He wasn’t nearly as funny, but he WAS the original host of the Daily Show.

There’s a big hullaballoo here in rural Lane County as the local governments try to project our population growth in the next 10-20 years. We don’t know exactly how many more patrons we’ll have in 2018 or 2028, but I’ve got the estates of James Michener and V.C. Andrews on the speed dial in case we need a few more heavy hitting names!

Colin Rea is the former trade buyer at the University of Oregon Bookstore, the new director of the Fern Ridge Library System and the new coordinator for PNBA’s Rural Library program. This column was written for a much-talked about April Fool’s edition of Footnotes that never happened.

What to Say to Those Amazon-Promoting Authors

Are you tired of hosting author events, only to have the authors themselves promoting online book purchases? Below is a sample statement that you can use with the author confirmation; or let it be a reminder to have a conversation with the author and the publicist as you are working on their in-store event.

We are happy to promote you and your book to our customers, using our highly developed handselling skills, visual merchandising and advertising dollars. In return, we’d like to take this time to make a personal request that your website include a link to purchase books at the independent booksellers’ online site, www.booksense.com. We’re sure you will agree that encouraging sales at locally owned independent bookstores, who contribute more in dollars to their communities than online retailers and enhance the lifestyle of their neighborhoods, will help guarantee we are still in business to promote your next book.

-- reprinted with thanks to our cousins at the New Atlantic Independent Booksellers Association.

Join a Book Drive for Children's Literacy
National Children's Book Week is May 12 - 18, 2008

The Children's Corner Bookshop in Spokane and Santoro's Books in Seattle invite you to join them in hosting a book drive. To celebrate National Children's Book Week, these stores will ask their customers to buy a book for a child in need in Washington state.

Page Ahead Children's Literacy Program will publicize the event and help drive business to your store. Santoro's and The Children's Corner
Help drive business to your store. Santoro’s and The Children’s Corner have pledged 10% of sales during that week to help Page Ahead provide even more books to local kids.

To learn more, or to sign up, contact LeAnne Chow at lchow@pageahead.org or 206-461-0123.

Page Ahead Children’s Literacy Program has distributed more than 1.5 million new books to 50,000 children in need across Washington state.

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**PNBA Will Double Your Literacy Donations: Grants Due Friday**

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*Applications* are available on the PNBA website. It’s simple. Make a donation to a local literacy program; submit a completed application, along with receipt or invoice with the donation's retail value, AND the recipient's signature, or a letter of acknowledgement from the literacy program stating the retail value of the donation or a copy of a cancelled check.

PNBA paid $2,565 in matching grant money in Fall '07 to literacy groups through 11 member stores. It's a great way to participate in the promotion of reading as well as spreading goodwill in your community!

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**PNBA Member Handbook Goes Digital: Year-round Advertising Available**

We're excited to announce that PNBA will publish its first online member handbook next month.

The handbook has traditionally been a paper publication and something our members tell us they use every day--to look up who's repping what, to contact each other, to get info about PNBA programs, etc. Publishing the handbook online means that we can update it regularly and that we save a ton of paper.
For publishers and authors, this offers an opportunity, a fresh format for your ads.

We're offering the same skyscraper ad format used here in Footnotes for just $250. That's a really great value for advertising your company, a series, an author, a blog, or just catching a bookseller's eye and directing her to your website for more information.

Your ads should be 140 pixels wide by 500 pixels high, saved as a jpeg or an animated gif file at 72 dpi. Don't forget to send a website or email address for us to link.

Send your ads to jamiep@pnba.org no later than Friday, May 2.

Member Changes

PGW rep Cindy Heidemann
New snailmail address:
8560 Greenwood Ave N
PMB 14
Seattle, WA 98103

Waucoma Bookstore, Hood River, OR
New owners: Jenny and Muir Cohen
New email: books@waucomabookstore.com
New website: www.waucomabookstore.com

Classifieds

BOOKSTORE & COFFEEHOUSE FOR SALE
The Next Chapter Bookstore & Coffeehouse, La Conner, WA.
Eleven years of exceptional customer care and community involvement. Located in one of historic La Conner's defining structures, The Nevada Bar, 1890. 1800 sq. ft. Beautiful interiors, gas fireplace, 16 foot ceilings looking out onto the Swinomish waterway. The Next Chapter is a general bookstore with an espresso, pastry and soup bar. This much loved and respected bookstore is available as a turn key business for $59,000 and lease.
Contact Sharon or John Connell at chapters@ncia.com or 360-466-2665.

SALESPERSON WANTED
People person with natural sales ability who loves fly fishing, fishing, hunting and guns, wanted for full-time in house sales position at Angler's Book Supply. Position requires servicing and selling to independent retailers, some chain stores, and attending several trade shows each year. Applicants should email a cover letter and resume to Mark Koenig requesting more details.

USED BOOK STOCK FOR SALE OR TRADE
Clearing our used book stock to refocus our inventory. Romance, Mysteries, Sci-Fi, Westerns, Horror, and Biographies available for sale or trade for selected non-fiction. 541-751-1475 or colettes@goodfoodhungryminds.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. Members receive one free ad per year. Non-members pay $30. PNBA reserves the right to edit any listings for brevity and clarity.

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<td>April 24</td>
<td>NWABP meeting, Lake Oswego</td>
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<td>May 29-June 1</td>
<td>BEA/ABA Convention, LA</td>
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<td>Sept 15-17</td>
<td>PNBA Fall Tradeshow, Portland</td>
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<td>Oct 23-25</td>
<td>Montana Fest. of the Book, Missoula</td>
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<td>Nov 5-9</td>
<td>The Nature of Words, Bend</td>
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<td>Nov 7-9</td>
<td>Wordstock book festival, Portland</td>
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If you don't see photos or images in this version of our newsletter, try viewing it from our website. We post the newsletter to our website within a few days of emailing it.
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Gary Hunt, 1961-2008

Iconoclast bookseller Gary Hunt died in a car accident May 10.

Hunt opened Iconoclast Books in Ketchum, ID in 1994. The store settled in to a new space last year, adding a cafe and realizing Hunt's dream of providing a community gathering spot. Hunt ran the store with his wife, Sarah Hedrick, and leaves behind a two-and-a-half-year-old daughter and three step-children.

Rep Kurtis Lowe writes: "I came to know Gary and Sarah through their bookstores and quickly began to think of them as friends. Gary was one of those buyers from whom I would learn more about the books that I was presenting because of his keen knowledge and curiosity about all things literary. Gary and Sarah made such a beautiful team, and I looked forward to seeing them at the stores and at trade shows. Gary was always eager to share a rare literary find and enthused about the authors that he would host in the stores and at the Sun Valley Writers Festival. Sometimes we would meet at their home. I will never forget the summer afternoon at their picnic table. We talked books while the kids splashed in a wading pool beneath a brilliant sky."
My wife, Bette, and I had Sarah, Gary and their baby daughter, Penelope, over to our home in West Seattle for an impromptu dinner years ago, and it felt like we had known them all our lives. Last April, when Thom Chambliss and I toured their store for PNBA, I took a picture of Gary standing, arms crossed in the Ketchum store, smiling, confident, generous and full of love for his family, his staff and his stores. He and Sarah brought together the best qualities of independent bookselling, making books and the people who love them available right off the sidewalk. Everyone was welcome. It is painful that he is gone. My heart goes out to Sarah, Darcy, Tilly, Gray and Penelope."

*The Idaho Mountain Express* published a [story](#) about Hunt this week, as did [SunValleyOnline](#), which included a blog page of [remembrances](#) and Hunt's [obituary](#).

A memorial service will be held promptly at 4 p.m. Saturday, May 17, at the River Run Lodge, followed by a reception.

In lieu of flowers, the family asks that donations be made to the Hunt/Hedrick/David Children's Fund, at First Bank of Idaho. It will be solely for the benefit of Penelope, Tillie, Darby and Gray, their housing, food, health and educational needs. For more information, call Kirsten Ritzau at 720-0438, Peggy Baker at 720-0675 or Harriet Bass at 720-3190.

- photo by Kurtis Lowe, April 2007

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**PNBA Welcomes New Board Member Jamil Zaidi**

PNBA members elected Elliott Bay bookseller [Jamil Zaidi](#) to our Board late last month. Board members Libby Manthey (Riverwalk Books, Chelan, WA), Glenna Martin (Pearl Street Books & Gifts, Ellensburg, WA) and rep Kurtis Lowe were reelected for second two-year terms.

Zaidi, who was born in Jamaica and lived in Botswana for a few years before his family relocated to Amherst, MA (his father worked for the United Nations), began his bookselling career in 2000 at Parkplace Books in Kirkland, WA. As one of only a handful of staff at the small independent, he wore many hats and learned a lot about the book business. After four and-a-half years, Zaidi was looking for new challenges and decided that working for a bigger store would expose him to a wider variety of experiences and duties. In March of 2005 he began working at The Elliott Bay Book Company in Seattle. He is now a manager, head of the fiction and sports sections, a frontlist and backlist buyer, and helps to fulfill the orders placed through the store's website. He hopes to serve on the PNBA Board both to enrich his own education in the world of bookselling, and to bring his own perspective to the PNBA community.
Adelaide's Books & Coffee opened last month in Ocean Park, WA. Owner Cyndy Hayward is pictured above on opening day and below with baker Andrea Patten.

Adelaide’s Books & Coffee in Ocean Park, WA opened on Saturday, April 19, and owner Cyndy Hayward says she’s been astounded at the book sales so far.

"Not only has the coffee house portion of the store already settled into a routine spot for the retired neighbors to linger," she says, "but more exciting has been the brisk sales of books. I honestly had presumed that the coffee house would subsidize the bookstore, but quite the contrary has happened so far."
Ocean Park is a small community at the north end of the Long Beach Peninsula in the Southwest corner of Washington. The community is in a remote location—about 20 miles up the two-mile-wide peninsula, and Hayward is hoping the store will function as a kind of a community center. "So many neighbors have remarked that a place like Adelaide's has been sorely missed," she says.

Adelaide's is located in a mid-nineteenth century building known as "the old Taylor Hotel." Once owned by William and Adelaide Taylor, it operated as a boarding house and hotel from 1887 through the 1930's.

The store sells new books, with a mix of bestsellers, literature, poetry, cookbooks, mysteries, gardening, Pacific Northwest titles and children's books. Hayward plans to offer occasional readings and open mic nights. Local spinning and knitting groups, as well as book clubs will also meet in the store.

Hayward still practices as an attorney, though she says she cut back her hours significantly after some health issues prompted "the proverbial wake up call" a few years back. She bought property on the Long Beach Peninsula about 8 years ago to build an artists' residency, which has been operational in part for about 5 years.

After coming and going from Seattle for a few years, she decided to sell her house, to move to the Long Beach peninsula permanently and to open a bookstore, which has been a longtime dream of hers.

"I am exhausted right now, but hope the pace will settle into something predicable and manageable," she told PNBA in an email. "I would so enjoy seeing any of you out here soon."

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UI Bookstore's Good News

We are thrilled to report that the University of Idaho Bookstore will remain independent. The University’s president announced in his State of University address in late April that the store would not be outsourced to a leasing agency such as Barnes & Noble.

Patty Carscallen, the store's manager, credits "tremendous support from students, staff, faculty and alumni."

Just before the decision was made, Carscallen, along with her boss Peg Godwin, gave a presentation to a committee that was considering lease proposals. Carscallen says they talked about the impact on bookstore employees and about the store's campus partnerships and outreach to the state through our their web site and events.

In the end, the administration agreed that there were significant benefits to bookstore employees in remaining institutionally owned and operated, Carscallen said.

"I would never choose to go through that again," she says, "but I have to admit some good will come of it as we move forward. And the
support that we received from all of our customer groups was very gratifying to the bookstore employees."

The news comes on the heels of a series of fundraising events organized by UI staff members that raised more than $31,000 for the Central Asia Institute, the nonprofit group *Three Cups of Tea* co-author Greg Mortenson co-founded that promotes education and literacy programs in Central Asia.

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**Farewell, Jackson Street**

Seattle's Jackson Street Books will close at the end of May. Owners Dan and Tammy Domike sold their home in Seattle, and are buying one in Hoquiam, which is on the Washington coast, just off Hwy. 101.

"There are a number of reasons why we made this decision," Dan wrote in a farewell email to customers. "The most obvious one is that we just haven't had the sales we need to sustain ourselves and make a living. . . . We think we have great customers, and if you are seeing this, you have, in some way, either through your purchases or in other ways, kept us going these past four years and we are very grateful. There just aren't enough of you to keep going with a brick and mortar outlet."

The Domikes have been fixtures at PNBA shows for years, and we're going to miss them and their hearty laughter. See PNBA's interview with Dan Domike in our *June 2007 Footnotes*.

The Domikes will continue to sell books on-line stores and will continue to update their blog.

"We will also now find the time to do the things we enjoyed doing before we started this venture, like gardening, and baking," Dan says.

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**Farewell, Books Without Borders**

PNBA is also going to miss Books Without Borders and its staff. Known as Eugene's Littlest Independent Bookstore, Books Without Borders is the store within closest walking distance of the PNBA's office and a great place to find a gift, a card and some good company any afternoon. Books Without Borders will close at the end of May.

"Though we've struggled for three years to carve a niche in downtown Eugene, the truth has finally sunk in: BWOB can't survive," manager Amelia Reising wrote in an email to regulars this week. "Sales have been way down, and it seems unreasonable to repeatedly ask our
most loyal customers to subsidize this venture."

Books Without Borders opened in 2005. A strong supporter of local artists, authors and zinesters, Reising said she received a note yesterday from a local zine creator thanking the store and calling it "the best bookstore I've ever encountered."

Says Reising: "He was one of the local connections that made Books Without Borders not only last longer, but also made the idea of being a true community bookstore seem possible."

"There are more of him out there. These are the customers who would never dream of shopping in a chain store (unless that dream was a nightmare), the loyal, hard-core customers who will show up at your events, support your every endeavor, and talk you up to all their friends. I firmly believe that with a dozen more of him, the store could have lasted quite awhile longer."

Reising, an artist, will continue at her second job as a graphic designer for a local publishing company, where she creates book covers for limited-run titles. She says she "sincerely hopes to continue doing all she can to promote local and little over huge."

The store will hold a Last Hurrah Party May 24 at 6 pm, with local author signings and live music by local band The Ineffectuals.

**Juneau Unplugged**

*Hearthside Books* in Juneau, AK is looking at a 500% increase in electric bills for its two stores for the next several months. An avalanche that struck 40 miles south of Juneau in mid-April wiped out several power line towers running to the city from a hydroelectric damn. Local generators are now powering the city with diesel.

"Our entire city is cutting back so when you walk into our malls, grocery stores, Home Depot here, it's pretty dim," says Hearthside co-owner Susan Hickey. "We are all running around unplugging every printer, phone charger, toothbrush charger . . . It's pretty scary--a look at our future. It's shocking how lazy everyone has become when it comes to even turning off computers at the end of the day!"

Sunday, the local paper, the *Juneau Empire*, published a column by a Juneau woman who asked her father to send her clothespins. He sent about 2,000 so that she could give them to her friends who are drying clothes in their garages. Apparently, there's been a clothespin shortage since the avalanche. "Not many people have the habit of drying things outdoors here," says Hickey. "A bit rainy for that."

Hickey was quick to put the events in perspective. "In the face of the latest tornados in the SE USA and the horrific earthquake in China---we're doing fine." she says.
Santoro’s Moving

Santoro’s owner Carol Santoro pictured in front of what Carol calls "they who shall not be named."

Santoro's gives $5 credit to customers who send photos of themselves wearing Santoro’s yellow t-shirts in exotic locations (Ballard counts!). Santoro has received about 15 photos so far.

Santoro’s Books in Seattle will move to a new location--just one block North of its current location in the Greenwood-Phinney neighborhood--at the end of May.

The store wasn't able to work out an extension on its lease at its current location and found a new home next to the 74th Street Ale House. Owner Carol Santoro says the new space is a bit smaller but she's certain that most of the inventory will fit. Those interested in moving a box of books, packing or helping to reshelve in the new store, please give them a call at 206-784-2113. Their plan is to close on May 29th and start the big move. They hope to reopen in their new space by June 3rd or 4th. PNBA will publish their new address in its 2008-2009 Member Handbook, which we'll send you by the end of this month.

Six Member Stores Stand Up for Free Speech

PNBA thanks Portland bookstores Powell's, Annie Bloom's Books, St. John's Booksellers, and 23rd Avenue Books, and Paulina Springs Books (which has stores in Sisters and Redmond), and newcomer Colette's Good Food + Hungry Minds of North Bend for joining the American Booksellers Foundation for Free Expression (ABFFE) in filing a lawsuit in federal district court that challenges a
new Oregon law that unconstitutionally restricts the display and sale of books and magazines that are protected by the First Amendment.

House Bill 2843 makes it a felony to allow a minor under 13 to view or purchase a "sexually explicit" work. "We do not doubt the good intentions of the Oregon legislature," ABFFE President Chris Finan said. "But H.B. 2843 lacks the safeguards for booksellers that the U.S. Supreme Court has mandated in this kind of law."

Finan says that booksellers are concerned that H.B. 2834 does not include a requirement that a book or magazine be judged as a whole in determining whether it is illegal; such a test may exempt works that contain only a few sexually explicit images or passages. In addition, there is no exemption for material that has serious literary, artistic, political or scientific value for minors. Under H.B. 2834, a bookseller can be prosecuted for allowing a curious 12-year-old to examine a sex education book if it contains drawings depicting sexual conduct, even one that is written for minors.

H.B. 2843 is also a logistical nightmare. "For booksellers, the new law is vague and difficult to apply," Michael Powell, owner of Powell's Books in Portland and a plaintiff in the case, said. "It says a 13-year-old can legally buy these books, but it's a crime to sell them to a 12-year-old. How do I card a 12-year-old?"

The other plaintiffs are ABFFE, the Association of American Publishers, the Freedom to Read Foundation, the Comic Book Legal Defense Fund, Planned Parenthood of the Columbia/Willamette, Inc., Cascade AIDS Project, the American Civil Liberties Union of Oregon and Candace Morgan.

Author Hoax 'Confusement'

The LA Times recently published a story about a rash of author hoaxes in which people impersonating authors call bookstores asking for help in getting to their stores for appearances. They often ask the bookseller to wire money via Western Union, etc.

It happened at Powell's last month just before an appearance by Portland author Marc Acito. The caller/ Acito impersonator gave himself away when he used the word "confusement." Acito wrote a funny account about the faux him on the Powells blog.

Let PNBA know if this happens to your store, especially if your story is this funny.

Staff Rec

In this Footnotes feature, we present one bookseller's list of staff recommendations.
Richard Taber is a long-time employee of Village Books in Bellingham, WA. "This just is one example of Chuck and Dee's endless patience and tolerance," he says. Richard loves his work almost as much as he loves his cats and says he's getting on in years but his passion for books has not cooled.

Tabor recommends:

*Night Birds* by Thomas Maltman (Soho Press)
"Based on the 1876 largest mass hanging in American history, Maltman successfully portrays the Sioux and settlers caught in these terrible events. The characters are well represented as quite human, reflecting neither all good or all bad both as individuals and as groups. Maltman's book is gripping and educational."

*The Night Following* by Morag Joss (Delacorte Press)
"I have just recently discovered Morag Joss and I am so happy that I did. Her name is usually found on the Mystery shelf, but all of her stories are so unique they really defy such specific genre classification. This particular story is concerned with the events following a hit-and-run accident. Joss' writing is smart and unpredictable."

*Deer Hunting with Jesus* by Joe Bageant (Crown Business)
"Forget about *Don't Think Like an Elephant* or any other book on why the Democrats lost, and pick up a copy of *Deer Hunting with Jesus* by Joe Bageant. A confessed liberal himself, he has developed a very persuasive argument as to why so many people seem to vote against his or her own self-interest. The book title gives you a pretty good hint as to where Bageant is heading with this argument. He is concise and to the point without being simplistic. If nothing else, Bageant gives us another perspective for debate."

*Child 44* by Tom Rob Smith (Grand Central Publishing)
"This is a mystery story set in Stalinist Soviet Union. Detective Lee Demidov attempts to solve a murder, but the act of taking another's life does not exist in the "Worker's Paradise," creating the ultimate doublethink dilemma for the obsessed policeman. The story is said to be based on true events. Intriguing and thoughtful plot."

*Song Yet Sung* by James McBride (Riverhead)
"From the author of *The Color of Water*. James McBride has written a novel that is creative and original in portraying slavery in America. There are so many books dealing with this theme that the uniqueness of McBride's approach is truly appreciated and very engaging."

*Ghost* by Alan Lightman (Pantheon)
"The author of *Einstein's Dream* has now presented us with something entirely different. Desperate for work, David takes a job at a mortuary and suddenly finds himself embroiled in a controversy that forces him to confront his own mortality and the ultimate question: What happens after you die? Granted, this question is nothing new, but Lightman says it well--and with just the right touch of humor the subject deserves."
Rep Playlist
Six NW Book Reps Share What They're Listening to on the Road (Again)

_We'll send a copy of this CD mix to the first bookseller we hear from who volunteers to send us their Staff Recs for our June newsletter._

1. ON THE ROAD AGAIN by Willie Nelson--Molly Divine's pick
2. ONE MORE CUP OF COFFEE by Roger McGuinn & Calexico (from the "I'm Not There" soundtrack)--Christine Foye's pick
3. NUDE by Radiohead--Christine Foye
4. LET'S CALL IT OFF by Peter Bjorn & John--Christine Foye
5. 96 TEARS by ? and the Mysteriams--David Diehl
6. YOU'RE STILL STANDIN' THERE by Steve Earle with Lucinda Williams--Cindy Heidemann
7. THIS IS US by Mark Knopfler and Emmylou Harris--Cindy Heidemann
8. SOBER by Tool--Seira Wilson
9. AIN'T NOBODY by Chaka Khan--Seira Wilson
10. GONE, GONE, GONE by Robert Plant and Alison Krauss--Kurtis Lowe
11. KILLING HIM by Amy LeVere--Kurtis Lowe
12. DEAD SKUNK by Loudon Wainwright III--Kurtis Lowe

A Travel Guide to BEA
by Melissa Lion

As a Recovering Californian now in North Portland, I have some advice for the Pacific Northwest Booksellers who are traveling to Los Angeles for BEA. This is a little travel guide to make your stay in my home state more comfortable. And not to worry, if you forget any of this. I'll be at BEA, too, and you can ask me anything you want. But you must buy me a drink first--remember, I was an indie bookseller for five years. Once a bookseller, always a bookseller.

**Weather and Climate**
BEA is held this year in Los Angeles at the Convention Center. The Convention Center is east of the 405 freeway, which means it's too far away for the ocean breeze to cool it down. Trees, in that area, if there are any, are palms. Palm trees are not known to give shade or really much of anything other than that California vibe. There is a lot of asphalt too, which is also not known for its cooling qualities.

Air conditioning will be provided. So layer. Be aware that outside, you'll feel like you've inhaled lye and inside you'll breathe the chilly recycled convention center air.

**What to Wear**
I'm packing shorts and skirts, dresses and light sweaters. I'm leaving
my Dansko clogs at home. I know. It's a shocking, nay, horrifying thought to Pacific Northwesterners to leave behind the Danskos, but I promise you, even though there's a lot of walking to do at the convention, the foot-sweat factor outside completely outweighs any potential discomfort you'll have inside.

Getting Around
You'll need a car. It's true, no one walks in LA. Because it's hot. And the air is toxic. And it's hot. And the blocks are not regular city blocks, but more like square miles of concrete and pavement and traffic that doesn't give one rat's ass about the little green walking man. So get a car. And know that there is always traffic. I don't care where you're going, at what time, there will be traffic. Count on it. Give yourself an hour to go wherever.

I know you'll find this shocking - it's illegal in California to drive and talk on the phone. So don't do it. Or do do it and revel in the naughtiness as I plan to.

Beaches
You're in LA, and you should visit the beach. Sure you can head due west on the 10 freeway and you'll hit sand in either twenty minutes, or two hours, depending on traffic. But if you go right on the Pacific Coast Highway about seventeen miles, you'll reach Malibu.

There's a reason people pay millions of dollars to live there. It's beautiful and peaceful and there's something remarkable about sitting in a parking lot next to a Bentley, a Mercedes, a BMW and a Lotus. And then watching Britney Spears stroll out of the Rite-Aid.

The beaches are clean and the farther north you go, the less crowded they get.

Bookstores to Visit
There's nothing like visiting bookstores on vacation. These new stacks! They need my careful straightening. Look! The Booksense best-sellers look so awesome on the wall and not on the first display table! And (cough, cough) someone has Eat Pray Love in the fiction section.

There are the major players in LA, the stores that dominate the scene, but those are not quite as wonderful as LA's smaller shops.

My three favorites are (in no particular order):

Skylight Books
This shop is so beautiful inside and the selection is eclectic and challenging. The recommendations are all superb and the booksellers are most excellent.

Village Books
Village Books is in Pacific Palisades, which is a tiny town near the beach. This bookstore is the quintessential neighborhood bookstore. With just a few staff members and a selection reflective of this quaint neighborhood, walking into this bookstore feels like getting a hug.

Diesel, A Bookstore
I'm not just saying this because I worked here, but Diesel really is the
cornerstone of California indie bookselling. The owners, John Evans and Alison Reid have survived in the leanest bookstore times (opening a second store while others were closing) by knowing their customers, culling their stock often and selling what people want. Their selection is small and deep. The Malibu location is airy and accessible. And it's located in Cross Creek shopping center - the epicenter of LA celebrity spotting.

**Food and Drink**
Bring your own. LA is woefully behind in all of the culinary pleasures, whether it's coffee or beer or pizza or bread or sushi or sandwiches or even palatable drinking water, you can rest assured that LA will serve it to you mediocre and with a bill that will surely shock you.

There are just three places I can recommend with anything resembling confidence.

**Urth Caffe**
Wonderful coffee and tea served properly. The lunches are light and delicious. And expensive. But worth every single penny. Especially when you need coffee and all you see are Starbucks for miles.

**Lula Cocina Mexicana**
Lula has nice, consistently good Mexican food. The walls are painted bright blue and orange and they have a huge selection of tequila. The perfect Mexican food experience.

**Farmer's Market at the Grove**
With a huge selection of stands to choose from, the Farmer's Market has delicious food for your mood. There's homemade ice cream, a specialty soda shop and (a rarity in LA) a bar that has more than three beers on tap.

Oh, but for my fellow Oregonians, you can buy liquor at the grocery store. No kidding!

**Books about LA**
Pick up any Michael Connelly book for a great, gritty account of the city of angels.

*Weetzie Bat* by Francesca Lia Block. If Connelly's books are black and white LA noir, Block's YA books are an acid trip.

*Tribes of Palos Verdes* by Joy Nicholson. This novel perfectly captures what it means to grow up in southern California.

**Blogs about LA**
My favorite LA blog is [LA Now](http://www.lanow.com). It's a great wrap up of the LA daily news.

[LAist](http://www.laist.com)
This blog is an excellent resource for what's happening off the beaten track.

[LA Taco](http://www.lataco.com)
This one celebrates that ambiguous "taco lifestyle" we're all desperately trying to attain.
Enjoy your trip, Pacific Northwesterners! Bring your sunscreen, and your sunglasses. And if you need me, I’ll be the one talking on my cell phone and scowling at the beer selection - as any true Recovering Californian should.

Melissa Lion is a professional writer and a former bookseller who lives in Portland, OR. Most recently, she was events coordinator at both the Oakland and Malibu, CA locations of DIESEL, A Bookstore. She is the author of two YA novels -- Swollen and Upstream. Swollen was a Booksense pick. Upstream is under option for a motion picture. Look for her reporting from BEA in Bookselling this Week.

The BEA & Me: A Small-town Perspective
by Libby Manthey

After more than a decade in bookselling, I decided to make the pilgrimage to the super bowl of tradeshows--Book Expo America. I had been a faithful attendee of every PNBA show since 1994 but felt the allure of something more exotic and distant.

I set out on a journey to the other Washington to be an attendee of BEA 2006. Upon arrival, I found myself among more than 35,000 book industry professionals and standing on a trade show floor whose size surpassed the combined square footage of every PNBA member store. So why did I go and spend all that money? How was this spectacle going to contribute to the everyday operation of a 1600 square foot store in a small town, population 3800?

Armed with business cards, credit sheets and my most comfortable shoes, I ventured forward. I was quickly drawn into an environment of non-stop learning. I attended panels, author breakfasts, keynote speakers, roundtables, and town hall meetings. As I interacted with booksellers, publishers, authors and other industry professionals, I realized I was part of a larger community with implications beyond the boundary of our store and town. It placed our mission to be "the valley's community bookstore" within a larger context.

After attending the keynote address by Paco Underhill, author of Why We Buy: The Science of Shopping, I came back to my store and looked at it as a customer would. I asked myself: What's my first impression? Is this a space I where I feel comfortable? Do I want to spend time here?

Aside from all these lofty and professional reasons, attending BEA was just plain old-fashioned fun. Face it, bookselling and publishing draws some outstanding and quirky people to its ranks. As I roamed the trade show floor powered by free chocolate, I was greeted by a friend or a cat in a very tall hat. Injecting some fun into work has a way of
Heading back to the real Washington after BEA 2006, nothing had changed in terms of size and scale of our store, but I was infused with new enthusiasm and purpose. My return on investment proved to be priceless.

Survival Tips for Small Bookstores at BEA

- Be Strategic. Prioritize and plan your time accordingly. You won't be able to do everything.
- Have plenty of business cards and credit sheets
- Know your store's square footage and how many titles you carry. That seems to be a conversation starter with other booksellers.
- Ask questions of other booksellers. You will be surprised by the number of "why didn't I think of that?" moments.
- Wear good sturdy walking shoes, as my Grandmother would say
- Ask to have catalogs sent to you. You don't need to carry them home yourself
- Sit down and take a break. Take your time
- Enjoy the variety of chocolates
- Look for new sidelines
- Take advantage of show specials.
- When you get home, write a press release about your attendance at BEA and send it to local media
- Keep your eyes open for the next great handsell. Listen to your fellow booksellers and publishers

Libby Manthey owns Riverwalk Books in Chelan, WA and is vice president of PNBA's Board of Directors.

Book Awards Posters Available

Click [here](#) if you'd like us to send you a commemorative 2008 Book Awards poster. They're 16" x 20" and a nice tribute to our 2008 winners and to the continuing legacy of PNBA. Oh, and it looks really sharp in a black frame.

Dry Rain Premier
Dry Rain, a short film based on PNBA fave Pete Fromm's short story of the same name, will premier at the Seattle International Film Festival! Saturday May 31, 2008 at 4 p.m. at the SIFF Cinema in Seattle Center. The film will screen during SIFF's Short Film program.

Find more information on the updated Dry Rain blog. Information about ticket sales is available here.

Member Changes

Paul Cimusz is Baker & Taylor's new Retail Territory Manager. He joins Nancy Dalton in providing sales support to Western Region booksellers.

Cimusz began his career with Baker & Taylor as a customer service rep. He has worked as Inside Sales Supervisor, Field Sales Manager, and Director of Sales until his departure in 2002. While away from B & T, Cimusz was responsible for leading the sales effort into the Independent Retail Booksellers marketplace at Advanced Marketing Services (now B&T Marketing Services), and was most recently an advertising executive with Harte-Hanks, Inc.

Paul Cimusz
Voice Mail: 800-775-7930, ext 1460
Cell: 760.585.6635
Paul.Cimusz@btol.com

Steve Jadick will replace Patricia Sorensen as the Northwest rep for Nancy Suib & Associates beginning June 1, 2008. Jadick will be covering WA, OR, ID, MT, AK and WY. Jadick has been involved in the bookselling community for more than years, most recently as sales and marketing director at Morning Light Press.

Steve Jadick
1322 Vineyard St.
Sandpoint, ID 83864
T/F: 208-255-1959
sjadick@yahoo.com

Patricia Sorensen is the new Northwest rep (OR, WA, ID, MT, WY) for Courier Publishing, which includes Dover Books. Reach her at psorensen@courier.com.
Classifieds

BOOKSTORE FOR SALE
Love Books? Want to live at the Oregon Coast? Here is your opportunity!!! Well-established long-term bookstore in visible active location. Business Opp. $75,000 with owner terms. Call Sharon Galasso 541-921-0018 or Coast Property & Investment Reality, Inc. 1-800-377-7132

ASSISTANT RETAIL MANAGER WANTED
Venue: Gift shop/museum bookstore (a PNBA member store) at the only National Park site in the Portland-Vancouver Metro area

The Vancouver National Historic Reserve Trust is seeking a full-time assistant retail sales manager. This position provides primary staffing of the Historic Reserve Visitor Center museum store operated in cooperation with the National Park Service and is involved in the operation of the Trust's retail activities within the Historic Reserve, primarily located at the Visitor Center.

Candidates considered for this position must have a minimum of 5 years of retail work experience; minimum 3 years in retail management. Must demonstrate a strong understanding of retail management, e-commerce, buying, merchandising, accounting and inventory procedures.

Please send your resume and references to susan.holton@vnhrt.org.

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.

2008 Calendar

May 15  BPNW meeting, Seattle
May 17  NWABP seminar, Portland
May 29  NWABP meeting, Lake Oswego
May 29-June 1  BEA/ABA Convention, LA
July 17-20  PNWA Conference, Seattle
Sept 15-17  PNBA Fall Tradeshow, Portland
Oct 23-25  Montana Fest. of the Book, Missoula
Nov 5-9  The Nature of Words, Bend
Nov 7-9  Wordstock book festival, Portland
If you don't see photos or images in this version of our newsletter, try viewing it from our website. We post the newsletter to our website within a few days of emailing it.
Dear PNBA Members:

FINALLY, it's time to start thinking about the next PNBA show. Without a Spring show this year, the PNBA staff feel like we don't know you any more. We NEED this connection, so we really hope that just about every member will attend the fall show this year. Attendee registration forms are available [here](#).

There are some changes to the show, and you should know about them early, so that you can make plans to accommodate them, if it's appropriate. (I talked about some of these changes recently in an interview with Book Publishers Northwest, and it's available on their blog). The biggest change is that, for the first time in a long time, SOME vendors will only exhibit for one day. Exhibitors have an option of exhibiting for either one day or two days, and we expect about half the exhibitors to be there for just one day. We will post a list of the two-day exhibitors on our website in early July.

There will be no autographing on the show floor on the first day of exhibits, Tuesday, Sept 16. On Wednesday, Sept 17, after the traditional Book & Author Breakfast, the exhibit hall will be open from 9:30 am - 2:00 pm, and in addition to featuring the exhibitors who stayed for two days, PNBA will use this day as our Author Promotion Day, with signings, meetings, presentations and other author events to be announced. If you like to see authors and discuss store visitations with them, plan to be there on Wednesday when it will all be happening.
We are also inviting more librarians to this year's show, to encourage them to work with booksellers and authors more closely, and to provide a more coordinated approach to promoting authors in the Northwest. We will be encouraging librarians to attend the show, and plan to offer them a series of educational sessions all day Tuesday, Sept 16 to help them learn more about bookselling, author events, and how we can all work together more productively. We are still looking for booksellers and librarians interested in helping produce those educational sessions; so, if you or any of your employees have some interesting library experiences, or if you know a librarian who might make a good addition to a panel, please contact Thom.

As a result of our inviting more librarians to attend this show, we will probably sell out of tickets to the Author Feast, which will be held on Tuesday night, Sept 16. Because the number of seats at the Feast is limited by the number of authors featured, and because we believe that a lot of librarians will jump at the chance to hear the featured authors at their dinner tables, we expect to sell out the Feast soon after we open registration to librarians. Therefore, booksellers are encouraged to order your tickets to the Feast as soon as possible, before they are all gone. You can register for the show and order your tickets using the attendee registration form on our web site here.

With the show back in Portland, at an independently-owned hotel, we have secured a room block with overnight rooms for only $94.00, a true bargain in today's market. Plus free parking. Plus we have been able to reduce the meal event costs from last year, which we expect will make them more popular, too. The deadline to make your room reservations is FRIDAY, AUGUST 29, OR WHEN THE ROOMS SELL OUT, which they will. Don't delay. Reserve your room HERE.

We are still working on the show schedule, and hope to have a preliminary version ready for your consideration by the end of June. We will notify members and provide a link as soon as that schedule is posted. Meanwhile, start thinking about your plans for the show. We look forward to seeing you!!

Thom

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**Same Event, Different Coffee**

A BEA travelogue by PNBA's Holiday Catalog Scout Brian Juenemann
From year to year, BEA usually differs only by small degrees. This year, besides a pleasant consistency of 75/55, here are a few tidbits on what made BEA L.A. BEA L.A.

Traveling on Pacific Standard Time. I would go to BEA in an abandoned salmon cannery or at the wreckage of the New Carissa to annually guarantee this.

The "Delightful" Renaissance Hollywood Hotel. If you stayed there, you know. It might be good to clarify with staff that the goal of the speaker in the motivational orientation video was to convey a "sense" that providing service to guests is a delight, not to merely invent ways to incorporate the root word. "Delighted to delight you with delightful service of various delightings and the de-like." I started to hold up fingers to my wife to tally the delights when calling the front desk. Odd quirk, but it was beautiful, comfortable, really tall, and in a first rate people watching zone.

Marilyn Monroe talking with Marilyn Monroe in front of the Grauman's Chinese Theatre.

Maybe I was lucky, but my coffee was good at just about every hit. Beat my DC and NYC, easily.

In contrast, the beer menus were solidly 1989. We've been featuring California wines for how long? A little awareness, a little respect, please.

Riding on the Metro-oh-oh. Clean, easy, efficient; and the entire line fits on the back of a business card. No, it is not prolific. But did you even know L.A. had a train beyond that one set at Universal Studios? No earthquake derailings here.

This year's BEA mothership, The Los Angeles Convention Center, had a bit of personality. More spread out than other shows, the elbow room on the floor was liberating. Some New Yorkers probably didn't make the long haul way out west, but there were also just a lot of people at any given time stuck in traffic--between the two exhibit halls! I didn't figure out until day two that the eight minute trek could be shortened to five by cutting across the outdoor concourse, which also luckily lead to the discovery of the amazing taco cart. Yes, delicious tacos, but also valuable because the independent outdoor vendors were not part of Saturday's food service workers lunch rush walkout. "Come on, think! Who is it that's giving out free cupcakes at their booth at three o'clock? Let's go, I'm starving!"

Did anyone else see that freaky talking goat in the lobby?

Show sightings: The back of Slash's top hat and curly mane (yes, he has a book, and I don't know any more than that). Also, a guy who might have been Neil Gaiman. Most frequent sighting--easily author
and PW stringer, Bridget Kinsella. Secondly, The Couch. Chances are you'll become familiar with The Couch at the fall show, as it's the central character in an upcoming book by the same name from a Portland author. In this instance, the publisher hired a local actor to portray The Couch to promote the book. Sort of like Harlequin parading Fabio. Anyway, I didn't get a good action shot of the couch on the floor, but did acquire a nice headshot of the actor. In L.A., everybody has a headshot.

The Business of BEA: Your Holiday Catalog

Not that it's all an exercise in silly observation. I do have to soak up the madness lest the madness drive me mad, but the reality of my BEA is meeting-to-meeting, booth-to-booth, hall-to-hall. And it's worth every Altoid. First-time participants, hidden gems, tradeshow appearance/catalog feature tie-ins, PNBA Book Award winners, Northwest-made catalog theme-art! Each of these is a Holiday Catalog 2008 reality as of my talks at BEA.

Bookstores, start thinking about your strategies and look for your 2008 order form in the July edition of Footnotes. We'll need your plans and your imprints by August 8th, and no latecomer guarantees.

Heads up!

Seen in Hollywood . . .

Powell's Books' Michal Drannen and Danielle Marshall and Emily Mattson from the publisher Cabazon books dine at the Musso & Frank
Grill in Hollywood during BEA. Thanks to Courier Publishing rep Patricia Sorensen for sending us the photo.

Portland's Murder by the Book Celebrates 25 Years

Congrats to co-owners Jill Hinckley and Carolyn Lane for their longevity and success! The Oregonian provided their top five mystery picks in a recent article about the store.

**Jill Hinckley's Top Five Mysteries**
1. *Gorky Park* by Martin Cruz Smith
2. *Burden of Proof* by Scott Turow
3. *The Wood Beyond* by Reginald Hill
4. *Corpse de Ballet* by Ellen Pall
5. *Turtle Moon* by Alice Hoffman

**Carolyn Lane's Top Five Mysteries**
1. *Breakheart Hill* by Thomas Cook
2. *The Constant Gardener* by John le Carre
3. *The Monkey's Raincoat* by Robert Crais
4. *The Black Path* by Asa Larsson
5. *The Judas Child* by Carol O'Connell

More Seen in Hollywood: Happy Seattle Booksellers

I-r: Christy McDanold, Secret Garden Bookshop; Robert Sindelar, Third Place Books; Lauren Mayer, University Bookstore; and Rene’ Kirkpatrick, Third Place Books
Farewell, Book Barn

Bend, Oregon's downtown bookstore, The Book Barn, closed at the end of May after 35 years of business. Pictured above are present and former employees and store owners at a wake for the store held May 31. Linda Torres, the store's seventh owner, who'd owned the store for the last seven years, is pictured to the left of the glare. She told the *Bend Bulletin* that "competition from online retailer Amazon.com and big-box stores, coupled with a slow spring, spelled the end." Torres plans to sell books online.

More Scenes from BEA
New Bookstore to Open in Salem

PNBA member JoAnne Kohler plans to open Tea Party Bookshop in downtown Salem by the end of July. The store will be located opposite the Phoenix Inn and the city's convention center, about two blocks from the former home of Jackson's. (Address is: 420 Ferry St SE, Salem, OR 97301)

Tea Party Bookshop will be a general interest store, with strong fiction, mystery, children's, green living, and metaphysical sections, plus sidelines. Kohler says she hopes to be an event-heavy store. The ground floor of the store is all retail space—about 1400 sf, and there's an upstairs suite that offers about 1000 sf that Kohler hopes to offer as event space. "I'm intending to do a fairy tale time and try to have weekly animal-oriented events for kids," Kohler says.

Kohler has worked in bookselling on and off for about fifteen years. She managed a few Waldenbooks in California, then went to a small independent in Pacific Grove for about a year. She has a Masters in Library Science. "I never wound up working in or with a library, but I can't imagine that all that knowledge would go to waste in the bookstore!" she says.

Kohler says the name for the store came to her on the way back from the last Winter Institute while reading Stacy Mitchell's Big-Box Swindle. Kohler was inspired by Mitchell's reference to the Boston Tea Party being the first instance of Americans rebelling against a corporation controlling their buying options. "My search for a name was over," she says.

ABA Unveils IndieBound

Responding to both the consumer shift towards shopping at independent retailers and the growing emphasis on the ideas of localism and sustainability, the American Booksellers Association launched IndieBound last week at BookExpo America. ABA hopes IndieBound will bring together booksellers, readers, indie retailers, local business alliances, and others who believe that healthy local economies help communities thrive.

IndieBound is an outgrowth of ABA's Book Sense marketing program, and will continue many of its established features, including bookseller
recommendations and bestseller lists. Details (and a pretty compelling YouTube video, featuring PNBA's own Russ Lawrence, among other booksellers) may be found here. There's also a great tutorial about the program here.

A community-based website, IndieBound.org, has launched as well, and offers access to The Declaration of IndieBound manifesto, blogs, and user profiles. The website features The Indie Next List ("Great Reads From Booksellers You Trust") and the Indie Bestseller List, and it will add more content and community-building features in the coming months.

Through a "Literary Liberation" box mailing, ABA is sending its independently owned members IndieBound posters, bookmarks, and many other book-related display items during the first two weeks of June. IndieBound materials can be used either in the bookstore or shared with other local independent retailers.

"Independent booksellers in stores of all sizes will soon proudly be telling their customers and other indie retailers that 'we're IndieBound,'" says ABA President Gayle Shanks of Changing Hands Bookstore in Tempe, Arizona. "Locally owned, indie booksellers introduce readers to great new writing, contribute far more to the health of their local economies, and play a crucial role in maintaining the unique character of their communities. I can't wait to begin working together with other indie retailers to spread the IndieBound movement."

Last week, every PNBA-ABA member store should have received a bright red "Liberation Box." This box is a treasure chest of the materials that are available in the new IndieBound program, including such goodies as: the IndieBound Fan Manual; a roll of Indie Next List stickers; Palm cards in four designs: Eat Sleep Read, Linking Locals, Indie Intuition, and - - Up and Coming; bookmarks, buttons and one very soft T-shirt.

A Conversation with Kim Ricketts, owner of Kim Ricketts Book Events

Giada De Laurentiis talks over the menu at a Cooks and Books Dinner.
In 2003, Kim Ricketts left her job at Seattle's University Bookstore to start a company that coordinates and hosts non-traditional author events. Since then, Kim Ricketts Book Events has expanded from its two original clients to more than 30 companies and groups, with event venues ranging from corporate campuses to cocktail parties and cruise ships. The company has branched into the greater Seattle area and San Francisco and recently launched a new Words and Wine series.

Ricketts has been passionate about books since she was a child. After studying history and literature at Whitman College and the University of Washington, she began her bookselling career at a small neighborhood bookstore in Seattle. In 1997, Ricketts took on the book club coordinator position for the University Book Store, and, in 1998, was named Events and Programs Coordinator for that store and its branches. During the five years she held that post, Ricketts created an active calendar of events both in-store, on campus and at large offsite lecture venues, and coordinated a variety of multi-day conferences throughout the Northwest. She left that job to start her company.

PNBA: How different is the work you're doing now from traditional bookselling?

Ricketts: In many ways it is the same. I meet with people daily that love books and are excited about meeting authors and hearing about their new works. But these "customers" are working inside companies or gathering at parties or restaurants-and this is where we then bring the authors. I also get to do a lot of what I love best—handselling wonderful books to people. I love picking out just the right book and, perhaps, an author they may not have heard of and matching it to the person's interest. And I spend a lot of time, as I did then, too, on the phone or on email with publishers to find just the right author for our groups of readers-and getting them here to the West Coast!

In other ways, it is quite different, as I spend many days here in my office with our staff, and we don't take our heads out of the computers or boxes of books for the whole day. Also, I have had to learn a LOT about running a business and all that it entails—not as fun as the bookselling part!

How did you get the idea for your company?

Well, I was always frustrated with how hard it was to get enough people into the bookstore for events. It seemed the same people went to bookstore events in the city, but that audience never seemed to grow. So when our team began to work with Microsoft and then Starbucks to bring authors to those corporate headquarters, it was a wonderful surprise to walk into a room with an author, and be greeted by a full group of people excited to hear about a book! It was immediately clear to me that if we took books and authors out into people's daily lives, at work, school, dinner or vacation, or anywhere, that not only would we naturally find people there, but that there was a whole world of readers out there that maybe just didn't happen to go into bookstores -- yet. I get a lot of email from people that attend our events, and my favorite one goes like this: "Thanks for bringing the
What’s the value for publishers to send their authors to non-bookstore author events? Was it a hard sell at first?

Honestly, it was a bit of a struggle at first, for authors are in town for a short period of time on book tour, and I had to prove to the publishers that spending two or three hours in a company or somewhere would help them find an additional audience for the book. However, the authors enjoy it so much and it so clearly sells loads of books that their responses helped to sway the publishers, and now everyone is enthusiastic about the idea. Plus, I spend a lot of time matching up the "right" author with an audience that is already excited by/connected to the story or idea. So this matchmaking makes it more fun and successful for everyone.

Your Cooks & Books Visiting Chef Series featured celebrities such as Anthony Bourdain and Giada De Laurentiis and Michael Pollan, who met with readers over dinner at Seattle restaurants. Was it stressful coordinating food with chefs, who can be notoriously particular? Can you share a few stories with us?

Being a foodie myself, I always wanted to create a series where not only could you meet the wonderful chefs/food writers, but could sit with them and share dinner. I was a bit naïve (blinded by enthusiasm!) about how this would all work out. Now that we have created over 100 Cooks & Books dinners and parties, I can feel that we have gotten it down, though, of course, crazy things happen in the world of food and wine! The most important thing is to match the "touring chef" with a "host chef" who is similar in style, flavor, ingredients and technique. And you have to ask both chefs to leave *some* of their ego at the door. The most fun thing about the dinners is that the "touring chef" gets to sit down and eat, drink, tell stories and just have fun. When they let their hair down in this way, all kinds of things can happen: Thomas Keller goes a little hip-hop; Jacques Pepin decides to sing a French ballad; Marco Pierre White gets people playing drinking games—with fire. It is not always what you expect or can plan for.

Your new Words & Wine series kicked off May 20 with James Frey and continued June 11 with Salman Rushdie. July 23, you’ll host Ethan Canin. How did you select the authors?

I felt both James Frey and Salman Rushdie to be two people that we *think* we know all about, but really all that we know is media frenzy stuff, and I think they are both much more interesting in their work than how they are portrayed by the media. As for Ethan Canin, I think he is an author with a great body of wonderful writing that more people need to meet.

We have long needed some additional places to host literary fiction authors. That is what I will continue to try and do with this series, as we move forward. I might mix it up a bit and add poets or historians or memoirists. The tagline of Words and Wine is "intimate evenings with interesting people" and so we aren't limited by anything but imagination.
How'd the first event go and how did you convince Frey to do an event, by the way?

The event exceeded my expectations in every way. For what I really want to do with this series is get an author in a safe and comfortable place and really, deeply ask them what they are striving for in their work.

James was nervous about an onstage interview after the whole Oprah craziness, but Warren Etheredge (our interviewer) is so talented that we swayed James when we emphasized that our interest is in his writing and his new book—not the past. James arrived with the largest man I have ever met as his bodyguard (Charlie, the Hells Angel friend), but by the time we sat down for the interview and the following party, he was relaxed and warm and, most of all, very very smart and intriguing. He enjoyed himself, and we all spent a couple of very memorable hours with an extremely interesting man drinking lovely wine and snacking on fabulous appetizers, and we all went home with books!

So it's sort of like a shi-shi cocktail party with authors?

Yes, I suppose so, though shi-shi sounds a bit more elitist than I mean it to be. After all, yes it is 45.00 per person, but you couldn't go buy yourself the book AND a good bottle of wine and sit home with a grilled cheese sandwich by yourself for $45.

You charge $45 per person and you give away great food, wine and signed books to 75 people. Plus, you have a staff to pay. How are you making any money? Or would that be giving away your secrets?

The key to this wonderful series is the great partners we have in the W Hotel Seattle, Chateau Ste Michelle Wine Estates and Warren Etheredge, of the Warren Report. Everyone is doing this because we believe in the project, and we are creating a kind of literary series that we would want to attend ourselves. We are all donating a bit of it, and right now it is an investment in future Words & Wine events. But, yes, we will make some money on it—or we couldn't keep doing it.

Journalists who write about you and your business often describe you using such words as "frenetic," "dynamo" and "livewire." Do you have to be a high-energy extrovert to do what you're doing?

Wow-do they really? (and do they mean it in a good way?) I guess I do have a lot of energy, and even more, I have a lot of ideas. The best thing about having my own company now is that I can have all of the ideas and the only thing that stops me is time and my own budget. I can try things and keep trying until they work. And, to be honest, it truly never occurred to me that this company wouldn't work. My greatest happiness is finding that YES! There are lots of readers and thinkers out there who want access to books, authors, stories and ideas. My whole company is based on finding those people and connecting them with books and authors wherever they are. Being an extrovert? While I don't think you have to be an extrovert, I do think
you have to be interested in all kinds of people and situations and curious about everything and willing to try things and just put yourself out there.

**Will you offer a couple tips to other booksellers interested in off-site events?**

I think interested booksellers should think about a couple of things:

- Add other pieces to your book events that will draw in a different audience: food, music, wine, unusual venue, invite dogs, whatever!
- Remember that readers are everywhere. If they are not coming in your door, they are no less readers if you have to go out and find them!

*For more information, check out Ricketts' Web site.*

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**What Indie Means to Me**

by Jamie Passaro, PNBA's newsletter editor

Recently, I was looking at the Austin City Limits' lineup for this fall and was tempted to travel many miles to Texas to stand in scorched grass, sweating and swaying with 65,000 other nuts to music by bands I know mainly because other people have recommended them to me. There were more than 25 bands that I'd pay to see on their own if they came to play in Eugene, many of them, despite their range, falling into the tidy category called indie.

I thought how strange that this category doesn't really translate to books. At least not outside of a handful of ubercool urban booksellers and definitely not in any indie for the masses way like a three-day music festival. I'd be hard-pressed to name more than a dozen indie presses or authors that I love. I'm not even sure what an indie author is.

ABA released the details about its new IndieBound program last month, and, in the PNBA office, we heard about yet another four of our member stores closing.

I commend ABA on their redesign and revamped program. I'd even wear one of those T-shirts. Eat. Sleep. Read. Indeed. But I wonder, really, how much good this program will do to bring customers in to our member stores? Is it enough to brand shopping at independent stores as hip and politically correct? I remember, as a bookstore clerk, how annoying it was to have customers patting themselves on the back all the time for ordering and buying books from our independent store when they could have found them right away at Borders or wherever. Stop being so smug, we clerks would mutter to ourselves, let's talk about books.

I wonder if we at PNBA can all take this IndieBound program a step further.
Can we promote the heck out of books and authors no one’s ever heard of and pass along the information to our friends and customers the way indie music fans talk about bands? Not just to brand ourselves as "different," but because there are some really great books out there from small and independent publishers with whom we ought to align ourselves.

You've probably heard this kind of thing before, and maybe you're thinking: But my customers want to buy *The Kite Runner*.

But, what if, on their way to buying *The Kite Runner* or *The Art of Racing in the Rain* (no disrespect to the adorable Garth Stein), your customer spots a staff rec or an indie-themed display of books from Milkweed or Soft Skull or Grove or Fulcrum or Macadam Cage or Unbridled or Melville House or Future Tense or Evil Twin Publications or any university press? Or maybe some backlist sleeper from HarperCollins or Random or any other big house?

Or, what if one of your staff members says, as Fremont Book Co's Henry Burton does in his Staff Rec below: *You like Cormac McCarthy? Have you read Coal Black Horse by Robert Olmstead?*

Or, one of my favorites: *You like David Sedaris? Have you heard of Poe Ballantine?*

Ballantine, published by Portland's Hawthorne Books, is an author so frustratingly underappreciated and so heartbreakingly open and funny and insightful, you'll look up his town, Chadron, Nebraska, on a map and calculate the hours it will take to get there (1336.96 miles from my house). Tell the person on your staff who likes indie music to pick up his books of essays *501 Minutes to Christ* or *Things I Like About America* or his novels *God Clobbers us All* or *Decline of the Lawrence Welk Empire*, and she'll be recommending them faster than you can spell Palahniuk.

A Hawthorne Books novel, Gin Phillips' *The Well and the Mine*, by the way, was chosen by Barnes & Noble as one of its 2008 summer selections for its Discover Great New Writers series.

Is there any greater pleasure as a bookseller than to discover a book and to pass it along, to watch your recommended books disappear from their places on the shelves? It comes from the same impulse, I think, as the one to gossip-- that urge to tell someone something they don't already know.

My 20-year-old English major niece was visiting from Missoula recently and was reading Mildred Walker's *A Winter Wheat*, which she’d bought at a used bookstore in Boise (the store she loves because of the creaky floors, the large store cat, the clerk who resembles Einstein and the ever-imminent possibility of discovering something unusual). If you've been a NW bookseller for a few years, you probably know the Winter Wheat story. Mark Kagi, a Lynnwood, WA, bookseller rediscovered this 1940's gem in the mid-nineties and began stacking up multiple copies and handselling it from his 400 sq ft store and at book festivals, such as Northwest Bookfest. Legend has it, he sold thousands of copies. Word got out and the book got a second life and began selling
nationally, while still giving people that distinct pleasure of stumbling on to something special, discovering something unique.

That's one of the coolest things indie stores can do, I think, to be purveyors of things that haven't already been marketed to death.

PNBA is looking into hosting some all-indie press events. Maybe we'll stumble onto some Winter Wheat's. Or maybe I'm really dreaming here, but maybe one day we'll all be standing in a field somewhere gently swaying to the words of Poe Ballantine.

Staff Rec

In this Footnotes feature, we present one bookseller's list of staff recommendations.

Henry Burton owns Fremont Place Book Company in Seattle, WA. Burton started his bookselling career at Island Books on Mercer Island in 1989. He then opened Standard Books in Seattle with Mary Shadoff (now at University Bookstore). When Standard Books closed in 1995, Burton mentioned to the then owner of Fremont Place Books, Kim Nicholas, that if she ever wanted to sell her store, he'd be interested. Nine years later, he got the call. He took over July 1, 2004.

Burton recommends:

Coal Black Horse by Robert Olmstead (Algonquin)
"This one took my breath away with the remarkable descriptions of the brutality of war and its aftermath. Any fan of Cormac McCarthy should read this."

End of the Alphabet by C.S. Richardson (Random House)
"The story of Ambrose Zephr's last days is touching and funny and sure to generate discussion between lovers and spouses."

Humble Masterpieces by Paola Antonelli (Reganbooks)
"I happened upon this book in another bookstore and was immediately intrigued by the photos and brief design histories of the everyday things we take for granted: the phillips head screw, the Q-tip and the ice cream scoop among them. The design of the book is as elegant as the items listed in it."

The Coroner's Lunch by Colin Cotterill (Soho Crime)
"We've almost sold more of this book than Eat, Pray Love. It is the first in a series that takes place in Laos after the communist takeover in 1974, and Dr. Siri is named the national Coroner. It is witty and original with great characters and storytelling that gives a real feel for the country."

Raw Shark Texts by Steven Hall (Canongate)
"I didn't think I was going to like this book but I started it just to find
Trolling for Sidelines: Look What Third Place's Wendy Manning Brought Us from BEA

My mission at BEA was to find interesting sidelines to bring back for you. Here are a few of the items that caught my attention:

I started with the graphic novel aisle, and the AAA Anime booth had me when an oversized box of Japanese Pocky candy caught my eye! I placed an order for the oversized Pocky, in both chocolate and strawberry. I challenge you to find something more whimsical than oversized Pocky. Two other items from AAA with broad appeal were their Wii controller gum tins and their old school Nintendo controller mint tins. They also have great gummy candies in flavors like Lychee, Kiwi and Muscat, which I believe it is a type of grape- and not at all a wild animal flavor that the name seems to imply. Their website seems a little clunky at first, but once you get the lay of the land it's fun to browse.

The items that really excited me were a series of gift books that a company called Buk America produces. These are the coolest little gifts, with irreverent covers -- for example A Modest Proposal by Jonathan Swift has a hamburger on the cover. Each book is either a small essay, story or poem and retails for $1.49. From Bertrand Russell and Ruth Reichl to the Constitution and Valerie Solanas they are interesting reads packaged in a hip way. They have 3 different spinner racks, two counter and one floor. I chose the larger of the counter displays that holds their complete inventory. They're a great add-on with substance and no price barrier!

I took home a flyer for some Booklover's Chocolates that I think will be nice for the fall. I find that almost anything that says "booklover" on it will sell.

Now that I am back in the store I am looking toward summer products. My favorite vendor, which I have mentioned before, is Fred. They have great ice cube trays that sell year round, but with summer (hopefully . . .) around the corner I think they will fly. The newest and funniest is their denture ice tray. So creepy and funny.

Summer means travel for most, and when you are checking bags you want yours to stand out in the sea of black. Solution: fabulous luggage tags. The three strongest lines that we carry are Lucy Lu, Inventive Travelware and Anne Taintor tags. All stand out in a crowd and are reasonably priced.

And finally, we have just a few more months left with the current administration so get your BLD bumper stickers and pins while they are still relevant . . . hopefully they will be a great collectors item. too! They also have Barack Obama merchandise as well as incredibly

out what all the hoopla was about. Early the next morning I made myself put it down."
popular large peace sign magnets.

Happy Shopping!

Wendy Manning is buyer at Third Place Books in Seattle and your Sidelines BookPro. Reach her at 206-366-3316 or wmanning@thirdplacebooks.com.

ABFEE Seeks Stores to Sell Freadom Gift Card

The American Booksellers Foundation for Free Expression (ABFFE), the bookseller's voice in the fight against censorship, is seeking bookstores to sell the 2008 version of its attractive FREADOM gift card.

"The FREADOM card has become one of the most popular ways for booksellers to support ABFFE and free speech," ABFFE President Chris Finan said.

The FREADOM card was introduced in 2006. Last year, 30 bookstores sold over 3,000 cards, raising nearly $12,000.

ABFFE provides the cards for free--covering the cost of the card, the matching presenter, and the 50 cents per card transaction fee--in return for a donation of 10 percent of the gift card sale and any amounts later added to the card.

ABA handles the accounting, tracking the sale of the cards, deducting the donation and transferring the funds to ABFFE. (The FREADOM card is offered in conjunction with the ABA's Gift Card program, and all other program fees apply. Booksellers who wish to add their logo will pay for imprinting. Shipping and handling fees also apply.)

The card features the FREADOM logo and a wonderful Roger Roth illustration of the Statue of Liberty reading a book.

Click here to see the card and obtain an order form. To order the FREADOM card, e-mail Jill Perlstein or fax the order form to 914-373-6685.

Click on This
Here are some links to recent articles that might be useful:

- New York Times article with tips on how to delegate
- Eugene Register-Guard article on selling a business
- NPR story on returns

Regional Associations Guide Available
The new 2008/2009 version of the Regional Associations Guide is available now on our Web site.

The RAG lists all contact info for all of the regional bookseller associations (nine) in the U.S., with explanations of what each association offers to our members and to our potential advertisers.

### Spring Literacy Grants Awarded

We're very happy to report that PNBA has paid more than $4,000 in matching literacy grant donations to nineteen stores. This is more than the total donations for all of 2007, which suggests that donations for 2008 may surpass the previous annual record of $7,775.00, set in 2006.

The list of stores and literacy programs follows.

September 12 is the deadline for fall 2008 PNBA Literacy Grants. Applications are available [here](#).

1) Mockingbird Books  
Seattle, WA  
$300 to Page Ahead

2) Read It Again  
Wenatchee, WA  
$210.00 to First Book Wenatchee Valley

3) Vista Book Gallery  
Boise, ID  
$300 to Operation Wish Book

4) Eagle Harbor Books  
Bainbridge Island, WA  
$300 to Literacy Council of Kitsap

5) Colette's: Good Food + Hungry Minds, LLC  
North Bend, OR  
$300 to SWOCC Family Center

6) Parnassus Books  
Ketchikan, AK  
$300 to Delta Kappa Gamma

7) ...and Books, too!  
Lewiston, ID  
$100 to Lewis-Clark Valley Literacy Council

8) ...and Books, too!  
Lewiston, ID  
$200 to First Book/LCSC Chapter

9) Secret Garden  
Seattle, WA  
$300 to Seattle Public Library/Ballard
10) Watermark Book Co.
Anacortes, WA
$75.00 to AAUW/Anacortes Branch
-------------
11) Watermark Book Co.
Anacortes, WA
$100 to Anacortes Arts Commission
-------------
12) Inklings Bookshop
Yakima, WA
$300 to Naches Presbyterian Church
-------------
13) Pacific Mist Books
Sequim, WA
$300 to Parenting Matters Foundation
-------------
14) Grass Roots Books and Music
Corvallis, OR
$50.00 to R.E.A.D. (OR)
-------------
15) Grass Roots Books and Music
Corvallis, OR
$250 to SMART
-------------
16) St. Johns Booksellers
Portland, OR
$100 to SUN Community School/Lifeworks
-------------
17) Village Books
Bellingham, WA
$300 to Whatcom Literacy Council
-------------
18) Bethel Avenue Book Company
Port Orchard, WA
$300 to Literacy Council of Kitsap
-------------
19) Betty's Books.
Baker City, OR
$250 to Baker County Community Literacy/SMART

PNBA Handbook Online!

We hope all of our members have received the URL for our new handbook and that you're finding it handy and easy to use.

We'll publish changes and updates in future issues of Footnotes.

Members needing the handbook's URL address should contact the PNBA office.

Final Reminder for Leafing Out Deadline
Booksellers: Your extended deadline for Leafing Out sales reports and reimbursement requests expires on June 30th. For an electronic Excel sales sheet, please email Brian. For hard copy reports and reimbursement instructions visit your Leafing Out page at pnba.org.

New Member Store

Jan's Paperbacks
Deborah Burke, Owner
18095 SW T.V. Hwy
Aloha, OR  97006
T:503-649-3444
E: contact@janspaperbacks.com
W: www.janspaperbacks.com
Est. 1981; used books, all genres

Member Changes

Our apologies to Steve Jadick of Suib & Associates for a typo in the May edition of Footnotes. Here's the corrected announcement:

Jadick will replace Patricia Sorensen as the Northwest rep for Nancy Suib & Associates beginning June 1, 2008. Jadick will be covering WA, OR, ID, MT, AK and WY. Jadick has been involved in the bookselling community for more than 20 years, most recently as sales and marketing director at Morning Light Press.

Steve Jadick
1322 Vineyard St.
Sandpoint, ID 83864
T/F: 208-255-1959
sjadick@yahoo.com

***

The Book Shoppe, Grangeville, ID
New email: thebookshoppe@qwestoffice.net

Classifieds

PORTLAND-AREA BOOKSTORE FOR SALE
Well-established & respected bookstore outside of Portland, OR. Located in a prime retail location of charmingly renovated houses with espresso cafe and preschool as neighbors. Solid local customer base. Includes great internet business with a unique niche servicing customers worldwide with signed books. Retail mix includes new
books, gifts, legal forms, office supplies, and children's toys. Turnkey business. Owner selling due to family health issues. Contact: larkrr@hotmail.com or 503-475-5499

BOOKSTORE ITEMS FOR SALE
35-year-old Bend, OR bookstore is moving to an online store: Tables, chairs and other bookstore fixtures on sale. We must get rid of everything by June 30th. T: 541-389-4589. Address: 135 NW Minnesota Ave, Bend, OR

SALES ASSISTANT WANTED
Location: Seattle, WA
Salary: $30,000 + benefits (medical/dental)
Hartley & Marks Publishers offers a full-time, entry-level position working in the U.S. Sales office in a casual, loft-like space in the Pioneer Square neighborhood in downtown Seattle. Responsibilities include key account maintenance, such as purchase order planning & tracking, inventory management, sales reporting, spreadsheet and database maintenance, targeted mailings; sales rep support; and coordinating and attending regional and national trade shows. Strong communication skills are a must! Bachelors degree preferred. Moderate travel required. Please send a cover letter and resume via email to: lrivers@paperblanks.com. No phone calls please.

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.

2008 Calendar

June 19   BPNW meeting, Seattle
June 26   NWABP meeting, Portland
July 11   PNBA Holiday Catalog Publisher Contracts Due
July 17-20 PNWA Conference, Seattle
Sept 15-17 PNBA Fall Tradeshow, Portland
Nov 5-9   The Nature of Words, Bend
Nov 7-9   Wordstock book festival, Portland

If you don't see photos or images in this version of our newsletter, try viewing it from our website. We post the newsletter to our website within a few days of emailing it.
Dear PNBA Members:

We invite you to join us September 15-17 for our Fall Tradeshow in Portland. Register [here](#) to meet up with your Northwest bookselling friends for education, exhibits and author events. We're shaking things up this year, with a new indie press event called Nightcapper and a light schedule rearranging, including giving vendors the option of exhibiting for one or two days, moving the Celebration of Authors to Wednesday and offering education sessions for librarians.

Here's a quick overview of the schedule:

**DAY ONE/Monday, Sept. 15:** Education, Education, Education. Look for sessions on merchandising, green retailing and ABA's Indiebound--much more to come (we'll send the complete schedule later this month.) Top off Monday with our new Nightcapper event, where 20 small press authors will have tables to sign books and chat with booksellers in a reception-style environment with wine and some sweets to cozily wrap up the first day of the show. Confirmed authors include indie wonder and Exacto knife phenom [Nikki McClure](#) showing off her new Sasquatch title, *Things to Make and Do*, and brilliantly quirky newcomer [Benjamin Parzybok](#) with his debut novel *Couch* from Small Beer Press.

**DAY TWO/Tuesday, Sept. 16:** Exhibits, Exhibits, Exhibits. The day kicks off with a Book and Author Breakfast featuring [Stephanie Kallos](#) (*Sing Them Home*, Atlantic Monthly Press); [Benjamin Mee](#) (*We Bought a Zoo*, Hachette); [Rick Riordan](#) (*39 Clues*, Scholastic); and one more author yet to be confirmed, and ends with the Author Feast, with 20 authors roving from table to table.
while you eat. Authors confirmed for this event include the venerable Ivan Doig (The Eleventh Man, Houghton Mifflin); Stewart O'Nan (Songs for the Missing, Viking); Patrick Carman (Land of Elyon: Stargazer, Scholastic) and Lewis Buzbee (Steinbeck's Ghost, Macmillan).

DAY THREE/Wednesday, Sept. 17: More exhibits. More authors. The day begins with a breakfast featuring Kim Barnes (A Country Called Home, Knopf); Chelsea Cain (Sweetheart, St. Martins); John Bemelmans Marciano (Madeline and the Cats of Rome, Viking); and Candace Savage (Bees, Douglas & McIntyre) and ends with our Celebration of Authors, featuring a dozen up-and-coming authors telling the stories that will help you handsell their books.

We'll keep you posted as we confirm more authors and have a complete education schedule.

Whether it’s a trek on I-5 or across the mountains or a quick ride across town, we hope your staff will make the trip to the show. We look forward to seeing you there and catching up.

PNBA staff

Footnotes’ Short Fiction Debut:
Under I
by Stephanie Kallos

Now that we're finally immersed in summer, we hope you have time to read in your favorite hammock or porch swing or lawnchair, that there's a glass of something cool nearby and that when you get too warm, you can dip your feet in a pool or at least into the soft stream of a garden hose.

Assuming you're reading this at work, we ask you to imagine yourself comfortable within the scene described in the above paragraph while you read a really great short story. Today, we kick off our bookstore-themed fiction series with Under I, a tribute to immersing oneself in a book by one of our favorite Northwest authors, Stephanie Kallos.

Kallos also offers us a challenge. The first bookseller to name the book featured in "Under I" will receive a signed galley of Sing Them Home, a bag of lentils and the Kallos family lentil soup recipe (This last item should be incentive enough. We’ve made the soup and it’s delicious!). Hint: The book was published in 1990.

We hope to publish a new work of bookstore-themed short fiction by a Northwest author each season.

Now, imagine yourself in a lawnchair, that lemonade with little beads of condensation dotting the glass right by your side, and enjoy!

It's Holiday Catalog Time, Sort of

We're not going to worry about the holiday season just now, in July, but we are going to start "planning ahead" or "getting a jump on things." You can lock up your store's unbeatable holiday campaign, four months in advance, with your commitment to PNBA's 2008 Holiday Catalog.

Twenty-four gorgeously glossy pages of books for your customers to fall in love with, then buy from you! As always, Holiday Catalogs are FREE to PNBA stores. Additionally, we'll help with the cost of placing them on the doorsteps and in the hands of your loyal shoppers and new customers-to-be. If you can commit to circulating 8,000 catalogs through your local outlets and your store, we'll even stamp your store on the catalog's front and back, looking like a project of your making, alone--NO ADDITIONAL FEE. This is the Madison Ave campaign of the Northwest independent bookstore scene.

Your 2008 Holiday Catalog Order Form can be found on the HC page at PNBA.org. It's a page you should get familiar with for resources and instructions elemental to the planning, carrying out, and wrap of your HC campaign. Orders are due by August 8th.

To share your excitement or ask a question about this year's program, contact Brian.

*CATALOGIC* for PNBA Booksellers
It's that time again: July! Time to start thinking of your Holiday sales; implementing a plan; envisioning the best year yet!

With our very own free PNBA Holiday Catalog, it's as simple as 1-2-3!

1. Place your order for free PNBA Holiday Catalogs now! Do it while the supply lasts or it could be *CATA*STROPHIC.

2. Build an event around /This Booksellers' Secret Catalog/ and watch it *CATA*PULT your sales right through the roof.

3. Sit back *CATA*TONICLY as the sixth-man on your team does your holiday marketing for you.

Here's hoping this year's Holiday Catalog is the *CATA*LYST for great sales for us all!

Pat Rutledge, owner of A Book for All Seasons in Leavenworth, WA, is a former PNBA Board of Directors President and your Holiday Catalog BookPro. For a detailed guide to making the most of the Holiday Catalog, read her column in the July, 2007 Footnotes. Reach her with your Holiday Catalog questions at abookfor@earthlink.net.

Calling All Emerging Leaders
by sweet pea, King's Books, Tacoma, WA

Emerging Leaders, the next generation of booksellers, is made up of forward-thinking individuals. Take myself, for instance. I was walking (forward) down a hallway at Winter Institute in Portland when I was unceremoniously yanked from my path by one Sylla McClellan (Third Street Books, McMinnville, OR). Next thing I knew, I was on the Emerging Leaders Council. One and a half years later, the Council is forging a new path. We're trying to not only provide a voice for booksellers ages forty and under, but also explore ways to keep independent bookselling viable into the future.

For starters, the Council now has representatives from 7 of the 9 bookselling regions (still working on the Midwest). This is exciting as we aim to get networking and mentoring sessions set up at all the regional tradeshows (our region has been lucky to have active leaders since the inception of EL). Other goals include revamping our website to make it more accessible and interactive, increasing the educational programming focused on Emerging Leaders (and possibly creating an ABA EL track), and working to provide more EL scholarships (to regional and national conferences). We're also working to determine the viability of ideas suggested at our EL Gatherings, like...
Bookseller Exchange Programs, and working with interested publishers to secure funding for our plans.

How can you get involved? If you consider yourself an Emerging Leader:
- Go to the EL website (www.abaemergingleaders.org). Although it's still in its nascent stages, you can find out more about us and sign up for our mailing list to keep updated about EL news and happenings.
- Come to the EL gathering at the PNBA tradeshow. Stay tuned for more details!
- Contact me if you want to get involved in planning. We can have EL gatherings anytime and develop regional programs.

If you don't consider yourself an Emerging Leader:
- Let people in your store (or others you think might be interested) know about EL and the PNBA tradeshow gathering (details forthcoming).
- Caiole said people into signing up for our mailing list. Yeah!
- Stay tuned. We hope to soon have programming that addresses not just EL needs, but issues that will determine the future of bookselling.

That's your EL crash course. Contact me with any questions or suggestions.

sweet pea is Events Coordinator and new book buyer at King's Books in Tacoma and the PNBA EL Rep. Contact him at 253-272-8801 or kingsevents@harbornet.com.

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Seeking More Mystery in Your Mystery?
by Karen West, retired bookseller, Eugene, OR

Since closing The Book Mark three years ago, after 43 years in the book business, mystery lover Karen West felt out of the loop. She missed the catalogs, the recommendations from sales reps and the thrill of opening boxes of new books. She began sleuthing around and, thanks to Google, the Eugene Public Library, her sister Kristine (Snow Goose Bookstore, Stanwood, WA) and a recent Publishers Weekly article, found some great sources for mysteries new, old, foreign and obscure. Once again, she began acquiring books, her stacks, according to her husband, PNBA's Larry West, teetering perilously over every horizontal household surface, a system of towers decipherable by Karen alone. She was generous to share with us her lists of sources and favorite authors.

Sources:

Sohopress.com: "Features foreign settings and unusual investigators"

Themysteryreader.com: Book reviews, author interviews, links to authors' home pages and more

Kirkus reviews: Published bi-weekly. Short, succinct reviews you can trust. Subscriptions are pricey, but it is usually available at local libraries.

Bloodybritspress.com: Bestseller Val McDermid is the mastermind behind this website that explores British mystery writers.
**Fantasticfiction.co.uk**: Best website to find complete works and series in order of publication.

**Eurocrime.co.uk**: British and European crime fiction writers that have been published in English.

Some favorite authors who might not be all that well-known in the US (not sure all of these are still in print)

**Helen Tursten**
Setting: Sweden
Pub: Soho
First in Series: *Detective Inspector Huss*
*Detective Inspector Irene Huss is not only a superb policewoman, but also a wife, mother and avowed feminist. Great setting, good characters.*

**Gary Disher**
Setting: Australia
Pub: Soho
First in Series: *Dragon Man*
*With enough local geography and plenty of Aussie slang, Disher brings readers a character-driven police procedural that is totally believable.*

**Boris Akunin**
Setting: 1870’s Russia
Pub: Random House
First in Series: *Winter Queen*
*Akunin uses beautiful language, surprising plot twists and great period details in this series featuring Sleuth Erast Fandorin. These stories have everything: international conspiracies, spies, beautiful women and perplexing clues.*

**Cara Black**
Setting: Paris
Pub: Soho
First in Series: *Murder in the Marais*
*Thoroughly modern Aimee Leduc is a PI whose work takes her to the dark corners of the City of Light. Fine characters and suspense make this series a favorite of readers on both sides of the Atlantic.*

**Jim Kelly**
Setting: Cambridgeshire, England
Pub: Minotaur
First in Series: *Water Clock*
*Kelly excels at describing England’s bleak Fenlands. His protagonist, journalist Philip Dryden battles personal tragedy while investigating murder and mayhem. Because he doesn’t (or won’t) drive he calls on Humph, a taciturn taxi driver who has a passion for learning languages, to ferry him around. Humph is just one of the quirky characters in this series.*

**Arnaldur Indridason**
Setting: Iceland
Pub: Picador
First in series: *Jar City*
*Inspector Erlendur Sveinsson deals with crime related to social and political issues in these police procedurals in a country most readers know nothing about.*
S.J. Rozen
Setting: New York Chinatown
Pub: St Martins
First in series: China Trade
With help from her sometime partner, Bill Smith, Lydia Chin a sharp, funny
and sexy Chinese-American woman, solves crimes from Chinatown to Hong
Kong and beyond.

Paulina Springs Books: Sister of Sisters Store

Brad Smith recently sent us these photos of his store's new Redmond, OR
location. Smith opened Paulina Springs Books in its second location in
December. He bought the first store, also Paulina Springs Books, in nearby
Sisters in 2003.

Smith's sister, Cynthia, who worked as a second grade teacher in Redmond,
works in the new location, which offers 2,600 square feet of new and used
Neighbours of the downtown Redmond store include a furniture store, a restaurant, a shoe store, an art gallery, a small skate shop, a flower shop, a goldsmith and a sporting goods store down the street.

The store's walls are lined with whimsical illustrations by a local artist named Chris Friesen. "Our idea was to put some quotes up . . . and tie them together with vines or some sort of graphic," says Smith. "She came up with all of the art. What you can't see from the photos is that the graphic images travel from quote to quote in a variety of ways - floating pages from a book, travelling balloons, meandering vines . . ."

**Staff Rec**

This month, the staff at World Wide Books & Maps offers summer reading suggestions. The store was recently voted Seattle's #1 independent bookstore in NWSource People's Picks 08. Says NWSource: "This Wallingford map mecca has been serving Seattleites suffering from acute wanderlust since 1976. Plan your next vacation with the bookstore's unparalleled selection of guidebooks and maps, or travel without leaving your armchair with works from famous travel writers like Bruce Chatwin and Paul Theroux. And if you're inspired to take action, browse through a great selection of travel accessories, backpacks and more."

Ron, Holly, Simone
Timm, Genevieve

Genevieve: a Francophile, urban planner/UW student, reads, reads, reads *Travels with Charlie* by John Steinbeck
"The perfect roadtrip book, Steinbeck's real-life trek around the U.S. with his French poodle, Charlie, captures beautifully some of the truest essences of our country. His critical eye and fond descriptions make the reader want to rediscover this vast country which is often taken for granted and known only in pieces. This is a fun, well-paced summer read."

Timm: speaks fluent Swedish, eclectic reader, map-buyer extraordinaire *Growth of the Soil* by Knut Hamson
"Growth of the Soil begins with Isak attempting to carve out a new life in the turn of the century Norwegian backwoods. As the forest becomes more populated the characters' conflicts change from facing nature to facing each other. The rhythm of Hamson's prose perfectly mimics the gradual passing of the seasons within his book."

Holly: traveler, author, reader, book buyer forever *Salmon Fishing in the Yemen* by Paul Torday
"Instructed by the prime minister's director of communication to make it happen, British scientist Dr. Alfred Jones investigates the possibility of salmon fishing in the Yemen. In this farce--or is it--the power of money, bureaucratic spin, Middle East/West issues, and a little romance add up to a summer read with some laughing out loud, some shaking of the head, and an appreciation of the power of a dream."

Ron: writer, reader, our great go-to IT guy *A Short History of Nearly Everything* by Bill Bryson
"This ambitious survey of mankind's accumulated scientific knowledge is as entertaining as it is informative. Bryson skillfully balances his trademark wit and wry humor with a probing appreciation of how we got to where we are today, making it a fantastic read for inquisitive travelers."

Simone: owner with a job where she uses both her geography & library science degrees

*The Good Husband of Zebra Drive* & *The Miracle at Speedy Motors* by Alexander McCall Smith. (Numbers 8 & 9 in the No. 1 Ladies' Detective Agency Series set in Botswana)
"I find the lives of Precious Ramotswe and her husband Mr. J.L.B. Matekoni to be full of grace and good humor. It is such a joy to read about this Africa. Miracle is the latest hardback and Good Husband is the most recent paperback in this popular, interesting series."
AMIBA on Tour

The American Independent Business Alliance (AMIBA) will hit the road in late summer/early fall and is willing to help out stores and communities in Washington, Oregon and Idaho.

AMIBA is a non-profit organization helping communities to successfully launch their own Independent Business Alliances. IBA's unite locally-owned independent businesses, citizens and community organizations to help local entrepreneurs compete successfully against chain and online competition, while promoting citizen engagement in shaping their community’s future.

The IBA organizing model has proven effective in communities of all sizes and characteristics, and booksellers have played a pivotal role in many of the 45 Alliances across the country.

With interest growing fast in the Northwest, AMIBA will schedule a week for events in ID, WA and OR between late August and early October for community presentations and workshops. If the prospect of launching a new organization seems intimidating, you'll be encouraged to learn well over 90% of community events by AMIBA lead to new Alliances. Organizing one event may be all that's needed to spark action in your community!

AMIBA also offers materials to help you start raising local awareness immediately, including these new posters, which join bag stuffers, window decals and other tools promoting the benefits of doing business locally. Contact Jeff Milchen, AMIBA co-founder, at Jeff@AMIBA.net or 406-582-1255 to inquire about arranging a local event.

Click Here

A Few Links of Interest

Books for Soldiers: Thanks to Tammy Domike, who sent us this link to a nonprofit group that organizes book donations for US soldiers. Once signed up, a person can browse the list of soldiers' requests and send a package or have the program coordinator send the books.

Just One More Book: a children's book podcast that features reviews and authors talking about their books

Unshelved Comic Archive: series of cartoons about life at the library (amazingly similar to the bookstore)

Bookshop Santa Cruz's Obama Hope Clock: retails for $9.95 with 10 percent of the price of each clock to the Obama campaign.

The Bend Bulletin reports on a new nonprofit bookstore

The Bellingham Herald forecasts the holidays

Nicki Leone, of the Southern Independent Booksellers Alliance, envisions the
Domikes say Goodbye Seattle, Hello Hoquiam

Dan and Tammy Domike, formerly of Jackson Street Books in Seattle, report that they are settling in to their new house in Hoquiam, WA, where they plan to open an appointment-only store in their basement/garage in mid-August. They'll also be selling online at Second Life. Keep up with them on their blog.

Here's there new info:

Jackson Street Books
823 Bluff Ave.
Hoquiam, Wa. 98550
360-532-8278
http://jacksonst-books.com

PNBA Handbook Online!

We hope all of our members have received the URL for our new handbook and that you're finding it handy and easy to use.

We'll publish changes and updates in future issues of Footnotes.

Members needing the handbook's URL address should contact the PNBA office.

Classifieds

FREE SECURITY SYSTEM
I have a two-entrance Knogo shoplifting prevention system that I am willing to GIVE AWAY to anyone that wants to come and get it. It still works and I'm sure it would just take someone willing to splice the different colored wires together (or hire someone who knows what they are doing). Contact Greg Millard at 503-364-6339 or greg-millard-hfs@comcast.net.

BOOKCASES, POS SYSTEM, DISPLAY ITEMS FOR SALE
New Earth Bookstore (formerly New Woman Books) in Downtown Kent, Washington is closing. Twenty-four bookcases, Anthology point of sale software, barcode printer, receipt printer, point of sale counter, display equipment, glass shelving with hardware, and all other equipment, all in beautiful shape, must take it all $8,800. Available after 8/8/08. Contact Judith Bakkensen, 253-854-4311.

BOOKSTORE FIXTURES AND ITEMS FOR SALE
· 2 children's red barns in which children can crawl into and books cascade on the top $50 each
· 2 "wedding cake" tables, black, base measures 5' $50 each
· 2 black "T" fixtures with slat board walls $50
· 1 unfinished Pine library browsing table 6'x2 1/2' $50
· 1 unfinished Pine library browsing table 6' x 1' $40
1 7' children's book sign ribbon shaped in lavender $25
1 copper colored category signage 3' long, sits on top of shelf $3 each
1 red library book cart double-sided $70
38 bookcases 3'2" wide by 5' high black metal $20
32 bookcases 3'2" wide by 6 1/2' high black metal $30
2 slatwall/plexi card fixture/display each display has 288 card slots $40
1 samsung ER-4940 cash register (with manual) $40
1 verifone credit card processing machine with printer $35
1 steel office desk $40 chair $10
2 overstuffed royal blue occasional chairs (no stains or rips) $75 each

All of these fixtures will be available August 23/24th 2008 for pick up. We have bookstore odds and ends such as signage, plexi, book stands and books. I will e-mail photos to interested buyers.
Contact Shelley McFarland, Woodburn Book Outlet, Woodburn, OR at 503.982.8266 or 503.698.3581 or woodburnbook@cs.com

OREGON COAST APARTMENT FOR RENT
Apartment for rent from January 30 to March 17, 2009. Studio apartment above my home in Cannon Beach, no inside access from house to apartment, off-street parking, deck, ocean view, kitchen, bath, phone line, W-D, Direct TV, Wi-Fi, very private. No pets, no smoking, suitable for one adult only. The house is not for rent. A great place to write that novel you’ve been meaning to start. 47 nights - $1500, including departure cleaning fee. $300 damage deposit. Call Valerie Ryan, 503-436-1337 for more information and a free peek.

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.

2008 Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>July 17-20</td>
<td>PNWA Conference, Seattle</td>
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<tr>
<td>July 24</td>
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</tbody>
</table>

Parting Shot
If you don't see photos or images in this version of our newsletter, try viewing it from our [website](#). We post the newsletter to our website within a few days of emailing it.
Dear PNBA Members:

It's the time of year when we get giddy over all the details of the fall show--over authors and their books, their blurbs and their photos; over the events new and old and the way months of planning come together on a neatly gridded schedule; and, most of all, over seeing all of you again.

We hope you'll join us September 15-17 in Portland. We're shaking things up this year, with a new small press event called The Nightcapper and a light schedule rearranging, including giving vendors the option of exhibiting for one or two days; moving the Celebration of Authors to Wednesday; and offering education sessions for librarians. But all of your old favorites will be there: a Keynote Lunch session on Monday featuring the nationally renowned but eminently local Garth Stein; the Sales Rep Pick of the Lists; BuzzBooks; Book & Author Breakfasts on Tuesday and Wednesday and the Feast of Authors Tuesday night. The Emerging Leaders group will also be hosting an event. More details on that to come!

We have almost everything you need to make decisions about where to be and what to attend (everything!). Board member Sylla McClellan even made you list of nearby restaurants to consider! There's a complete overview of the schedule here. On the website, you'll also find Show Specials; and Monday's education schedule (Tuesday's is on its way). Education Day is sponsored, in part, by Random House.
Fall Tradeshow

Fall Show Authors: What a Line-up!

Here's a quick overview of the author events at our fall show:

DAY ONE/Monday, Sept. 15

Keynote Lunch Session, noon-1pm
Garth Stein, author of The Art of Racing in the Rain (Harper), will speak on How Independent Stores Helped Make Me Famous...and Other Secrets (lunch tickets suggested)

The Nightcapper, 8:30-9:30 pm, sponsored by Ingram Book Company
The Nightcapper is designed to provide a true party experience as the kickoff the fall show, and several of the authors invited are comedians, artists, and musical performers. Our good friends at Ingram Book Group are co-sponsoring the Nightcapper with PNBA, and will provide a selection of Desserts and coffee for attendees. We expect that beer and wine will be available. Featuring authors: David Ash, Haiku for Christmas (Basho Press); Hilarie Cash & Kim McDaniel, Video Games & Your Kids (Idyll Arbor); David Allan Cates, Freeman Walker (Unbridled Books); Lee Doyle, The Love We All Wait For (KOMENAR Publishing); Molly Dwyer, Requiem for the Author of Frankenstein (Lost Coast Press); Clyde Ford, Precious Cargo (Vanguard Perseus); T. Greenwood, Two Rivers (Kensington Books); Leigh Anne Jasheway-Bryant, Not Guilty by Reason of Menopause (Ten Speed Press); Pam Kietzman & Andrea Olguin, Carefree Gourmet (Carefree Gourmet); Bart King, The Pocket Guide To Games (Gibbs Smith); Ron Lovell, Yaquina White (Penman Productions); Nikki McClure, Things to Make and Do (Sasquatch Books); Joseph M. Marshall III, The Long Knives Are Crying (Fulcrum Publishing); Sharon Sites Adams, Pacific Lady: The First Woman to Sail Solo... (Univ of Nebraska); Susan Nipp, Mudgy & Millie (EWU Press);

**DAY TWO/Tuesday, Sept. 16**

**Book and Author Breakfast**, 8-9:30 am, sponsored by Baker & Taylor featuring Stephanie Kallos (*Sing Them Home*, Atlantic Monthly Press); Benjamin Mee (*We Bought a Zoo*, Hachette); Rick Riordan (*39 Clues*, Scholastic); and Bob Staake (*The Donut Chef*, Golden Books). Tickets required. The authors will pre-sign books, which will be given to attending booksellers and librarians.


**DAY THREE/Wednesday, Sept. 17**

**Book and Author Breakfast**, 8-9:30 am featuring Kim Barnes, *A Country Called Home* (Knopf); Chelsea Cain, *Sweetheart* (St. Martins); John Bemelmans Marciano, *Madeline and the Cats of Rome* (Viking); and Candace Savage, *Bees* (Douglas & McIntyre). Tickets required. The authors will pre-sign books, which will be given to attending
booksellers and librarians.

Celebration of Authors, 11-noon, followed by autographing (noon-2pm), sponsored by HarperCollins
This is a FREE event, featuring Diane Hammond, *Hannah's Dream* (HarperCollins); Thor Hanson, *The Impenetrable Forest* (1500 Books); Miriam Gershow, *The Local News* (Spiegle & Grau); Stuart Archer Cohen, *Army of the Republic* (St. Martin's Press); B.T. Shaw, *This Dirty Little Heart* (EWU Press); Jonathan Evison, *All About Lulu* (Soft Skull Press); Glenda Burgess, *The Geography of Love* (Broadway Books); John Addiego, *The Islands of Divine Music* (Unbridled Books); Debra Gwartney, *Live Through This* (Houghton Mifflin); and S. Thomas Russell, *Under Enemy Colors* (Berkley/Penguin). These are ten authors to watch. Each author will talk about his or her new book, offering anecdotes to help booksellers handsell the books in their stores. Each author has indicated an interest in visiting your stores. Followed by autographing, noon - 2 pm.

And It Was Good . . .
Jon Rantala Looks Back at Forty Years on the Road

After more years in the book biz than some of us have been alive, S & S sales rep Jon Rantala has retired. We asked Rantala to write a little retrospective for *Footnotes*, and he wrote a rollicking tale featuring $3 hotel rooms, a hot-rod VW, the Trans-Siberian Express, the mustard seed of Powell's, and many languid liquid lunches and toppling sales reps. We offer Rantala, unedited, here.

--photo courtesy of Jon Rantala and the late Corky
Footnotes' Short Fiction Debut:
Under I
by Stephanie Kallos

In case you missed it in July, here’s another chance to read Under I, a delightful take on immersing yourself in a book by one of our favorite Northwest authors, Stephanie Kallos.

Kallos lives in Seattle and is the author of the PNBA-Award winning novel Broken for You (Grove Press, 2004) and the forthcoming novel Sing Them Home (Atlantic Monthly Press, January 2009). Read more of her work here and come see her at the Tuesday Book & Author breakfast at the tradeshow!

Kallos also offers us a challenge. The first bookseller to name the book featured in "Under I" will receive a signed galley of Sing Them Home, a bag of lentils and the Kallos family lentil soup recipe (This last item should be incentive enough. We've made the soup and it's delicious!). Hint: The book was published in 1990.

We hope to publish a new work of bookstore-themed short fiction by a Northwest author each season.

Why PNBA Should Increase its Membership Dues
by Sylla McClellan, Third Street Books owner, PNBA Board member

When I write my annual membership renewal check to the PNBA, I am always amazed at what a great bargain I am getting. For my $100 a year I get:

* Access to the fall trade show with educational opportunities, rep meetings and opportunities to hang out with other booksellers.
* The Member Handbook which helps me locate reps and stores to visit when I am travelling.
* Opportunities like *Leafing Out* and the *Holiday Catalog*, which for my store have been very successful operations.
* Footnotes, our monthly newsletter that is chock full of information about stores, product ideas, book reviews, a classified section, all ways to keep in touch with our Pacific Northwest Bookselling world.
* A sympathetic ear when I need to rant a bit.

At its April meeting, the PNBA Board of Directors discussed a proposal to raise the basic dues of the Association from $100/year to $125/year starting in 2009. The full, formal proposal reads that the Board will refer a proposal to the Membership at their next meeting (in September) to provide a scale of increases every two years for the next six years. I made the proposal and spoke in favor of raising the dues, giving these reasons for the need for the increases:

1. PNBA dues are low for the value received by our membership.
2. PNBA dues are very low as a percentage of the Association's income, compared to other non-profits.
3. The Association's income from other sources is declining, and we will need the increased membership income to continue our current membership benefits.
4. We should always make sure that our dues structure at least keeps up with regional cost-of-living increases.

When I consider the other organizations that I am a member of, including the ABA, my local Chamber of Commerce, Downtown Association and Visitor's Association, my annual dues to each of those is at least $200. For me, these dues are worth it, but I get so much more from the PNBA than any of the other organizations.

According to PNBA Bylaws, all dues increases must be approved by a majority vote of the membership. Members will be asked to vote on the proposed increases in dues at the September meeting in Portland. The full proposal reads:

Membership dues will be increased at the beginning of the year in 2009, 2011 and 2013, according to the following schedule:
2009: $125, or $100, if paid by the end of February.
2011: $150, or $125, if paid by the end of February.
2013: $175, or $150, if paid by the end of February.

Any current PNBA member who would like to speak about the proposal, either pro or con, may send your comments to Thom@pnba.org, and he will compile the replies and make them available to the membership in attendance at the meeting in September.
On the Curious and Exhausting Art of Recycling
by Ann Combs, Eagle Harbor Book Company, Bainbridge Island, WA

Being a good citizen these days is not as easy as Al Gore would have us believe. I know because we at Eagle Harbor decided not long ago to become exemplary citizens by embracing the world of recycling, and I'm exhausted.

Not that we'd been tossing out reams of paper and sheets of bubble wrap. We hadn't. Out-of-date restock lists and notices of coming events were routinely cut up for scratch paper. Leftover strips of wrapping paper became bookmarks on the "hold" shelf. And we've always reused the padded mailers we get from publishers. True, we've been forced to stamp these mailers with a sanctimonious statement explaining that the reason they look as if they've been the object of a touch football game down at the post office is because we're recycling.

But other than that we'd been fairly casual. If a customer didn't clamor for a receipt, it had gone into the wastebasket. When we'd cleaned the fingerprints off the doors, the paper towel had gone into the wastebasket. And, if a customer had handed us the remains of a latte, the paper cup was tossed into the wastebasket. As a rule, however, our attempts to save the planet had been uneventful.

But then Van arrived on the scene. Van's our recycling instructor, our guru, and, with his enthusiasm, it's lucky he's not giving us belly dance lessons. If he were, we'd all be wearing harem outfits and ringing up book sales with bells on our toes.

But learning the rules and being able to carry them out are two different things. For instance, we now have boxes and baskets here, there and everywhere with signs on them: "Mixed Paper," "White Paper," "Plastic Bags and Stretchy Wrappers," "Glass," "Trash" and "Compost." This seems perfectly straightforward doesn't it? Of course it does. Except.

"What about paper towels?" I ask. "If I wash my hands, then dry them on a paper towel, does that go into "White Paper" or "Trash?"

"Technically, "Trash," but if the towel is basically clean and will eventually dry then "White Paper."

So I hang the towel over the edge of the "White Paper" box like a sheet on a clothesline.

"What about plastic containers that have had food in them?"

"Trash, unless they're washed out, then "Plastic numbers 1 to 5."
So I wash out the pesto salad container, dry it with a paper towel, drape the towel over the edge of the box and put the container in "Plastic."

"White Paper" poses other problems.

"Discarded receipts are white paper, right?"

"Right."

"How about white paper that's been marked with an underliner?"

"Still white paper."

"But look, this has a paragraph underlined in pink."

"It's still essentially white paper"

"What about white stickers such as price tags?"

"Those have glue on them so they're are mixed paper."

"Okay, how about this plastic wrapping from an audio book?"

"Trash."

"But it's clear plastic."

"Ah yes, but it's loud and breaky plastic not soft and stretchy."

I won't even go into the intricacies of "Compost," especially since rumor has it that we may start a worm farm in the back room. And I'm still working on the finer points of latte lids, cardboard toilet paper rolls and the last of a customer's nonfat mocha which I just spilled on my shoe.

When I get home each night, though I'm filled with the pride of good citizenry, my pockets are also filled. Let's see, I've got several rubber bands, a handful of staples, the plastic greenery from a lunch of sushi and a wad of crumpled strapping tape. Since no one's looking I think I'll quietly slip it all into my garbage can.

A bookseller at Eagle Harbor since April 1998 and their used book buyer, Ann Combs is also one of its best customers. When not buying books, she's hunting for places to store them. She also spends quality time growing weeds and outwitting mice. Combs is the author of the now out-of-print books Helter Shelter and We'll Laugh About This Someday.

From the Poetry Frontier: Saying No
by John Marshall, Open Books: A Poem Emporium, Seattle, WA
"No," was the answer to a simple question a young woman asked after I greeted her from behind the till at the store. She’d asked if she could post a flyer on the bulletin board for "an action" taking place the following week. I asked her if the action was poetry related. She said it wasn't and I said no.

"It's anti-war and anti-big corporation," she said with a kind of unhappy, righteous thrust. "We're a poetry-only bookstore," I said, making the store a part of a collective entity that includes Christine Deavel, my partner-in-all-things, and me. She somewhat slammed the door when she left.

What had happened? Why no poster? Anti-war? Yes, I am! Anti-big corporation? I'm that too! But then there's also the pro-side of the coin. I'm pro-Open Books. Its cultural and political contribution is to stay in business. The twenty-something-year-old woman had entered one of two poetry-only bookstores in the country. But that rarity doesn't matter. Since it is a small bookstore, she probably assumed she would be among friends. And I think she was.

But that's not the whole of the relationship she entered. She entered a small store without having any apparent interest in what it offered or in what sustains it. Her interest in the store was how it might function as a venue, a stage for her speech. My role then, as Pop in a Mom 'n' Pop, was to take care of the store. The bulletin board is small and is reserved for poetry-related postings. It could easily be overwhelmed by flyers for political gatherings, yoga classes, meditation retreats, marches for this or that cure, and countless other deserving announcements. The world is large, the human world is huge and chock full of needs and greed. There are things we say yes to, enthusiastically and whole-heartedly, and they pertain to poetry. Our store is able to survive by attending only and as thoroughly as possible to a sliver of the chaotic human pie.

After she left I felt a twinge of guilt about having said no. Twenty years in retail has taught me how to make sure that feeling is only a twinge. Prior to my retail experience I was willing to take anyone's troubles as my own. Be helpful was a strand of my DNA. Now I want to be helpful to my bookstore. Time, energy, shelf space, and money are finite resources and need to be meted out accordingly. We have disappointed customers who suggest we carry this or that "poetic" novel. We have occasionally chosen not to buy self-published books by locals because their work gives no evidence they read or have any interest in poetry other than their own. While the independent in independent bookseller has a romantic tinge, it's a romance that can fade quickly. Independent is next door neighbor to cranky and by mutual choice there's no fence between their yards. And that's as it should be.

My point, I guess, in relating this incident, is to say that independence is not a business model, it's a life style. A life style in which creating something means also choosing what to exclude. There must always be room for No.

Staff Rec

Susan Taylor and Barbara Tolliver opened The Traveler on Bainbridge Island in 1995. Susan's background was in travel and Barbara was a public library administrator. Both had lived abroad for many years, Susan in Colombia, Mexico and Italy, and Barbara in England, so the travel bookstore venture combined what they loved best. The Traveler has an extensive collection of travel guides, literature and maps, complemented by a wide selection of accessories, gear, luggage, and clothing. Susan and Barbara approached these recommendations by thinking about elements of thoughtfulness, adventure, humor, romance and place.

*A Fortune Teller Told Me* (Three Rivers Press)
"Tiziano Terzani was Der Spiegel's Far East correspondent for many years. After a fortune teller warned him not to risk flying for an entire year he roamed Asia crossing frontiers as they were meant to be crossed, by land or water, and his insights make this one of the most intelligent travel books we've ever read."

*Almost French* (Gotham Books)
"Irrepressible Sydneyite Sarah Turnbull moves to Paris to be with suave Frederic, and she captures the cultural challenges of a Franco-Australian liaison with perfect pitch, style and humor."

*In a Sunburned Country* (Broadway Books) by Bill Bryson
"We read tomes before traveling to Australia, but this was the book that told us what we really wanted to know, and made it fun!"

*The Places in Between* (Harcourt) by Rory Stewart.
"If there's any mold for Stewart it would be a 14th century scholar/explorer. This account of his 2002 walk across Afghanistan is relevant and riveting, and is already a classic of adventure travel."

"Starting with *A Thousand Days in Venice* and continuing through *A Thousand Days in Tuscany* (both Ballantine) and *The Lady in the Palazzo* (Algonquin), Marlena de Blasi unfolds a love story embellished with the most passionate, sensual descriptions of food, people and place."
Click Here
A Few Links of Interest

**www.paperfort.blogspot.com**: This is a great new site from Oregon Literary Arts, with author interviews, news about Oregon's literary scene and tons of links for Oregon authors, presses and literary-related groups and projects.

**seattlepi.com**: A recent article about *Mockingbird Books*, a new member children's store that opened last month in Seattle. Its grand opening will be August 31. Planned festivities include a show with local "kindie" rock band Recess Monkey.

**oregonlive.com**: A recent article in *The Oregonian* about Portland's writing scene includes mention of Northwest Association of Book Publishers, Wordstock, Powell's, the Willamette Writers Conference, Rimsky-Korsakoffee House cafe in Southeast Portland and the Sylvia Beach Hotel in Newport.

**http://www.partners-west.com/blog/**: One more for you to bookmark, Partners West has a witty new blog.

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Raking Up: A *Leafing Out* Re-Cap
by Brian Juenemann, PNBA's Marketing Director

With the first year of the *Leafing Out* spring catalog in the books, it's time to get down some notes that should help the growth process of the new campaign.

Store attitudes and sales numbers seem to be all over the place in year one. Most stores with years of *Holiday Catalog* trial, error, and eventual smooth grooving replicated their usual scale of success with the new spring venture. Responses from newer stores ranged from "got almost no reaction to the newspaper insert" to "we had some nice sales!" I can't claim to be entirely surprised by the range, considering the differences in stores, towns and strategies. Each store will need to refine its own unique strategy from an equation of experience, a local and national calendar, instinct, and maybe just a pinch of cinnamon (frequently the secret ingredient). Here are a few things to think about in fine-tuning approaches next spring.

**Spoiled by Success?**
With the widespread success of the *Holiday Catalog*, it's easy to forget that where we are now, is not where we came from. The HC works smoothly and productively because the PNBA office and PNBA stores have fine-tuned our execution over many years. You live, you learn, you earn! This success gave folks the confidence to undertake the spring effort in strong numbers, but once the orders were placed and insertion dates set, things seemed to sit in idle and people forgot the need to step on the gas. I now realize that maybe I needed to hit the horn a few times after getting things started.
Timing

Covering a couple holidays, several seasonal events, and a general three months of springtime, there are a lot of factors when considering the timing of your Leafing Out campaign—mainly, when to insert. Just because the catalog is available doesn't mean you need to rush to get it in the paper. If you're at risk of getting lost in the shuffle—whether it be tax time or spring break—maybe focus your early efforts on displays and décor around the store. Advertise Leafing Out in the window, your newsletter, your local event calendars, and with your stock of the featured books. Then release the big wave when the timing is right.

Forming Habits, Creating Excitement

More than one bookseller has commented that not as many people came in with catalog in hand looking for pre-selected titles. No surprise. I'm guessing it's pretty light in the early years of any store trying the Holiday Catalog, too (and spring is not Christmas; we're talking economy of scales here). People need a chance to get familiar with something—understand it, realize they're interested, act on the interest, enjoy the reward and look forward to the next time around. That's where your skills as a bookseller must come in, to help the customer along in that process. We'll give you the tool, and it may take some practice to use it well. If you expect it to wield itself it becomes useless—a highly refined paperweight or doorstop.

Help Yourself Out!

As IndieBound is discovering, booksellers may not raid the candy store just because you tell them it's right down the street, the door is open, and it's free. PNBA made available a Leafing Out cover poster, as well as the Book Award-winners' spread on the member website, yet evidence shows that utilization of these tools was meager, at best. They were largely—and strangely—absent in the display photos we received. Which, by the way, were only provided by 15 percent of participating stores, despite reward money in waiting! No fancy software required. They were formatted for your printer's usual paper size. And yet we saw Leafing Out signage of nothing but black-and-white text. When the accessories are available, you cannot afford not to dress up your store!

And Let's Give Ourselves Some Credit

So maybe a little shoulda-coulda-woulda and bit of tough love expressed, but really Leafing Out did for us in year one about what I expected. People heard about or were reminded of your store; customers—new and established—came in; some of them bought from Leafing Out (several PNBA-exclusive bestsellers!); others selected from elsewhere on your shelves. When you hit them with the Holiday Catalog later in the year many will remember that you did something like this in the spring and that they liked your store. Hopefully some have already been back! Keep up your commitment to the catalogs and any other tricks and tools you can get your book-loving hands on, and you're on your way toward building the kind of customer commitment you need and deserve.

2008 Leafing Out Promotion and Display Contest Winners

$200-Grand Prize: Secret Garden Bookshop, Seattle, WA (see photo above).

$100-Runner-up: BookWorks, Marysville, WA.

$50 Honorables: Vintage Books, Vancouver, WA; Inklings Bookshop, Yakima, WA; Annie Blooom's Books, Portland, OR; UO Bookstore/Duck Store, Eugene, OR.
Thanks for participating! See you at the Holiday Catalog Showcase booth at the show. See glorious ad, above. Did you get your order in?

BANNED BOOKS WEEK
September 27 - October 4, 2008

The American Booksellers Foundation for Free Expression (ABFFE) and the American Library Association (ALA) have launched a website to help bookstores and libraries promote Banned Books Week, which will be held this year from Sept. 27 through Oct. 4.

The site, www.bannedbooksweek.org, is intended to help the public learn about Banned Books Week and suggest ways they can support it. A key feature of the website is a list that visitors can use to find participating bookstores and libraries in their communities.

Bookstores and libraries that would like to be listed on the new website can submit details of their Banned Books Week celebration directly to the site. Use this link to submit information. Once the information has been reviewed, it will be posted.

ATTENTION MONTANA & IDAHO BOOKSELLERS
PNBA's Rural Library Program Wants to Help a Library Near You

We are in need of a Rural Library in Montana or Idaho that could use a generous donation of books after the PNBA Fall Trade Show.

Here is how it works:

1. E-mail PNBA's Rural Library Coordinator, Colin Rea, your nomination and he will keep it on file.
2. Before the fall PNBA Trade Show he will choose a library and notify both the nominating bookstore and the recipient library.
3. The library nominated and the bookseller need to have a crew available to count and box up the books.
4. The library nominated and the bookseller need to transport the books or have the books shipped.
5. The library chosen needs to write an article (or work with Colin, and he will write the article) for Footnotes within a month of receiving the books. Pictures are great too!
Opening a Bookstore? New to the Business?
Workshop Focuses on Business Essentials

If you are thinking about opening a bookstore within the next 12 to 18 months, our best advice is to take time to learn the business and understand what is involved so you can proceed with your plans ... and later enjoy success.

The last intensive workshop for prospective booksellers, Opening a Bookstore: The Business Essentials, will take place Monday, September 8 through Friday, September 12 on Amelia Island (near Jacksonville, FL). The program is developed and facilitated by The Bookstore Training Group of Paz & Associates and is co-sponsored by the American Booksellers Association. To learn more, visit [www.pazbookbiz.com](http://www.pazbookbiz.com) or call 800-260-8605.

Easy Money for Literacy
PNBA Will Double Your Literacy Donations

Submit your application for a matching Literacy Grant to PNBA by **Friday, September 12**.

Bookstores can donate books, merchandise or money to not-for-profit organizations that sponsor programs that teach or encourage reading in a PNBA member state. (Advanced Reading Copies and discounts on the donations do not qualify as donations.) Stores may submit more than one grant proposal but are limited to a total of $300.

Applications are available on the PNBA website. It's simple. Make a donation to a local literacy program; submit a completed application, along with receipt or invoice with the donation's retail value, AND the recipient's signature, or a letter of acknowledgement from the literacy program stating the retail value of the donation or a copy of a cancelled check.

PNBA paid $2,565 in matching grant money in Fall '07 to literacy groups through 11 member stores. It's a great way to participate in the promotion of reading as well as spreading goodwill in your community!

Page Ahead Thrilled with Washington Stores

Page Ahead sends thanks to our Washington stores for helping to collect hundreds of books for kids during National Children's Book Week in May.

This collaborative effort was the first of its kind between the literacy group and Washington's independent bookstores. Page Ahead was thrilled with the results, which helped put hundreds of new books into the hands of kids in need.

**Save the Date:** National Children's Book Week 2009: May 11 to 17

**AMIBA on Tour**

The American Independent Business Alliance (AMIBA) will hit the road in late summer/early fall and is willing to help out stores and communities in Washington, Oregon and Idaho. AMIBA is a non-profit organization helping communities to successfully launch their own Independent Business Alliances. IBA’s unite locally-owned independent businesses, citizens and community organizations to help local entrepreneurs compete successfully against chain and online competition, while promoting citizen engagement in shaping their community’s future.

The IBA organizing model has proven effective in communities of all sizes and characteristics, and booksellers have played a pivotal role in many of the 45 Alliances across the country.

With interest growing fast in the Northwest, AMIBA will schedule a week for events in ID, WA and OR between late August and early October for community presentations and workshops. If the prospect of launching a new organization seems intimidating, you'll be encouraged to learn well over 90% of community events by AMIBA lead to new Alliances. Organizing one event may be all that's needed to spark action in your community!

AMIBA also offers materials to help you start raising local awareness immediately, including these new posters, which join bag stuffers, window decals and other tools promoting the benefits of doing business locally. Contact Jeff Milchen, AMIBA co-founder, at Jeff@AMIBA.net or 406-582-1255 to inquire about arranging a local event.

**PNBA Handbook Online!**

We hope all of our members have received the URL for our new handbook and that you're finding it handy and easy to use.

We'll publish changes and updates in future issues of Footnotes.

Members needing the handbook's URL address should contact the PNBA office.

**New Members**

buyolympia.com
Pat Castaldo
3925 N. Mississippi Ave
Portland, OR  97227
online seller of sidelines, books and other gifts (Reading is Sexy mugs!); est. 1999; 3 emplys

Pamoja Books and Gifts
Gwen Noble
7009 Topaz Dr. SW
Lakewood, WA  98498
T: 360-951-5228
E: gwendollynoble@yahoo.com
W: pamojabooks.com
new online and traveling seller of multicultural/diversity-related books and gifts

Member Changes, Corrections

**Between the Covers Books**
Bend, OR
Web site: www.btcbooks.com

**Trail's End Bookstore**
Winthrop, WA
New email: info@trailsendbookstore.com
New Web site: trailsendbookstore.com

Classifieds

**OREGON COAST APARTMENT FOR RENT**
Apartment for rent from January 30 to March 17, 2009. Studio apartment above my home in Cannon Beach, no inside access from house to apartment, off-street parking, deck, ocean view, kitchen, bath, phone line, W-D, Direct TV, Wi-Fi, very private. No pets, no smoking, suitable for one adult only. The house is not for rent. A great place to write that novel you've been meaning to start. 47 nights - $1500, including departure cleaning fee. $300 damage deposit. Call Valerie Ryan, 503-436-1337 for more information and a free peek.

*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

August 28  **NWABP meeting, Portland**
Sept 15-17  **PNBA Fall Tradeshow, Portland**
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<td>Sept 18</td>
<td>BPNW meeting, Seattle</td>
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<td>Nov 1</td>
<td>Holiday Catalog drops</td>
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<td>Nov 5-9</td>
<td>The Nature of Words, Bend</td>
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<td>Nov 7-9</td>
<td>Wordstock book festival, Portland</td>
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<td>May 26-31, 2009</td>
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If you don't see photos or images in this version of our newsletter, try viewing it from our [website](#). We post the newsletter to our website within a few days of emailing it.
Dear PNBA Members:

We suppose you could stay home. You could place all your holiday ordering by phone, or online even. You'd probably do alright this winter and wouldn't have to worry about packing for Portland or the bad hotel coffee.

We're so glad many of you don't feel that way. We're happy to have received 111 registrations from bookstores for the fall tradeshow so far.

The first gathering of Northwest booksellers and reps took place in a hallway of a Seattle hotel in the early 1980's (depending on who you ask). It was organized simply as a venue for reps and booksellers to get together to talk about books. More than 20 years later, the reason for our shows is essentially the same.

This year (next week!), we're opening our doors to more librarians, hoping to foster more relationships between bookstores and libraries. So many of our bookstores are thriving, and that's because they're thinking innovatively, branching out and working with other businesses, schools and libraries. As Dan and Debbie Sullivan, owners of the Book Oasis, Stoneham, Mass., reported recently in Shelf Awareness: "The biggest key to our success this summer was the huge amount of early preparation we did for the school summer reading programs. We have developed good relationships with the librarians and English departments of more than 15 schools. By the time the kids got their lists, we had already created an 8' by 7' high summer reading section. Each school had its own shelf with books organized by grade. This..."
made it easy for the parents to find their school and get in and out, and made it much easier for our two-person staff to assist the crowd without having to run all over the store. . ."

Our 2008 Fall Show promises to offer you more of these kinds of opportunities for connection and rejuvenation. For those of you who haven't registered, it's just fine to show up and have a badge made at the show. We want you to see you there. We think, if you talk with anyone at all, you'll learn something that will help you sell more books this fall and winter.

This is a really easy show to attend. From the educations sessions to the exhibits to the author events and parties, everything's in one place, the Holiday Inn Portland Airport Hotel & Conference Center. There's a complete show schedule here. Board member and foodie Sylla McClellan even wrote a guide to nearby restaurants. Hotel information and driving directions are available on our website. The Holiday Inn is now sold out. We suggest you contact our back-up hotel, the Country Inn & Suites.

A few updates:

- ABA's e-commerce solution session has been CANCELLED.
- Our Feast of Authors event is sold out, though there's still room to participate if you want to volunteer! See below for more info.
- We've received just three literacy grant applications so far. Deadline is this FRIDAY.

Below, you'll also find information about BuzzBooks, education, author events, rep picks, Holiday Catalog titles and the showcase booth, the Rural Library Program and a guide to eating and drinking in Portland by recovering Californian Melissa Lion.

See you in less than a week!

PNBA staff

BuzzBooks Ad

We Need Volunteers for Feast of Authors

Tuesday night's Feast of Authors event is sold out, but there's still a chance to participate.
We’re looking for booksellers and librarians to volunteer for the event. Volunteering gets you a half-price ticket and all of the other perks of the evening, including dinner, time to chat with authors and a bag of approximately twelve books.

The Feast of Authors, which has been compared to speed-dating for authors and booksellers, features 20 authors who will each spend time talking with booksellers at five different tables during dinner. This year’s authors include Ivan Doig, Kristin Hannah, Lewis Buzbee, Stewart O’Nan and Jennie Shortridge.

All volunteers at the Feast, including those who have volunteered in the past, are required to meet with our Author Events Coordinator at 4:45 pm on Tuesday, right after the close of the tradeshow exhibits. From 5 - 6 pm the volunteers (“escorts,” to the authors) will work with your chosen authors to sign their books. From 6 - 7 pm, while the authors are eating their dinners, the volunteers will bag the signed books in preparation for distribution to attendees at the end of the Feast. From 7 - 9 pm the volunteers will eat dinner with the rest of the attendees, and escort your assigned authors to their next table as the authors are told to move. Finally, from 9 - 9:30 the volunteers will help distribute the bags of books to the attendees and then meet informally with whichever author(s) you would like to personalize your books.

Volunteers at the Feast pay only $20 for a ticket, which sells on-site for $45. Booksellers will be accepted as volunteers at the Feast on a first-come-first-served basis, so please contact Thom as soon as possible to reserve your spot.

**Education Day Highlights**

**Monday's education sessions** cover everything from ABA's new Indiebound program to Above the Treeline; creating killer events; marketing your children's business; green retailing; and working with schools, libraries and local businesses. Plus, Sales Reps Pick of the Lists and PNBA Board member Libby Manthey leading a roundtable session that asks members for their feedback about various PNBA programs. PLEASE NOTE that ABA’s E-commerce solution session has been cancelled.

Sessions for publishers and authors include Beyond the Book Launch: What’s Next to Realize Strong Sales; Paper Books in a Digital Age; Building an Impressive Presence in the "Social" Web: Beyond Blogging; and Power in Numbers: Group Promos for Authors.
A Keynote Lunch session on Monday will feature the nationally renowned but eminently local Garth Stein, author of the PNBA award-winning *How Evan Broke His Head and Other Secrets* and, more recently, *The Art of Racing in the Rain*, which hit the PNBA bestseller list during its first week and has remained at or near the top ever since.

**Tuesday's sessions** run concurrently with the exhibits and are designed to help librarians, booksellers and authors work together. Sessions include: *What Librarians Want at PNBA; Engaging Students in Reading & Writing: Tools for Booksellers & Librarians; Choosing a Dynamic, Collaborative Author (Who Rocks!); Working Together: Authors, Librarians & Booksellers; 13 Easy Ways to Increase Event Attendance; Authors Discuss Their Library Experience; Boosting Attendance with New Media;* and *The Big Read: Libraries & Bookstores Produce Group Events.*

Whoa, Authors! The Fall Show Line-Up is SUPER!

We're not exaggerating when we say that the authors appearing at the show are a really extraordinary bunch. We've got a bunch of PNBA-award winners returning with their new books--big names who need little explanation: Garth Stein at the Keynote lunch; Ivan Doig at the Feast of Authors; Stephanie Kallos at the Tuesday breakfast and Kim Barnes at the Wednesday breakfast. We're excited to offer two new parties Monday night, the Nightcapper and the Emerging Leaders party, both featuring authors who will be showing off more than their books. We still have a few tickets left for each of the breakfasts, which offer some great new authors in addition some old favorites. And Wednesday's Celebration of Authors features newer talents and stunning debuts. We've read many of these books, and we know you'll be handselling them.

Here's an overview of each of the author events at the show:

**DAY ONE/Monday, Sept. 15**
Keynote Lunch Session, noon-1pm
Garth Stein, author of *The Art of Racing in the Rain* (Harper), will speak on How Independent Stores Helped Make Me Famous...and Other Secrets (lunch tickets suggested)

The Nightcapper, 8:30-9:30 pm, sponsored by Ingram Book Company
The Nightcapper is designed to provide a true party experience as the kickoff of the fall show, and several of the authors invited are comedians, artists, and musical performers. Our good friends at Ingram Book Company are co-sponsoring the Nightcapper with PNBA, and will provide a selection of desserts and coffee for attendees. Ingram has also helped us with a case of Pinot Noir. A second case was donated by Eugene's Oakdale Cellars (Thanks, Dave!). A no-host bar will also be open.

The Nightcapper features authors: **David Ash**, *Haiku for Christmas* (Basho Press); **Hilarie Cash & Kim McDaniel**, *Video Games & Your Kids* (Idyll Arbor); **David Allan Cates**, *Freeman Walker* (Unbridled Books); **Lee Doyle**, *The Love We All Wait For* (KOMENAR Publishing); **Molly Dwyer**, *Requiem for the Author of Frankenstein* (Lost Coast Press); **Clyde Ford**, *Precious Cargo* (Vanguard Pr); **T. Greenwood**, *Two Rivers* (Kensington Books); **Leigh Anne Jasheway-Bryant**, *Not Guilty by Reason of Menopause* (Ten Speed Press); **Pam Kietzman & Andrea Olguin**, *Carefree Gourmet* (Carefree Gourmet ); **Bart King**, *The Pocket Guide To Games* (Gibbs Smith); **Ron Lovell**, *Yaquina White* (Penman Productions); **Nikki McClure**, *Things to Make and Do* (Sasquatch Books); **Joseph M. Marshall III**, *The Long Knives Are Crying* (Fulcrum Publishing); **Sharon Sites Adams**, *Pacific Lady: The First Woman to Sail Solo...* (Univ of Nebraska); **Susan Nipp**, *Mudgy & Millie* (EWU Press); **Benjamin Parzybok**, *Couch* (Small Beer Press); **Laura & Robert Sams**, *A Pirate's Quest* (Carl R. Sams II); **Barbara Scot & Eileen O'Keeffe McVicker**, *Child of Steens Mountain* (Oregon State Univ); **Irene N. Watts** *Good-bye Marianne: The Graphic Novel* (Tundra Books).
Emerging Leaders Party w/ Willy Vlautin, 9:30-?

After the Nightcapper, the Emerging Leaders group will host an event featuring Willy Vlautin, author and frontman to Portland indie band Richmond Fontaine. Vlautin will read from and play from the soundtrack to his recent novel, *Northline* (Harper Perennial), which the Seattle Post-Intelligencer called "a wrenching and realistic novel that Velcros itself into the memory like a mournful country tune." Vlautin's previous novel, *The Motel Life* (Harper Perennial, 2007), has been nominated for an Oregon Book Award.

DAY TWO/Tuesday, Sept. 16

Book and Author Breakfast, 8-9:30 am, sponsored by Baker & Taylor featuring Stephanie Kallos (*Sing Them Home*, Atlantic Monthly Press); Benjamin Mee (*We Bought a Zoo*, Hachette); Rick Riordan (*39 Clues*, Scholastic); and Bob Staake (*The Donut Chef*, Golden Books). Tickets required. The authors will pre-sign books, which will be given to attending booksellers and librarians.

The Feast of Authors, 5:30-9:30 pm, sponsored by Partners/West featuring Tiffany Baker, *The Little Giant of Aberdeen County* (Grand Central); Erica Bauermeister, *The School of Essential Ingredients* (Putnam); Bonny Becker, *A Visitor for Bear* (Candlewick); Lewis Buzbee, *Steinbeck's Ghost* (Feiwel & Friends); Patrick Carman, *Land of Elyon: Stargazer* (Scholastic); Sarah Conover, *Harmony: A Treasury of Chinese Wisdom for Children* (EWU Press); Ivan Doig, *The Eleventh Man* (Houghton Mifflin); Jamie Ford, *Hotel on the Corner of Bitter & Sweet* (Ballantine); Susan Jane Gilman, *Undress Me in the Temple of Heaven* (Grand Central); Kristin Hannah, *True Colors* (St. Martin's Press); William L. I. Hensley, *Fifty Miles from Tomorrow* (Farrar, Straus & Giroux); Alan Jacobson, *The 7th Victim* (Vanguard); Kirsten Menger-Anderson,
Day Three/Wednesday, Sept. 17

Book and Author Breakfast, 8-9:30 am, featuring Kim Barnes, A Country Called Home (Knopf); Chelsea Cain, Sweetheart (St. Martins); John Bemelmans Marciano, Madeline and the Cats of Rome (Viking); and Candace Savage, Bees (Greystone Books). Tickets required. The authors will pre-sign books, which will be given to attending booksellers and librarians.

Celebration of Authors, 11-noon, followed by autographing (noon-2pm), sponsored by HarperCollins
This is a FREE event, featuring Diane Hammond, Hannah's Dream (HarperCollins); Thor Hanson, The Impenetrable Forest (1500 Books); Miriam Gershow, The Local News (Spiegel & Grau); Stuart Archer Cohen, Army of the Republic (St. Martin's Press); B.T. Shaw, This Dirty Little Heart (EWU Press); Jonathan Evison, All About Lulu (Soft Skull Press); Glenda Burgess, The Geography of Love (Broadway Books); John Addiego, The Islands of Divine Music (Unbridled Books); Debra Gwartney, Live Through This (Houghton Mifflin); and S. Thomas Russell, Under Enemy Colors (Berkley/Penguin). These are ten authors you'll want to watch. Each author will talk about his or her new book, offering anecdotes to help booksellers handsell the books in their stores. Each author has indicated an interest in visiting your stores. Followed by autographing, noon - 2 pm.
We asked each of the reps participating in the fall tradeshow’s Rep Pick of the Lists sessions to blurb one fall or winter book that he or she is excited to share with you. Join the reps in person Monday, Sept 15 from 9 am-11:45am and from 1:15-2:45.

George Carroll, independent rep
*John Muir: Passion for Nature* by Donald Worster
Oxford University Press, September 2008
"Donald Worster, one of the "gang of four" new western historians (the others being Patsy Limerick, Richard White, and William Cronin) has written *John Muir: Passion for Nature* for Oxford University Press. His last book, *A River Running West: The Life of John Wesley Powell*, was my pick of the list as well. His earlier titles, *Dust Bowl* and *Rivers of Empire*, would have been picks of the lists if there were picks of the lists when they were written. He's an incredible author, and John Muir is a great subject for him."

Dan Christiaens, WW Norton
*Superorganism* by EO Wilson and Bert Holldobler
W.W. Norton, November 2008
"This is possibly the most important science book of the year, as it revises our understanding of evolution through its astonishing examination of the insect world. It is the sequel to the Pulitzer Prize-winning book of 1990, *The Ants.*" A 2008 Holiday Catalog selection.

John Dally, Houghton Mifflin
*live through this: a mother’s memoir of runaway daughters and reclaimed love* by Debra Gwartney
Houghton Mifflin, February 2008
"This wrenching, redemptive and beautifully written story is an honest memoir of a mother who loses two of her daughters to the street and its violent drug culture, and how she ultimately finds them. While frantically searching for her daughters Gwartney painfully examines her own flaws as a mother. The triumph of her story is its sensitive rendering of how all three, over several years, dug deep for forgiveness and returned to profound love." (editor's note: See Debra Gwartney speak at our Celebration of Authors event Wednesday at eleven)

John Eklund, Harvard/MIT/Yale
Egg & Nest by Rosamund Purcell
Harvard University Press, October 2008
"Rosamund Purcell's Egg & Nest is one of the most stunning, engaging, and quirky books about, well, eggs and nests that I've ever seen, sold or imagined." A 2008 Holiday Catalog selection.

Honest Signals: How They Shape Our World by Alex (Sandy) Pentland
MIT Press, October 2008
"Honest Signals: How They Shape Our World, a book that marries 21st century data mining techniques to our ordinary body language, will either fascinate or scare the heck out of you--maybe a little of both."

A Little History of the World by E. H. Gombrich
Yale Press, September 2008
"I've waited a couple years for one of my favorite books of the decade to make it into paperback--E. H. Gombrich's A Little History of the World. I'm hoping that this utterly charming, slightly melancholy masterpiece, written for a ten-year-old to understand, will find an even wider audience with this lovely edition."

David Glenn, Random House
The Fire by Katherine Neville
Ballantine Books, October 2008
"Twenty years ago, Ballantine Books made their first foray into hardcover publishing with a book called The Eight. Since then, The Eight has garnered hundreds of thousands of fans and continues to pop up on Staff Favorites shelves nationwide. Katherine Neville really redefined the rules of international suspense, and for 20 years her fans have waited for a sequel. This fall, the wait is over, with the publication of The Fire. While it can be read as a stand-alone, The Fire reintroduces fans to Cat Velis, the heroine of The Eight, and continues Neville's trademark style of putting unforgettable characters into multilayered stories of infinite complexity. If you've read The Eight, you'll want to drop everything to bring that world back to life with The Fire." A 2008 Holiday Catalog selection.

Jim Harris, independent rep
MindZone's Rally Ho!,
minimum order 6 games, $14.98 cost
"Gas prices, airfares, hotel prices keeping your customers from traveling? Board gamers bugging you for additional games? Trivia fans looking for new challenges? Want something else to do on cold, wet, winter nights? Then Rally Ho! is for your customers & for your store.

Rally Ho! is the new board game that features travel trivia, and more, geared to adults looking for fun and knowledge. The game has received favorable national reviews in a variety of travel media. Here's a sample
question:

1. Which MGM star turned the role of Archie Bunker because he thought the series would flop? (A) Jonathan Winters; (B) Mickey Rooney; (C) Danny Thomas"

Gary Lothian, Ingram
*Sauce* with Contributor(s) Sonja Lee
Gold Street Press, September 2008
"Here's a definitive book on sauce. The strikingly designed book includes over 200 recipes of sauces, dips, dressings and spreads. A feast for the eyes, the fresh ingredients are lined up in order of the process that the recipe calls for and beautifully displayed. Sonja Lee grew up in Oslo and has cooked in fine restaurants all over the world, including New York with Alain Ducasse."

Kurtis Lowe, Book Travelers West
*Magic: The Complete Course in Becoming a Magician w/DVD* by Joshua Jay
Workman, November 2008
"I promise to master a trick from this book that will amaze you."

Ted Lucia, Thomas McFadden & Associates
*The Secret History of Giants* by Professor Ari Berk
Candlewick, September 2008
"Are there giants among us? In an exhaustive and lavish exploration touching on folklore, myth, and whimsy, *The Secret History of Giants* is an engrossing chronicle of giants since antiquity, covering their role in making mountains and causing earthquakes. This lushly illustrated book is from the publisher of *Dragonology* and is a valuable resource sure to fascinate all who open its covers."

Tom McIntyre, Oregon Sales Representative, Hachette Book Group USA
*Beat the Reaper* by Josh Bazell
Little, Brown, January 2009
"Josh Bazell's first novel is a hilarious, slightly hallucinatory, completely unique novel that focuses on the exploits of a former hitman who tries to redeem himself by becoming an ER doctor. Absurd? Yes. Delicious fun? Absolutely! This over-the-top novel is filled with black, scatological humor that should appeal to fans of mysteries and literary fiction alike. The tone of *Beat the Reaper* is reminiscent of Quentin Tarantino's films-- both playful and profane--and it features one of the most creative escape scenes I've ever read."

Jennifer Royce, Hachette Book Group
*The Brass Verdict* by Michael Connelly
October 2008
"I love every one of Michael Connelly's books, and *Brass Verdict* is his best yet. He pairs the Lincoln Lawyer Mickey Haller with LAPD Det. Harry Bosch (half brothers that he hinted at in an earlier story), two loners who must work together to solve the murder before they both become victims. Dizzingly fast-paced with unexpected twists from the nicest author in our business." A 2008 Holiday Catalog selection.

Chris Satterlund, Scholastic
*The Hunger Games* by Suzanne Collins
Scholastic, September 2008
"Harrowing and addictive just like our obsession with reality TV, *The Hunger Games* will draw you in to a near future dystopia. The rich and powerful of the Capitol look forward to the annual televising of the Hunger Games where 24 teenagers are picked by lottery to fight to the death. The last one standing will live a life of luxury. The author has brilliantly given us a tale revealing the powerful subtleties of advertising and the separation from reality that reality TV provides. You can't stop reading!" A 2008 Holiday Catalog selection.

**Adam Schnitzer**, Perseus  
*The Vertigo Years* by Philipp Blom  
Basic Books, November 2008  
"Granted, I've only been doing this job for a year and a half or so, but *The Vertigo Years* by Philipp Blom is, by a comfortable margin, my favorite book that Basic has published in that time. It is a rich, exciting, elegantly told history of Europe from 1900 to 1914 -- not a "kings and armies" history, but a complete panorama of a time of radical transformation. Everything from suffragettes and Bolsheviks to secession painters, psychoanalysts, fast cars and department stores appear in this vivid tableau. I just can't say enough about it."

**Joseph Tremblay**, McGraw Hill  
October 2008  
"*Pirates' Pact* is a fresh and accurate look at the history of Caribbean piracy. The author has used little-known government archive material to build a surprising look at the "Golden Age of Piracy." Readers of maritime and American history and national security will find the book's scholarship and revelations fascinating and worthwhile, while all readers will be stirred by the author's dramatic descriptions of battles, bribery, and intrigue. I have read about half of the book and am amazed to learn how, through a myriad of reasons, piracy became a small but integral part of the maritime business of the American colonies. If you love "active" history books, you will love *Pirates' Pact*."

**Seira Wilson**, HarperCollins  
*Being Written* by William Conescu  
September 2008  
"*Being Written* by William Conescu is a fast-paced, psychological, utterly clever novel--whose protagonist I fell in step with immediately--with an ending that made me laugh out loud in delighted surprise."

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Portland: An (Anti) Travel Guide
We asked this California transplant for some advice on her new city after having been impressed with her suggestions for BEA-goers in Los Angeles (See May Footnotes) this year.

I've only been in Portland a year now, but I've learned a few things about this place. I've learned that while the word quadrant might imply four, in Portland, quadrant means five. There are five quadrants to the city (N, NE, NW, SE, SW) and wonderfully, all the streets start with their designated quadrant. The city is divided north and south by Burnside Street and east and west by the Willamette River.

Portland is also a small city with just half a million people, which means no matter when you step outside, you'll see someone you know. No pressure here -- the fashion standards are not so rigorous that people will look at you strangely if you've left the house in mismatched socks, pajama bottoms and a down jacket. There are plenty of bumper stickers instructing us to Keep Portland Weird and you're just doing your part.

Our public transportation is great and there's no need to rent a car. If you must rent something, get a bike. Our city is one of the most bike-friendly in the nation.

The weather. Well, yes. It's true what everyone says. It rains. So layer. And bring a hooded jacket. Umbrellas, however, are frowned upon. Hey - every city has to be snotty about something. We're snotty about umbrellas, Californians and anything not environmentally friendly. So as long as you have a waterproof jacket, you're not from a state that borders to the south, and you recycle anything and everything including human dander, then you have it made in Portland.

And finally, the law forbidding people from pumping their own gas is a serious thing even if you giggle, show some cleavage and explain to the irate gas guy that you're from California and gee wouldn't things move a little faster if I could pump my own gas, and oh is that ethanol 99 you're wearing? No it really is a law so stay put in your car and let the expert take control.

Those are the Portland basics and because I know you'll be in a convention all day gathering free books and pretending to be interested in every single self-published author who has ever typed on a computer, I thought I'd cover the important non-book part of your visit: coffee, beer, food and booze.

Coffee
Portland is a coffee town. Many cafes roast their own and the baristas are trained to not only make that wee heart in the center of the steamed milk, but to make you feel a little less than human because you are simply breathing and have requested a cup of their house blend.

Stumptown is the jewel in Portland's coffee crown. Each bean can be traced to a specific farmer and the baristas are, well, charming. And by charming, I mean surly. But they brew the finest coffee in town so you choose, dignity or coffee. A true Portlander chooses coffee.
Urban Grind roasts their own coffee too. Their NW location is perfectly placed in the Pearl for a great coffee (or beer) treat and a good solid wander around the city.

Townshend's Tea on Alberta Street is a great place for the tea lover. I'm not sure if they even serve coffee, but their tea is perfectly brewed and the water is not too hot. Tea lovers know what I'm talking about. The café smells divine and the staff is charming. And by charming, I mean charming. Are tea people more mellow and personable than coffee people? Perhaps.

Beer
Portland's beer is just the best. I can't dress it up any more. Our long winter and constant gray make for a perfect need to self-medicate with alcohol. While the beer is spendier than average, most breweries offer happy hour with cheap snacks and deals on suds. My beer-consuming trick: order the seasonal.

Bridgeport Brewery
Don't let the cold ultra modern design put you off. This brewery in the Pearl has excellent pizza and a sweet happy hour to compliment their beers. Try the Barleywine for a good buzz and a headache like a vice grip approximately two hours later. But, really, the buzz is worth it.

Deschutes
Deschutes is actually from Bend, but they've just opened a restaurant and brewery in Portland. It's a little pricey, but the décor, with logs carved into salmon, trees and otters, is purely Pacific Northwest. The beers are my favorite, hands down. Buy 'em in the bottle or head to the brewery for the freshest on tap.

Laurelwood
If you're bringing the family, these pubs are the very best. The food is moderately priced and the beer is excellent. Better, the restaurants have play areas for the kids, so parents can relax (read: consume beer) while their progeny play with trains and the dinosaurs.

Food
Portland's got the cheap food covered. From pizza to hot wings, tasty inexpensive cuisine is Portland's forte. And most of it comes with beer.

Fire on the Mountain
Best hot wings ever. Enough said.

Pizza A Go-Go
North Portland is where it's at for cheap food, and Pizza a Go-Go is the perfect marriage of gritty and delicious. The space is tiny and the customers are a nice blend of the construction workers building condos in the area, and hipsters on bicycles. The music is loud inside, but the pizza is very worth it.

Tour de Crepes
You've had pizza and hot wings and now you want a salad. Sadly, the big salad is just not a focus here in Portland. Tour de Crepes saw an opportunity and added wonderful salads to the menu. The restaurant is quirky and located on Alberta Street - a great shopping and entertainment strip.
Booze
You can't buy liquor at the supermarket in Portland. You can only get it at the liquor store or at Portland's fine bars. The bars, in order to sell booze, need to serve food. So all bars have some sort of snack, even if it's just some cheese sticks microwaved for a few eleven thousand hours.

Doug Fir
This bar is for the swankiest of the swanky. Not too much money needed, but the sixties feel and the mirrors everywhere make all patrons feel like they've just donned a skinny tie or some pointy shoes and they are looking cool.

Crush is a gay bar with excellent magazines and fancy schmancy drinks. It's laid back and the food is very good, as is the drag queen bingo.

Tugboat
The Tug is actually a brewery, but they don't allow minors and smoking is permitted. This bar, around the corner from Mary's Strip Club, is a locals-only treat. Bring cash, no plastic accepted.

Ground Kontrol is a classic arcade and they also sell beer. They have a stage for the Rock Band acolytes and pinball machine upstairs. It smells like sweaty nerds, and sounds like a casino (minus the amplified falling coins) but if you must get your Joust on, this is the bar for you.

So leave your umbrellas with the Californians, enjoy the food, alcohol and caffeine. Pick up a few galleys for me and, remember, if it looks like crap, just find the nearest recycle bin. It's the Portland way.

Melissa Lion is a professional writer and a former bookseller who lives in Portland, OR. Most recently, she was events coordinator at both the Oakland and Malibu, CA locations of DIESEL, A Bookstore. She is the author of two YA novels -- Swollen and Upstream. Swollen was a Booksense pick. Upstream is under option for a motion picture.
The American Booksellers Foundation for Free Expression (ABFFE) and the American Library Association (ALA) have launched a website to help bookstores and libraries promote Banned Books Week, which will be held this year from Sept. 27 through Oct. 4.

The site, www.bannedbooksweek.org, is intended to help the public learn about Banned Books Week and suggest ways they can support it. A key feature of the website is a list that visitors can use to find participating bookstores and libraries in their communities.

Bookstores and libraries that would like to be listed on the new website can submit details of their Banned Books Week celebration directly to the site. Use this link to submit information. Once the information has been reviewed, it will be posted.

For Oregon booksellers: The Oregon Library Association Intellectual Freedom Committee, the Oregon Association of School Librarians (OASL) Intellectual Freedom Committee, and the ACLU of Oregon will once again be working together to promote the celebration of the freedom to read in Oregon libraries and bookstores during Banned Books Week and the entire month of October.

Oregon libraries and bookstores are eligible to participate if they plan to have an exhibit, program or any other activity to celebrate the freedom to read anytime from September 27 - October 4, 2008. Participants will receive free bright yellow "I Read Banned Books" buttons, ideas for ways to celebrate the freedom to read and a list of books challenged in Oregon from 1979 - June 2008 with the reasons for the challenge. The ACLU of Oregon will feature banned books week events around the state on its website and will send a message encouraging members to visit their libraries and participating bookstores during Banned Books Week. Participants will also be asked to respond to a short questionnaire on their Banned Books activities so that we can report to our sponsors.

Oregon bookstores that wish to participate should email Candace Morgan.
The 2008 Holiday Catalog buyer's Title List is available on the HC page at PNBA.org! Most of the titles will be represented at the show, so visit your reps and look for deals. The descriptive copy for each featured book is also available on the website to help you determine your numbers. You'll notice five previous PNBA Book Award winners and many authors making appearances at the 2008 show (not to mention recent shows) among the line-up. From regional can't-misses to national phenomena, this catalog is loaded.

Come and see the titles--and me--at the HC Showcase booth at the show!

-Brian

Darby Community Library is 2008 Rural Library

This fall, the Darby Community Library in Darby, Montana will receive all books donated after the tradeshow. Darby is a small town in the Bitteroot Valley near the western border of Montana. The Darby library is a small but vibrant community library with a limited book budget. Its focus over the last few years has been on library facilities. The community now has a new building that is in need of new books. Chapter One Book Store in Hamilton is the sponsoring bookstore.

Easy Money for Literacy
PNBA Will Double Your Literacy Donations

Submit your application for a matching Literacy Grant to PNBA by Friday, September 12.

Bookstores can donate books, merchandise or money to not-for-profit organizations that sponsor programs that teach or encourage reading in a PNBA member state. (Advanced Reading Copies and discounts on the donations do not qualify as donations.) Stores may submit more than one grant proposal but are limited to a total of $300.

Applications are available on the PNBA website. It's simple. Make a donation to a local literacy program; submit a completed application, along with receipt or invoice with the donation's retail value, AND the recipient's signature, or a letter of acknowledgement from the literacy program stating the retail value of the donation or a copy of a cancelled check.

PNBA paid $2,565 in matching grant money in Fall '07 to literacy groups through 11 member stores. It's a great way to participate in the promotion of reading as well as spreading goodwill in your community!
New Members

**Garfield Book Co. at Pacific Lutheran University**
Kelley Valdez  
208 Garfield St., Ste 101  
Tacoma, WA  98444  
T: 253-535-7665  
F: 253-535-5029  
E: valdezka@plu.edu
New books; 15,000 sq ft; 50 empys

**Nature's Overlook**
Carolyn Penner  
19255 SW Pacific Hwy.  
Sherwood, OR  97410  
T: 503-625-5945  
F: 503-625-5947  
E: carolynpenner@comcast.net  
www.friendsoftualatinrefuge.org

Member Changes

**George Carroll, sales rep**
new email: geocarroll@earthlink.net
new address:
4616 25th Ave NE  
PMB 597  
Seattle WA 98105

Calendar

- **Sept 15-17**  
  PNBA Fall Tradeshow, Portland
- **Sept 18**  
  BPNW meeting, Seattle
- **Sept 20**  
  NWABP meeting, Portland
- **Sept 27-Oct 4**  
  Banned Books Week
- **Nov 1**  
  Holiday Catalog drops
- **Nov 5-9**  
  The Nature of Words, Bend
- **Nov 7-9**  
  Wordstock book festival, Portland
- **Nov 13-15**  
  PubWest Conference, Portland
- **March 6-8**  
  Spring Bargain Book Show, Atlanta
- **May 26-31, 2009**  
  Book Expo America, NYC
- **Sept 10-12, 2009**  
  PNBA Fall Tradeshow, Portland
If you don't see photos or images in this version of our newsletter, try viewing it from our [website](#). We post the newsletter to our website within a few days of emailing it.
Dear PNBA Members:

We know this newsletter is getting a little bulky, but it's our first post-tradeshow dispatch, and we've got a lot to share with you, AND we're thrilled to report that the Holiday Catalog is en route to stores (see Brian's picks below). I hope the length doesn't prevent you from digging in because there's some really great stuff in here: ideas and stories and book recommendations and some poignant pats on the back for what you do from some of our favorite authors.

If you couldn't make it to the show, we hope the newsletter will help put you there just a little-- and maybe entice you to come next year. And, if you did, we hope to help you remember some of the highlights-- with special thanks to author Kim Barnes for her words and to author Jonathan Evison for Footnotes' first-ever audio feature.

Thanks for reading.
Fall Tradeshow Denizens

Princeton rep Steven Ballinger and Susan Hickey from Hearthside Books in Juneau--photo by Pat Sorensen

Fall Show Re-Cap

We realize our fall tradeshow seems like it was a million years ago already, but we want to acknowledge how well it went, how great it was to see all of our bookselling friends and to say a big THANK YOU to everyone who participated.

Here's a look at the show by the numbers:
Attending stores: 120
Attending booksellers: 340
Other attendees: 71
Featured authors: 84
Exhibiting companies: 86
**A few highlights:**

Our inaugural Nightcapper, sponsored by Ingram, was a lively event, attracting about 75 booksellers, who spent time talking with small press authors over dessert and wine.

The winner of the BuzzBooks competition was Benjamin Mee's *We Bought A Zoo*, from Weinstein Books. More than 120 cards were handed out to booksellers and librarians, some of whom were lucky enough to meet the author when he came by the Weinstein booth at the opening of the show floor on Tuesday morning. Participants visited the booths of seven competing titles, listened to the pitch, then cast their votes on their BuzzBooks cards, before throwing them into the pot in hopes of winning one of three $250 randomly drawn prizes.

**Here's what we heard:**

**from reps:**

"It was a weird venue (I felt like I was in a Brady Bunch special-retro, baby!) but I liked the floor layout and lots of people came and I actually took orders. Like the old days!" --PGW rep Cindy Heidemann

"Seemed like the traffic for us was much more consistent throughout the day (perhaps because we were only there one day), and the overall energy level was just great. And most everyone else I spoke with--on the publisher side OR bookseller side--pretty much felt the same way." --Random House rep David Glenn

**from booksellers:**

"Because we're on an island, it's always a highlight to reconnect with people I know in the business. I love the education sessions. And we picked up some good galleys -- the new Anita Shreve, and Abraham Verghese has a new novel I'm excited about." --Jennifer Pederson, owner of Darvill's Bookstore in Eastsound, WA, quoted in *Bookselling This Week*

"Deon Stonehouse of Sunriver Books & Music in Sunriver, OR, said that for the Rep's Picks alone, the trip was worth it. 'It's one of the main reasons I go. There are two reps who are always stunningly wonderful -- David Glenn at Random House and Dan Christaens, at W.W. Norton. This year David got me interested in *The Mule* [Bantam] by Juan Eslava Galan and *Past Caring* [Delta] by Robert Goddard.' " --quoted from *Bookselling This Week*

"How can I rationalize the fact that my two favorite books at PNBA were both children's books? I go to the show looking for new international fiction. Instead, *Madeline and the Cats of Rome* (Viking, September) and *Two Bobbies* both broadsided me without warning." --Nick DiMartino from University Book Store (and a Shelf Awareness reviewer), quoted in *Shelf Awareness*

When Rebecca Guthrie of Bethel Avenue Book Company in Port Orchard, WA, spoke to *Bookselling This Week*, she said her staff had already incorporated some of the tips from ABA's Green Retailing session into the store's day-to-day operations--including shutting off nearly all lighting fixtures and the stereo at night. Guthrie also said she "picked up all kinds of ideas" from the IndieBound session. "There were a number of small things that we could do right away," she said.

**from authors**
from authors

"Thanks you to, I got more buzz than I've ever seen and the hope of a successful holiday season. My calendar is already filling up and hopefully the orders will increase even more. It was fun to see so many authors, ideas, and new concepts too. I'm already looking forward to next year's!"--David Ash, Basho Press

"At one point during the conference I took a break from talking to look around the hall. Hundreds of booksellers milled among endless stacks and displays of books fresh off the presses. I was struck by the effort and dedication (and money) it takes for a manuscript to move from publisher to distributor to bookseller and finally to readers. In this chain booksellers and librarians are a precious link. We new authors tend to celebrate publishers who take a chance on our work; PNBA showed me to celebrate booksellers and librarians too." --from author Lee Doyle's blog

"You have an obligation to stay in business. . . . You were drawn to this profession and have taken on the duty of your office to keep a diversity of books on your shelves and keep the conversation going. . . . Sometimes it's hard. We feel we can't keep it up. But please keep doing what you're doing. Keep finding new books. Keep selling them. Keep providing readings and events for your community. Keep fostering the exchange of new ideas. . . . I thank you for your passion, for you commitment and dedication. Without you, this world would be a very dark place."--Keynote speaker Garth Stein, as reported in Shelf Awareness

Powell's backlist guru Gerry Donaghy and rep Christine Foye at the show
--photo by Pat Sorensen

Call Me Ishmael, or Tom Jones
Call Me Ishmael, or Tom Jones
Original Short Fiction by Jonathan Evison

Jonathan Evison is the author of the critically acclaimed novel, All About Lulu (Soft Skull Press, 08), and West of Here (forthcoming in 10). He has worked as a syndicated talk-radio host, a rotten tomato sorter, and a captive bear feeder. He lives on an island in the Puget Sound.

Evison wrote the following bookseller’s reverie for Footnotes and read it, Beat poetry-style, during his appearance at our fall show’s Celebration of Authors. He has also recorded the piece and set it to music here.

We hope to publish a new work of bookstore-themed short fiction by a Northwest author each season. We welcome your suggestions.

For thirteen years I’ve been stocking the shelves at The Book Cathedral, and it is my love story.

You will probably not remember me by my name, but call me Ishmael. Or Tom Jones, or Tom Sawyer, or Elmer Gantry, or McTeague, or The Idiot, if you like. You may not remember me for my wispy hair, or brick-shaped loafers, nor for the wealth of cat hair clinging to the seat of my faded dockers. I distinguish myself by my love of books, and by never using the search function--I’ve no need of it.

Ask me who's between Allende and Sherwood Anderson, and I shall tell you without pause, Martin Amis, between Sarte and Schulberg, Saunders, and at the end of the line, you'll find Zusak, unless of course we're out, in which case you'll find Zafon. Blindfold me and spin me around in circles, then set me straight and run my fingers down the spines, and I'll tell you when we get to Proust, or the shorter novels of Melville. Ask me where to find Silas Wegg and I shall point you to Dickens. Ask me where is Oskar and I'll tell you he's banging his tin drum between Golding and Graves. And if it's Sancho Panza you're after, you'll find him chasing windmills with Quixote just to the left of Chaucer.

Ask me All About Lulu. Ask me For Whom the Bell Tolls. Ask me where A Tree Grows in Brooklyn, or What Makes Sammy Run, and I shall tell you without hesitation, that the answer to the universe is 23. Or that it's never too late to have a happy childhood. Or that A Good Man is Hard to Find. Or that The Heart is a Lonely Hunter. Or that You Can't Go Home Again. I will tell you The History of Love, The Brief History of the Dead. I will tell you The Secret Life of Bees. I'll tell you A Tale of Two Cities that will make All the Pretty Horses whiny and All the King's Men weep. I will...
will make All the Pretty Horses whiny and All the King's Men weep. I will explain The Mysteries of Pittsburgh, How the Dead Dream, and The Way of the Pilgrim, I will talk Of Mice and Men, Of Time and the River, of Leaves of Grass, until finally, at the end of night, when The Moon is Down, the sun will also rise, and everything will be illuminated.

Now, ask yourself: are you going to get this kind of service on Amazon?

Rep Kurtis Lowe and author/editor and Publishers Weekly reporter Wendy Werris--photo by Pat Sorensen

The Extravagance of Bookstores
Kim Barnes and Other Northwest Authors Recount Their First Loves

Idaho novelist Kim Barnes spoke at our fall show to promote her new novel, A Country Called Home. Barnes has been a Northwest favorite since her 1996 memoir, In the Wilderness, which won a PNBA Award and was a finalist for the Pulitzer Prize. At our show, she shared stories of Northwest bookstores past and present, from her own memories and from other Northwest authors that she'd solicited for their recollections. She allowed us to reprint the talk here.
Congrats to King's Books and Superhero sweet pea (sans bubble wrap)

King's Books was recently awarded a "2008 Community Outreach by an Organization Award" by the Tacoma Arts Commission for its "work with community organizations to host a wide variety of artistic and cultural events . . ."

The Tacoma News Tribune arts blog reported: "King's does a wonderful job of hosting everything from Shakespeare in the Parking Lot to bookgroups. The used/new bookstore on St. Helens' has seen spelling bees, Punch and Judy shows and a steamroller printing on the sidewalk. In my humble opinion, this award should be accepted by King's superhero employee sweet pea Flaherty (his legal, lowercase name) who tirelessly organizes, supports and energizes all these events."

As a point of reference, sweet pea says he was voted "Best Local Superhero" by the local alternative paper, the Weekly Volcano, two months ago for their Best of Tacoma issue. "Why didn't i send you that press release?" he asks via email. "Probably because the photo is of me in a bubblewrap go-go dress with knee-high bubblewrap go-go boots that assures i will never hold public office. It was an photo from three years ago. As in 'sweet pea won the superhero award, pull out the archive bubblewrap photo.' I was on the cover as a surly zombie, though. So that sort of evens things out."
Biblio Vinio in Portland

Biblio Vinio has partnered with a wine store two doors down for monthly adult book talks, and their customers are loving it.

Called Biblio Vinio Book Talk, the presentations were the brainchild of adult trade book buyer Gina Greenlaw, who realized recently that she wanted to do more to share the books she loves with her customers. Once a month, she invites them to: "Stop by Vinideus early to have a glass of fine French wine, savor tasty morsels, and then sit back and enjoy the book presentation!" The event lasts from 6:30 pm to 8.

Each month, Greenlaw picks five books, usually two hardcovers and three paperbacks. She always includes one book she calls "the real deal," wonderful stories she says you'd have to be crazy not to love. She invites regular customers and "chats them up" about the books.

At the end of the presentations, as a thank you to those who have attended, the featured books are available at a discount and are sold at a cashier table at the back of the wine shop.

The event is free, though space is limited, so Greenlaw asks customers to RSVP in advance. The event is open to anyone, but Greenlaw says she mostly sees moms who say they need a new venue for hearing about books.

Greenlaw's picks for her September 30 book talk were: The Good Thief by Hannah Tinti; The 19th Wife by David Ebershoff; The Brief Wondrous Life of Oscar Wao by Junot Diaz; The Story of Edgar Sawtelle by David Wroblewski and the real deal, Kindred by Octavia Butler.

Banned Books Week, 2008
Knock-out Authorless Events for Kids
by Cheryl McKeon, Third Place Books, Seattle

Drawing young readers into the bookstore is as intense as the kids themselves. First we cajole, lure, carefully market them. Once they arrive, their fervor is infectious!

At Third Place Books, we've hosted authorless events for every age group, from our annual Seuss-abration the first Saturday of March to the "prom" for the midnight release of Stephenie Meyer's *Breaking Dawn* last August. One of the most exciting days was the medieval-themed release party for *Eldest*, complete with a "jousting" demo by the authentically-garbed Seattle Knights.

During the school year we use our email and printed Educators' Newsletter to spread the word. Sending posters to libraries and schools -- even simple letter-sized announcements -- is effective. We create bookmarks and slip them into titles by the featured author as well as similar titles, to advertise the events. Plenty of in-store signs and flyers distributed to any kid or parent groups are helpful, too. Remember, those toddlers at storytime often have school-age siblings, and the parents welcome news and events for the
whole family.

A drawing is another sure-fire way to heighten interest and serves us in two ways. To encourage pre-sales of Harry Potter, *Breaking Dawn* and *Brisingr*, we discounted the titles and entered all purchasers into a drawing for gift cards. (Lucky for us, Stephenie Meyer appeared in Seattle so we also bought 5 pairs of tickets to her Benaroya Hall event, and drew for those.) Each entry form asked for email addresses, boosting our recipient list for occasional e-mails for future events.

Souvenir photos are consistently popular. Until this year we took Polaroids at Seuss Day and other events, and glued them on the spot to cardstock frames we’d created. But, with the demise of Polaroid film, we advertised "Bring your camera," for a photo with the Cat in the Hat, or we e-mailed the pictures from the prom - another way to collect addresses. For Seuss Day we still provided "frames," which include our logo, so families can create their own keepsake.

Never underestimate the power of an oversized fuzzy character. The Cat in the Hat, The Grinch, Clifford the Big Red Dog (who appeared at a Group Health Day we co-sponsored, promoting reading), Edward Tulane (who sat serenely in our kids' section for three days) all had the same appeal as the most famous vampire in America, only with the much younger set.

High school kids who need "community service" hours are great assistants for the cookies, crafts, and read-alouds for events like Seuss Day, and usually you'll find one who can squeeze into the costume, too. Enlisting their participation is another way to draw teens into the bookstore community, as well.

Possibly the most "awwwh" - inspiring authorless event we host is our monthly Reading With Rover evening, part of a Northwest-wide program that brings trained listening dogs into bookstores, schools and libraries. Kids pick a book, choose a dog (the line-up of "Rovers" varies) and read to a truly non-judgmental listener. ([www.readingwithrover.org](http://www.readingwithrover.org)).

*Cheryl McKeon is the Book Club coordinator at Third Place Books in Seattle and your PNBA Book Club BookPro. Reach her with your questions about events and bookclubs at 206-366-3352 or cmckeon@thirdplacebooks.com.*
Northern Washington has a lot going for it. There’s the landscape, greener than green, mountains to sea--and the coastline of that sea, wow. Then, of course, there's Seattle, percolating with energy and lore. There's even a stone's-throw neighbor who's another country altogether. It's no wonder that the region attracts quality people who thoughtfully consider the holistic nuance of the place where they carry on their lives, and their business.

But what is it--with all these unique but potentially volatile elements of people and place, where a wet year and increasing traffic could easily weigh on perception until it becomes "a nice place, but..."--that, imperceptibly, makes a place--or a vacation--truly legendary? In the microcosm of Washington's storied independent book culture, an Atlantic coaster dropped in, felt the magic and the love, and maybe figured the whole thing out. Could it be in the serving of a fresh salmon dinner?

Craig Popelars is the Marketing Director for Algonquin Books, in Chapel Hill, North Carolina--the team who has in recent years delivered books such as *Water for Elephants* and *Last Child in the Woods*. They're good; he's good. And that's why it means something to us when he says, "I wish we could live out there."

The family Popelars spent their summer vacation in "the great state of Washington," as he put it. His book travels had taken him to Bellevue and beyond, but his family had never been to the Pacific Northwest. They spent nine days out here, and, looking back at their itinerary and the fact that, essentially, their entire trip was hosted by independent booksellers and reps, he now realizes he, "should have expensed the trip."

First two nights: Stayed with Elliott Bay's Tracy Taylor and family. Had salmon. Visited the store.
Next three nights: Stayed at Lake Quinault Lodge, Olympic National. Visited Eagle Harbor Books on the way. Stopped in at Darvill's on Orcas Island, before heading north to Bellingham (Great store, register ringing non-stop).


Next night: Stayed with Kurtis Lowe (Book Travelers West). Salmon for dinner. Stopped at Queen Anne Books.

Craig's punchline may have been "Have Salmon. Sell Books," but the reason for his recap was, as he says: "It was an amazing trip, and so nice to have had so many booksellers welcome us into their stores and homes." That's the reason for this story too. In the independent book business, we love to "be part" of this community, but the hugs and sharing stories of our lives and business, things we often have so much in common, are relegated to hotel lobbies maybe once a year--if we're lucky enough to move beyond email at all. Communities need to share more than just paying the dues to the same organizations. And it's nice to know that Craig Popelars isn't just that sharp looking, quick-witted guy we see every year at BEA. He's a guy who knows our guys. He stays in their guest rooms, rides in their boats, and he eats their salmon and says: "There's no comparison. Pacific salmon rules."

Well something rules, and it's nice to be a part of.

### Brian's 2008 Holiday Catalog Picks

#### Our Marketing Director's Reading Stack

After spending four months--from contracts to covers to copy--with 150 some odd Holiday Catalog titles, there are always a few that, for one reason or another, personally resonate. With some books it's a first impression that never diminishes. Others are just titles until the sample book arrives for the show display. Only then do the abstract descriptions I've become so familiar with finally hold weight--the kind that feels good in my hands. And sometimes, it just takes the rolling laughter of kids to know when I have a treasure on my hands. Here are a few of the featured books that have "stuck" this year.

**Hansel & Gretel**

Cynthia Rylant seems to get involved in one cool project after another. This time she's teamed up with Seattle Artist Jen Corace for a gorgeous presentation of the classic German folktale. Rylant's voice is clear and wise and Corace's work-simultaneously subtle and stunning-conveys innocence, wickedness, sadness and courage in an elegant way.
strength to perfection.
(And the gorgeous and brilliant children remind me of my own brother and sister team at home).

A Pirate's Quest and Riddle in a Bottle
Speaking of brother and sister teams . . . A hilarious segment of Robert and Laura Sams' entertaining educational film Riddle in a Bottle inspired the book spin-off, in which a forlorn pirate searches for his lost family heirloom peg leg. The kids will be wide-eyed and riveted, and mom and dad will undoubtedly find their own favorite parts in the book and film. Oh yeah, get ready to sing.

Free to Be . . . You and Me
The lessons and the sentiment originally conveyed in the 1970s are as sweet as ever, but it's the new artwork, by some of today's premier illustrators, that really makes this 35th Anniversary Edition its own kind of special.

Descarte's Bones
After following Thomas Paine's brain through history and around the world in Paul Collins' The Trouble with Tom, there was no way Russell Shorto's excavation of this 17th century battle between faith and reason was getting by me.

Couch
A dash of Duncan, a pinch of Pirsig, and a good measure of Marquez. Add one ugly behemoth of an orange sofa and you have an adventure of epic proportions. Note: If ever in Northwest Portland and you spot a comfy looking free orange couch-consider your next move carefully.

Egg & Nest
Is it science? Is it art? Is it absolutely gorgeous and compelling? Yes. Yes. Yes and Yes! If you're going to browse this book, you'd better make sure you have a chunk of free time, because you will be sucked in. I lost about 40 minutes to my first Egg & Nest time warp.

I Live Here
As difficult to keep reading as it is put down. Aptly referred to as a paper documentary, four stories of place are told through art, photos, graphic novellas and journals. The accounts are personal, profound and impossible to shake.

American Farmer
Amazing photography, thoughtful and enlightening essays about the featured individuals and families. This book reminds us that the grocery store checker is not the face of our food provider. A little appreciation for the American Farmer, please.

Haiku for Life
There's hardly a stocking that cannot be stuffed with at least one of the eight volumes currently in this series, but they are definitely a year-round attraction. Haiku for Baseball Lovers should be getting a lot of attention this month, while many of you booksellers are also in the coffee business and should have a stack of Haiku for Coffee Lovers next to that register at all times. The examples go on and on, as do the laughs. Well crafted and a lot of fun.
For a full list of titles from your 2008 Holiday Books guide, visit the catalog page at PNBA.org.

Staff Rec
Featuring one bookseller's picks each month

Warren Cassell was chief cook and bottle washer at Just Books in Greenwich, Ct. for several decades before he moved to the less surreal, more relaxed beautiful Northwest and settled in Portland, Oregon. He abides by the conventional wisdom that old booksellers never die; they simply go to work at another independent. As a result, Cassell does several shifts a week at Broadway Books where customer service is spectacular, the customers are pleasant and his colleagues are pros.

The Candy Bombers: The Untold Story of the Berlin Airlift and America’s Finest Hour
by Andrei Cherny (Putnam)
Most of my reading is fiction, but this account of a little known aspect of the Berlin Airlift, along with its post-war political machinations (both national and global) had me mesmerized. A great read for history buffs.

Guernsey Literary and Potato Peel Pie Society
by Mary Ann Shaffer and Annie Barrows (Bantam-Dial)
Like the Candy Bombers, above, this bon-bon is set in the post-war era and consists of unequal parts: writers, an agent, a proposal, book tours, book clubs and Nazis. A great book for booksellers who will certainly relate, as well as for the book clubs to which you can recommend it.

The Given Day
by Dennis Lehane (Morrow)
A powerful historical novel set in the United States during the 20’s, it traces the intersecting lives of a black petty criminal trying to go straight and an ambitious Boston Irish cop. This one was always tough to put down.

Not yet released, but try to get a galley of:
The Little Giant of Aberdeen County
by Tiffany Baker (Grand Central-January 2009)
One of the most emotionally moving and satisfying books I have read. This is a fine first novel. Its bound to have legs---and will be a great hand sell.

The last word is from my wife, Melisa who read
Cutting for Stone by Abraham Verghese (Knopf-February 2009) and she said:
"This book is huge. It confronts and embraces the enormities of life. Yet, still, it is a great book to hold in your hand—and read. The story flows off the pages like clear water after a long thirst." (My next selection!-wc)

October is National Reading Group Month, and Seattle and Nancy Pearl Are On It

This month is the second annual National Reading Group Month sponsored by the Women's National Book Association, and the Seattle chapter has been especially active. There have already been several events held in and around Seattle bookstores and libraries (with more to come, including Sherman Alexie at Eagle Harbor on October 23 and David Oliver Relin at the Highline Performing Arts Center on the 28th).

The signature event will be Monday, October 20 at the University Bookstore. The event will feature authors Nancy Pearl, Diane Hammond and Nancy Horan, along with Mary Ann Gwinn (Seattle Times book editor), Cheryl McKeon (Third Place Books), and Rebecca Willow (Parkplace Books). For more information, contact Henriette Anne Klauser or Anna Johnson.

Emerging Leaders Scholarships Available

Ingram Book Company and the American Booksellers Association are offering seven Emerging Leaders scholarships for Winter Institute 2009, which will be Thursday, January 29, through Sunday, February 1, in Salt Lake City, Utah. Scholarships will cover all travel and hotel costs; the Winter Institute itself is free.

Booksellers can apply directly for the scholarship, or store owners may nominate their employees. Application is via email to the Emerging Leaders Council: abaemergingleaders@gmail.com.

The e-mail should identify the candidate, the region, and the store in which she or he works (with contact information). In addition, information should be provided about the candidate's role in the store, his or her feelings about bookselling, the candidate's potential for a long-term bookselling career, and how she or he might benefit from the Winter Institute. Applicants should put "Scholarship" in the e-mail subject line.

The deadline for entries is November 1, 2008.

Scholarship winners will be selected by the Emerging Leaders Council.

Questions about the scholarships may be directed to the Emerging Leaders Council or to any of the seven council members / regional reps; PNBA's Emerging Leaders rep is sweet pea Flaherty.

New Members
Llama Llama Books
Leslie McCleary
777 East Main Street
Bozeman, Mt 59715
T: 406-587-7779
F: 406-587-3893
E: info@llamallamabooks.com
W: llamallamabooks.com
Est. 2007; 4 employes; 1,200 sq ft; Anthology
New, general bookstore, specializing in children's and young adult titles

Calendar

Oct 16  BPNW meeting, Seattle
Oct 30  NWABP meeting, Portland
Nov  1  Holiday Catalog drops
Nov  5-9  The Nature of Words, Bend
Nov  7-9  Wordstock book festival, Portland
Nov 13-15  PubWest Conference, Portland
March 6-8  Spring Bargain Book Show, Atlanta
May 26-31, 2009  Book Expo America, NYC
Sept 10-12, 2009  PNBA Fall Tradeshow, Portland

If you don't see photos or images in this version of our newsletter, try viewing it from our website. We post the newsletter to our website within a few days of emailing it.
Dear PNBA Members:

Congratulations to Annie Bloom's (pictured above), which celebrated thirty years in business this month, and to Third Place Books, which just celebrated its ten-year anniversary. Cheers to you both!

We love reading your newsletters. If we're not on your mailing list already, please sign up info@pnba.org. These days, newsletters are often how we keep up with you, how we know that Seattle's Wide World Books & Maps will host an informal gathering for Gutsy Women Travelers this Saturday or that Betsy Dickow's (Bookpeople of Moscow) Recipe of the Week this week is Butternut Squash and Apple Cider Soup from The Book Lover's Cookbook. Thanks for including the recipe, Betsy!

Another thing we love about your newsletters is your book reviews and recommendations, from Sylla McClellan's one or two-line mini book reviews in the weekly Third Street Books newsletter to Susan Richmond's sometimes personal reviews in Inklings' Inkspot. These are fun and compelling to read and often make us scribble down the titles on our own lists of books.
Check out the book, gift and sidelines recommendations in this issue of Footnotes. Not only are there some great ideas here, but they’re a reminder of how thoughtful and creative our booksellers are and how fun it is to pass on what you love.

Happy handselling this season.

Jamie

Northwest Wholesalers' Holiday Hours

Partners West

Ingram

Baker & Taylor
Dear PNBA Members:

The funny thing about the December newsletter is that we hope our bookseller members are too busy to read it. That said, we hope you can take a break from the bustle to read some of our news. Don't miss the reminder about Holiday Catalog deadlines; an uplifting economic analysis (seriously); the round-up of how eight of our member stores are doing this season; and a great column by our resident librarian, Colin Rea.

When things slow down, we'd love to hear from you about your Holiday Catalog sales; how your store did during the holidays; any ideas you might want to pass on to other booksellers; and what PNBA can do to help you during these tough economic times.

Warm wishes for healthy, happy holidays and a Big December,

PNBA staff
PNBA's First Book Awards Short List

If you haven't heard, PNBA released its first-ever Book Awards Short List last month.

The PNBA Short List was selected by a committee of independent booksellers from Washington, Oregon, Idaho, Montana and Alaska. The committee chose the following twelve books from more than 100 nominees, all of which were written by Northwest authors and published in 2008.

The Book Awards Committee will choose the final list of no more than six titles in mid-December. PNBA will announce the winners to our members and to media in January.

Here are the Short List titles:

**American Buffalo: In Search of a Lost Icon** by Steven Rinella of Anchorage, AK; Spiegel & Grau, 978-0-385-52168-0

**The Art of Racing in the Rain: a Novel** by Garth Stein of Seattle, WA; Harper, 978-0-06-153793-6

**Conquistador: Hernán Cortés, King Montezuma, and the Last Stand of the Aztecs** by Buddy Levy of Northern Idaho; Bantam Books, 978-0-553-80538-3


**The English Major** by Jim Harrison of Montana; Grove Press, 978-0-8021-1863-9

**Guernica: A Novel** by Dave Boling of Tacoma, WA; Bloomsbury,
The Jewel of Medina: A Novel by Sherry Jones of Spokane, WA; Beaufort Books, 978-0-8253-0518-4

Little Hoot by Jen Corace, Illustrator, of Seattle, WA; Chronicle Books, 978-0-8118-6023-9


Shopping for Porcupine: A Life in Arctic Alaska by Seth Kantner of Kotzebu, Alaska; Milkweed Editions, 978-1-57131-301-0


The Wink of the Zenith: The Shaping of a Writer's Life by Floyd Skloot of Portland, OR; University of Nebraska Press, 978-0-8032-1119-3

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Holiday Catalog News

"I'm a believer! The catalog hit this morning and I've been running ever since!" --JoAnne Kohler, Tea Party Books, Salem, Oregon

We hope everyone is "running" in similar fashion and hasn't had time to deal with the paperwork particulars just yet, but when you ready and able to submit your Reimbursement Requests and Promotion and Display Contest entries, the rules and regulations can be found on your Holiday Catalog page at PNBA.org.

All submissions, including Sales Reports*, are due January 9th.
*Please contact Brian for an Excel version of the Sales Sheet!

Also, we still have posters if your promotional efforts need a lift for the home stretch. Contact Brian for those, too, and to report how things are going in general with your HC '08 efforts. We like--and need--to know what's happening on the front lines!

And a humorous note from one of our members, concerning the inevitable casualty rate when your catalog meets the sidewalk newspaper box. "I trudged over a few catalogs on the ground in front of Starbucks yesterday. Looks good even wet and trampled!"
Village Books Honored

Sherman Alexie explains the meaning of life during the taping of the fourth Chuckanut Radio Hour last April. Chuck Robinson, co-owner of Village Books in Bellingham, helped found the variety-style radio show.

Village Books was honored last month as the 2008 Outstanding Philanthropic Small Business in Washington by the Association of Fundraising Professionals. The store was cited for being "much more than an independent book store. . . . Village Books is a community leader through philanthropy, education and activism . . . (The store is) part of the fabric of the community, connecting individuals and causes through the store's newsletter, book signings and fundraising events in support of community good works."

The award was presented to co-owners Chuck and Dee Robinson at a luncheon in Seattle in late November.

"There were many touching moments during the presentations," Robinson wrote on the Village Books blog. "The positive atmosphere in the room was a great antidote to the constant barrage of bad news of late."

Goodbye, Voyageur

Gail Slentz, who owns Voyageur Bookstore in the Southeast Alaska town of Craig, wrote PNBA to let us know that her store will not be selling books any more. She will continue to offer coffee and sidelines and has renamed the
"Over the course of the last three years high speed Internet has made its way into most every household and business in our remote corner . . ." Slentz says. "Combined with some astronomical freight prices, non-existent free freight programs and an economy in recession, it is no longer financially feasible for me to be a general bookstore. I, like many who have fallen before me, cannot compete with Amazon.com prices and free shipping."

Slentz says she will miss PNBA and its shows. "I wish you and all PNBA members the best of luck in the coming year," she says. "I think we are all going to need it."

Allegory Hits 30

Owner Helen Barrett reports that Allegory Books & Music in beautiful Gleneden Beach, OR is celebrating 30 years in business this month.

Congratulations and Happy Anniversary, Allegory!

An Uplifting Analysis

Thanks to Random House Rep Deanna Meyerhoff for passing on the following, which she found in the newsletter of the The Learned Owl Bookshop in Hudson, Ohio.

Take a moment to join me in an interesting bit of cost analysis. If you buy a movie ticket (and popcorn and drink), you could easily spend $20 for two hours of entertainment, which breaks down to $10 per hour. If you buy an ice cream cone, you COULD spend $5.00 for 15 minutes of fun . . . $20 per hour. A dinner out could average $12.50 to $25 per hour. A night at a football game (with beers & popcorn) could cost $200, or about $64 per hour.

HOWEVER! If you buy a hardcover book for $28.00, and it takes you six hours to read it, that's $4.66 per hour of entertainment . . . and then you can pass it on to a friend ($2.33 per hour of enjoyment), and another friend or two or three (.58 per hour). . . and then you can get it back and put it on your shelf where it will look attractive for years, and you can remember what you learned and/or the fun you had reading it . . . Books are the best and most lasting entertainment value out there!
Holiday Check-In  
PNBA Asks Member Stores How They’re Doing This Season

In the spirit of seasonal temperature taking, PNBA asked many of our members how it's going. Specifically, we asked stores about the mood of their customers these days; about the Holiday Catalog and its impact on their sales; and we asked them to compare sales between 2007 and 2008, particularly during the last month or so. We heard from eight stores, with answers ranging from enthusiastic and hopeful to bah humbug.

Thanks to these stores, who took time out of their busy schedules to answer our questions. Here’s a sample of what they said:

JoAnne Kohler, who opened **Tea Party Bookshop** in Salem, OR earlier this year, offered her impressions as a new bookseller experiencing the holiday rush for the first time. Kohler says customers have been flocking in with their Holiday Catalogs and using the 20 percent off one item coupon she offered on the back. "I do use the coupon as a selling tool if they get the 'too expensive' face on," she says. "The catalog has been marvelous. It's slowing down a little, but we are still getting folks in . . . AND it has really gotten our name out there and got us some new customers."

Kohler says childrens' titles are doing well, as are animal books, such as *Dog Blessings* and *PhoDOGraphy* and coffee table books like *Wild Beauty*. She says sidelines are also selling well--journals, Bananagrams (she thanks Third Street's Sylla McClellan for the tip), Magnetic Poetry, and EcoUsable Water Bottles.

"People who have found us are very glad we are here," she says. "We get lots of comments that they were sad to see Jackson's close, and are happy to have an independent in town."

Brian Sweet, co-owner of **Trail's End Bookstore** in Winthrop, a remote winter getaway in the North Cascades of Washington, says the mood about books has been good, but "I can't tell you how many people come in with doom in their voice and ask 'So, how are you doing? . . .'"

"The financial stuff is very much in the forefront of their minds, and not just about them personally. They are very aware of how our whole little town could be affected," he says. "And, of course, when they ask how the store is doing we say 'Great, books are recession proof.'"

Sweet says sales for the year are up about one percent, with October sales down seven percent and November sales down fifteen percent. Trails End's
November was down 25% until Thanksgiving weekend. "These are our first down months in five years, so its been interesting dealing with it," Sweet says. "Of course, we're very numbers and data oriented so by being smart we hope to offset these down months."

He says the one thing his store hasn't cut is advertising. "After our down October, we decided to send a gift card to every household in the next town down to help get them to drive our direction." The gift cards (1250 in all) are all printed with a mystery amount on them. They go out this week and expire Christmas day. The savings on the cards range from $2 to $100. ($5000 total). "Our goal is to get in half the cards and, in turn, to have that help drive up December numbers," Sweet says. "We'll see."

Last month, Susan Richmond, owner of Inklings Bookshop in Yakima, WA, had a Holiday Catalog mess-up actually turn into a good thing. The Yakima Herald Republic accidentally inserted the store's Holiday Catalog in the paper on the 17th instead of the 24th. "We are having the best early response to the catalog that we have ever had, albeit it is a week earlier than we've ever sent it," Richmond wrote a few weeks ago. "People are coming in with books circled and even buying the spendy ones--like the Native American Experience and the Complete Front Pages of the New York Times. . . . So, it is a serendipitous error that has perhaps added that fifth week to the season that we were going to miss."

JB Dickey at Seattle Mystery Bookshop said that, in Seattle, the Boeing strike kept things in suspension and he was waiting to see what the WaMu lay-offs will do to the area. However, he says he had a fabulous March - September tourist season due to "the lousy dollar."

"It brought the Canadians down in droves and we saw a huge uptick in overseas tourists (Australia/New Zealand, Japan, Europe, etc) as well as Americans who left the car at home and took the train into town - Oregonians, Montanans, Idahoans," he says. "Downtown Seattle is small enough that you can train in and catch a cab or bus and not need a car. So those factors really worked for us."

Dickey was still waiting to see what news the holidays would bring but was looking forward to a boost with the new JA Jance hardcover.

Suzanne Droppert, who owns Liberty Bay Books in Poulsbo, WA, says the overall mood of her customers seems good. Her Holiday Catalogs went out in the paper the week before Thanksgiving, and the store is getting decent returns on their 15 percent off coupon so far. "We are also pointing out the coupon to customers that did not receive it in the paper and that it's good until the end of January . . ." she says.

Liberty Bay is below 07 numbers for November and the whole year, but way above 05 and 06 for yearly figures and November. "That Harry Potter effect and yes, we are selling a ton of Twilight, etc," Droppert says. As for sidelines, she says she's selling Chico Bags and the Peace Love Books red cloth bags, as well as the Magic socks, towels, and boxers.

Valerie Ryan, ever-quotable, at Cannon Beach Books on the Oregon Coast says she has had a "wretched" year. "Why didn't the pundits ask ME if we were in a recession?" she asked. "That said, our Wednesday, Friday, Saturday and Sunday of Thanksgiving week were superb. We were actually UP $292.12! I know it's not a lot, but up is up . . . For the entire year to
November 30, we are down 4.1 percent." Ryan says if she had been able to get her hands on more Stephanie Meyer, she would have been up another thousand for the Thanksgiving weekend. "We ordered and ordered and ordered and STILL ran out on Saturday!"

Ryan says she's writing a column for the Cannon Beach Citizen these days, in which she insists on a shop locally awareness. "People are responding very well. At least they are reading it--whether or not that translates into buying decisions remains to be seen. . . People are also remarking that books are relatively inexpensive, so this year they are tops on their lists."

Russ Lawrence, co-owner of Chapter One Bookstore in Hamilton, MT, offered similar words about his customers. "They're voting with their wallets, and books are winning handily," he says.

Year-to-date, Chapter One was down 3.2 percent as of Nov. 30. Their November sales were up considerably (about 8 percent) versus 2007, but Lawrence says that was largely due to some institutional sales for which they got paid in November rather than December. "So the comparison is a bit deceptive," Lawrence says. "Without that, we'd have been down for the month by about 10%. Our November customer count, for example, was down 10.6%.

Lawrence has also been very active in his community's buy local campaigns, reaching out to other businesses, as well as the school district and the local hospital with the message. He printed out a package of information for each business, including some of ABA's IndieBound materials. Lawrence told Bookselling This Week last week: "A lot of these places do a lot of hiring . . . and I wanted to see if a Local First message could be part of their orientation. And, in some cases, I got a 'Yeah, sure.' This is a way to reach out to people coming into the community." Some businesses put materials on their bulletin boards, and some in their newsletters as outreach to employees.

Carolyn Olsen at Sage Book Company in Shelton, WA, says the general mood of her customers has been wonderful so far this fall. "The Holiday Catalog is out and we have had more customers come in with the catalog in hand then ever before."

As for 2008 sales, she says "bah hum bug . . . not good . . . down 17% . . . But I am a Pollyanna and expect that this is going to be a great Christmas with folks substituting the big purchase with a beautiful book or 7 from our store."

Notes from a Rural Library
by Colin Rea, Director of the Fern Ridge Public Library, Veneta, OR

Season's Greetings from a rural library! I've been asked yet again to fill space in Footnotes, presumably because all the booksellers are busy stacking high the titles Brian has collected into the Holiday Catalog.

Here, on the other side of retail, we actually see traffic slow down a bit during the holidays. Our patrons must be otherwise engaged . . . enjoying the company of family.
and friends, drinking eggnog, watching bowl games, or pestering you for a copy of S. Morgenstern's *The Princess Bride*. Libraries and bookstores are, as my 4-year-old would likely point out, cousins. But cousins are as close as we get on the literary family tree. To wit, here are a few more differences.

Booksellers curse the fact that there are no stickers with a low enough tack to be usable--after all, who wants to buy a book that looks used? Librarians, on the other hand, go out of their way to alter the appearance of a title before it hits the floor. We find that even the most permanent of stickers just doesn't cut it. We buy clear book tape by the gross and affix extra labels and stickers to so much of the book that you can't read the title, author or see the cover illustration. We justify this by putting a sticker on the spine that has a very short abridgement of this information. We proudly use this spine label to shelve and find our books. On the flip side, we are glad to be given the right to obscure oversized author photos with such markings. In fact, if the author photo depicts a burly man in a leather jacket holding or walking a tiny dog, we believe it is our duty to find something that will hide this abomination.

Booksellers are financially rewarded when books are taken from their store. Libraries are financially rewarded when our books are RETURNED to the building. In fact, the whole concept of customer service is reversed. At our circulation desk, the easiest transaction occurs when a patron walks in with a big stack of books, puts them down, and says "I'm returning these." This same scenario, when played out in a bookstore, is a nightmare that has everyone from the clerks (who never remember how to process a return) to the owner/manager (who starts wondering where the cash-flow will come from to pay those clerks) sweating bullets.

Finally, booksellers are frustrated by customers who come in without enough information to identify a book (insert "blue-colored book" joke here). In libraries, we lament the fact that such reference questions have disappeared in the digital age. Entire books, courses and staff development sessions are devoted to the elusive "reference interview," where librarians attempt to ferret out an information need; one where the patron doesn't even know what they want to know. We groove on such questions, but we are asked to answer them less and less.

So what to make of these differences? I propose we embrace them, cross-train, and then enjoy our own "holiday" by swapping staff every six months. I'll come to your store and face out titles with three or more copies, while you come to my library and search for the six duplicate titles in the entire building. I'll work hard to make sure all your books come back, while you ensure that none of mine do. Then, when all is said and done, we can carpool to the unemployment office . . .

Cheers!
Colin

*Colin Rea is the director of the Fern Ridge Library System, former trade buyer at the University of Oregon Bookstore and the coordinator for PNBA's Rural Library program.*
Emily Adams has worked at Third Place Books since 2006. She was recently awarded one of six Ingram-sponsored Emerging Leaders scholarships to attend the ABA's fourth annual Winter Institute.

Says Emily: "After many years of post-college meandering in Colorado and Alaska, I landed in Bellingham and rediscovered my love of books. I realized that I was spending all of my spare time at the library, so I decided to pursue a book-related job. Over the next seven years, I learned the ins and outs of used books at Michael's Books. When circumstances sent me to the Seattle area in 2006, I knew I had to work at Third Place Books."

Emily recommends:

**Hotel on the Corner of Bitter & Sweet** by Jamie Ford  
(Ballantine Books 1/09)  
"The burgeoning jazz scene in Seattle's International District in the 1940s comes to life through the eyes of Henry Lee, a Chinese-American boy caught in the turmoil of increasing anti-Japanese sentiment at school, at home, and in the neighborhood. Bullied by his all-white schoolmates and shunned as a traitor by his Chinese peers, Henry finds friendship in unlikely places and confronts the identity that his parents want for him. Forty-odd years later, Henry's wife has recently died, and he longs to bridge the communication gap with his college-age son. His story is pieced together beautifully through his perspectives as a son in the 1940s and a father in the 1980s."

**Eat, Memory: Great Writers at the Table** by Amanda Hesser (editor)  
(WW Norton 11/08)  
"I'm smitten with this well-edited little book of food stories. Each story is followed by a recipe (or two or three) that fills out the narrative. Julia Child's "The Sauce & the Fury" is brilliant and lively, and "Orange Crush", a tale of Tang and longing by Yi-Young Li, is not to be missed. The latter half of the anthology gets more serious, putting aside the humor and leaning toward melancholy, effectively rounding out the theme of food and emotion."

**Chicago: A Modern Arabic Novel** by Alaa Al Aswany  
(Harper 10/08)  
"I was gripped from the first paragraph by this compelling, intricate portrait of a group of Egyptians living in Chicago. The author gives insight into the varied and personal range of Muslim belief and practice and reflects on the far-reaching effects of corrupt governments. Political and personal, this book often feels more like a series of intertwined short stories than a novel."

**Strand: An Odyssey of Pacific Ocean Debris** by Bonnie Henderson  
(OSU Press 10/08)  
"This book made me realize how much is out there on the beach and how easy it is to miss if you're not looking for it. I enjoyed the tangents that each item of debris followed, and I learned a good bit about ocean currents. Strand is an interesting look at beachcombing for the curious nonscientist."

**The Geography of Bliss** by Eric Weiner
"This insightful travelogue made me chuckle on every page, and I felt the urge to read excerpts aloud to my friends. Weiner blends first-hand experience with sociological research on happiness and comes up with some fascinating conclusions about why some places are happier than others."

Oregon Reads 2009

What if every Oregonian read the same book for the state's 150th anniversary? The Oregon Library Association is asking that question and scores of libraries are readying events for 2009. In honor of Oregon's Sesquicentennial, libraries are collaborating on Oregon Reads 2009, the first statewide community reading project.

Oregonians are invited to read Stubborn Twig by Lauren Kessler, Bat 6 by Virginia Euwer Wolff, and Apples to Oregon by Deborah Hopkinson, and to participate in Oregon Reads activities at libraries, schools, colleges, and community centers.

The kickoff event featuring Kessler will take place January 15, 2009 as part of Multnomah County Library's Everybody Reads program. Other local library programs will extend throughout the year, many concentrated in the January - April, 2009 time period.

OSU Press reprinted Stubborn Twig based on the purchase commitments of over 40 public libraries, and grants from the James and Marion Miller Foundation and the Starseed Foundation purchased copies of all three books for smaller participating libraries.

Oregon Public Broadcasting is a media partner and will air radio announcements about the project.

The Oregon Library Association built a website to assist libraries in planning and marketing Oregon Reads 2009. Libraries that cannot host events can offer their citizens the opportunity to participate in online book discussions, podcasts, and locate events on an Oregon Reads calendar. The interactive component will be available in January. Visit www.oregonreads2009.org for more information.

WILLA Honors Jane Kirkpatrick and Molly Gloss

Jane Kirkpatrick's 2007 release A Tendering in the Storm was named the WILLA Literary Award Winner for Best Original Softcover novel by Women Writing the West. Kirkpatrick lives in Eastern Oregon and the novel is set mostly in Western Washington.
Portland author Molly Gloss was a WILLA Literary Award Finalist for Best Historical Fiction for her novel *Hearts of Horses*.

Awarded annually for outstanding literature featuring women's stories set in the West, the WILLA Literary Awards are sponsored by Women Writing the West and are chosen by a panel of twenty-one professional librarians.

January 15, 2009 is the entry deadline for 2009 WILLA Award Entries. Guidelines and an application form are available [here](#).

### Creative Advertising & Promo Alert:

**Publishers Offer You Free Stuff**

Booksellers: Your Regional Booksellers Trade Associations have put together the latest installment of the *Creative Advertising and Promo Alert*. Click [here](#) for a list of promotional offers from publishers, wholesalers, and other vendors who have developed a variety of marketing tools and pieces designed to help you sell more stuff-- specifically, more of their stuff!

### Pannell Awards: Win a Thousand Bucks!

The Women's National Book Association wants to know about bookstores in the United States that excel at inspiring interest in reading, as well as creatively bringing books and young people together. The group will present the WNBA Pannell Award to two bookstores--one a general bookstore and one a children's specialty bookstore--at the 2009 BookExpo America. Each recipient will receive a check for $1,000 and a framed piece of original art by a children's book illustrator.

To nominate your favorite bookstore (it can even be your own!) that works within the community to instill the love of reading in young people, please provide the following:

1) Name of 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

Email your nomination to [mary.james@ingrambook.com](mailto:mary.james@ingrambook.com).

**DEADLINE FOR NOMINATIONS IS JANUARY 15, 2009.**

The Pannell Award was established in 1981 by WNBA, a 91-year-old national organization of women and men who work to promote reading and to support the role of women in the book community.

### 2009 PNBA Dues Due
Don't miss an issue of *Footnotes*! It's once again time to re-establish your relationship with PNBA by paying your 2009 dues. If you renew now, or before February 20, your dues are just $100 (dues will be $125 after Feb 20th). Send an email to Larry@pnba.org if you need an invoice.

Classifieds

**BOOKSHELVES AND DISPLAYS NEEDED**
I am looking for bookshelves or other displays for an expansion of a children's book and toy store. Contact Heather Miller at Read Me a Story in Anacortes, WA, at 360-293-4801 or readmeastory@gmail.com.

Calendar

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<td>Jan 15, 2009</td>
<td>BPNW meeting, Seattle</td>
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<td>March 6-8, 2009</td>
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<td>May 26-31, 2009</td>
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