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Congratulations 2009 Book Award Winners!
If you haven’t heard, PNBA announced its 2009 Book Awards last week. We were thrilled to announce that the Book Awards committee chose the following five books from nearly 200 nominees, all of which were written by Northwest authors and published in 2008. The committee also chose to honor Alexandra Day with a Lifetime Achievement Award.

**Guernica: A Novel**
by Dave Boling of Tacoma, Washington
Bloomsbury
978-1-59691-563-3

**Wild Beauty: Photographs of the Columbia River Gorge, 1867-1957**
John Laursen and the late Terry Toedtemeier of Portland, OR
The Northwest Photography Archive & Oregon State University Press
978-0-87071-418-4

**American Buffalo: In Search of a Lost Icon**
by Steven Rinella of Anchorage, Alaska
Spiegel & Grau
978-0-385-52168-0

**The Art of Racing in the Rain: a Novel**
Garth Stein of Seattle, WA
Harper
978-0-06-153793-6

William Stafford Memorial Poetry Award to:
**Selected Poems: 1970-2005**
by Floyd Skloot of Portland, OR
Tupelo Press
978-1-932195-59-0

Lifetime Achievement Award to:
**Alexandra Day**, author of the *Good Dog, Carl* series, et als, of Seattle, WA
Farrar, Straus & Giroux

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2009 Book Awards Reception
Last year was just too much fun, so we're headed back to Portland's historic Heathman Hotel on Saturday, March 28th to celebrate our 2009 Award Winners. This year's event is sponsored, in part, by Ingram Book Company.

We will begin taking ticket reservations next week, so check the 2009 Book Awards page at PNBA.org, call the office or be on alert for our special email reminders. Last year was a sellout, so make your plans early. Your $35 event ticket guarantees out-of-this-world hors d'oeuvres from the internationally-renowned Heathman Restaurant & Bar; a complimentary beer and wine bar; awards presentations and acceptance speeches from our winning authors; and book signing with complimentary books provided by the publishers.

The Heathman is also offering our members an amazing weekend rate. You can take advantage of this as soon as you're ready to make the call--$125 for Deluxe King and Queen rooms and $159 for Suites! Call 1-800-551-0011 and refer to the Book Awards to receive the group rate. Online, visit Portland.HeathmanHotel.com, select your dates and insert "bookawards" into the Group Code Box.

Attendees can expect exquisite accommodations for celebrating and staying at one of the "500 Best Hotels in the World." The Heathman also offers one of the only hotel-cataloged libraries in the country, featuring over 2,000 signed books by authors that have walked through their doors and they're about to add six more.

Hotel links and ticket reservation forms will be available on the 2009 Book Awards page on the PNBA website starting next week. We look forward to seeing you in Portland.

2009 Pacific Northwest Book Awards Reception
Saturday, March 28th, 2009
4:00-7:00pm
The Heathman Hotel
1001 SW Broadway at Salmon
Portland, OR

Epicenter No Longer with Graphic Arts/IPS

As of January 1, Epicenter Press has undertaken independent distribution. The press will service accounts directly through its business office in Kenmore, WA and warehouse in Kent, WA. Customers may also order from Partners West in Renton, WA, or through veteran rep Jim Harris, who will cover the Northwest, and Todd Communications and the News Group. Epicenter titles will be available through Ingram and Baker & Taylor by early February.

Flat is the New Up
Notes from a Challenging December
We're actually quoting Third Street's Sylla McClellan about flat being the new up. McClellan says her McMinnville store's December 2008 was up just the tiniest bit from the previous year, and we're hearing similar reports from many of our member stores.

McClellan says it's hard to know what helped or hurt the store this December, with both the snowy weather and the economy as wildcards.

The Holiday Catalog, for one, was its usual boon for the store. And knowing the economy was going to be iffy, McClellan extended the store's hours right after Thanksgiving (instead of waiting until the week before Christmas as usual). Some days the store was empty for that last hour, but it gave staff time to get ready for the next day. "We were pleasantly surprised how many people DID come in that last hour, and they were happy to have a place to go!" McClellan says.

When the snow hit in mid-December, McClellan, who lives nearby, committed to keeping the store open. "We let customers know that we would always be here, and people were very grateful," she says. "Many customers said that they were shopping local this year, partially out of a choice to support local businesses, but others pointed out that they were, in essence, forced to because of the weather. I am not sure if the weather hadn't been bad, if our sales would have been as strong as they were."

Karen Emmerling, at Beach Books in Seaside, Oregon, also credits the snow for keeping the locals local. Emmerling says her store was up about 36 percent over 2007. "More locals seemed to be shopping locally because a) they couldn't easily get to Portland due to the weather, and b) the Seaside Downtown Merchants had a shop local campaign," Emmerling says. "I really think the Catalog played a large part in that, as well as the fact that books seemed to be a more affordable, practical gift for many this year."

Likewise, Kristine Kaufman at the Snow Goose says that, as Stanwood's weather went from "bad to ridiculous," many of her customers shopped from home, using the Holiday Catalog for suggestions. "This was a real bright spot in an otherwise 'challenging' season," she says.

Not all of our stores experienced a windfall from the snow. Henry Burton at Fremont Place Books in Seattle says his store was down 6.8 percent for December and that the snow was probably a net loss, with many neighbors coming in for the first time because they couldn't get anywhere else and many regular customers unable to reach the store. "The economy also meant people were buying a lot of paperbacks and not hardbacks or expensive gift books," Burton says.

Elliott Bay's owner Peter Aaron told Bookselling This Week that with the "double whammy" of the economy and the weather his store saw a 25 percent decline from the previous December.

The December weather affected Trail's End in Winthrop, WA in only that it was tough for the store to get book shipments. "It was delay city!" says co-owner Brian Sweet.
Sweet says he believes his staff saved Christmas with some aggressive marketing. The store mailed 1,250 gift cards, offering cash discounts ranging from $2 - $100. Sweet says 260 of those cards came back to the store. They gave away $896, but those customers spent $8,564. With expenses, the store received a $2,570 profit from the program. "So, successful, yes," Sweet says. "Super dooper successful, maybe not." Trail's End ended December two percent up from the previous year.

Speaking of aggressive marketing, Shelf Awareness published a funny story yesterday about Broadway Books in Portland. In early December, the son of one of the store's owners posted a notice on his blog, Everydaydude, offering to buy free burritos for anyone who spent more than $50 in his mother's store. The offer was forwarded through the microblogging website Twitter, and co-owner Roberta Dyer told Shelf Awareness that customers started beating a path to the door, many of them cross-country skiing and snowshoeing to get there. The store ended up 6.5 percent ahead of December 2007. The burrito party is scheduled for this Friday at Cha Cha Cha.

Anti-Phlegmatic
Original Short Fiction by Miriam Gershnow

For the third in our series of bookstore-themed short stories Miriam Gershnow has written a funny, poignant and surprisingly realistic portrait of a bookseller taken with, what he calls "military history girls." We say "surprisingly realistic" because Gershnow has never worked in a booktore and this story really nailed it for us here in the office.

Gershnow's debut novel, The Local News (Spiegel & Grau), will be published in February. Her stories have appeared in The Georgia Review, Quarterly West, Black Warrior Review, Nimrod International Journal, The Journal, and Gulf Coast, among other journals. Miriam's stories have been listed in the 100 Distinguished Stories of The Best American Short Stories, won the AWP Intro Journals Award, and been nominated for a Pushcart Prize.

She lives in Eugene, where she writes and teaches writing at the University of Oregon and Portland State University.

Here's her story:

Josh was never entirely prepared for the military history girls. He'd had one this morning--his first customer--wearing lip gloss and chewing her gum absently like she'd had the piece in her mouth for so long, she barely remembered it was there.

"Is this," she asked Josh, holding up a book with a submarine hull on the jacket, "the only book you have on submarine ops in
The military history section was normally inhabited by bearded men in army jackets or lanky college boys with outsized Adam's apples. Whenever a girl with lip gloss or chewing gum approached Josh, he anticipated questions about self-help or fiction or art, maybe even sci fi/fantasy, even the occasional horror. The military history girls-- "Where are your Custer biographies?" "Which do you think is the best edition of The Art of War?"--surprised him every time. He found himself stammering a little, stumbling for words; he loved them for their incongruity, for the way they knocked him just a tiny bit off-kilter.

"Try not to have a good time... This is supposed to be educational."
-- Lucy van Pelt, Five Cent Psychiatrist

"The Bookseller is IN." That's what the sign says on the front of our "Holiday Gift Advice" booth. The clever people from our Promotions & Events staff have made up a table to look just like the Lucy's "five cents please" psychiatrist's booth from Peanuts. When a customer sits down, he or she is asked to drop a quarter in the can (inflation, you understand). All donations go to the University Book Store Scholarship Endowment Fund.
Various celebrities from the local book scene have agreed to put in an hour in turn. Publishers’ reps like David Glenn from Random House, and Dan Christiaens from Norton bring their catalogues and Christmas lists. Marilyn Dahl from *Shelf Awareness* and Paul Constant, the books editor for *The Stranger* newspaper bring materials of their own. Nancy Pearl (pictured) uses her own *Book Lust* books as a guide for her hour.

And then there’s me. When my turn in the booth comes, I have all sorts of lists from newspapers and reviews, and all the stuff my predecessors left behind. But as soon as my first customer drops his quarter in the can, I’m up and out on the floor. I’m not a celebrity, I’m just a bookseller and I don’t know any other way.

First we go off to find something for an artist daughter starting college. The customer knows exactly what he wants, “sorta,” but we don’t find that and instead we find some college survival guides and a couple of books from the Arty Comix Section that his daughter won’t have read yet.

Then we head over to the Religion Section for his former father-in-law looking for a spirituality title my customer only vaguely remembers, that the store doesn’t stock anyway, and instead--after some more chat -- we hit on a signed copy of Muhammad Yunis’ autobiography.

And then there’s a book for a recently retired coworker interested in trains, but we don’t have the right book. What we do have is a new book about collecting toy trains, and my customer thinks that will be hilarious.

And on we go.

My time in the booth is all like that. Like Lucy, I may not have the advice you came looking for, but I’ll give it to you anyway, and hopefully, usually, your time in the bookstore will be worth every penny.

*Brad Craft has been a bookseller for 22 years and is now the Senior Used Books Buyer for the University Book Store, Seattle. He writes regularly for the Shelf Life Book Culture Blog at [www.ubookstore.com](http://www.ubookstore.com).*

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**From the Poetry Frontier:**

**What do you Do During the Day?**

by John Marshall, Open Books: A Poem Emporium, Seattle, WA
Recently I had a fellow in the bookstore ask me that. In all seriousness. He thought, I guess, no one would actually count running a small independent bookstore as his vocation. And, though my wife's and my store specializes in poetry and this guy allegedly writes poetry, he obviously believes poetry books exist outside the commercial realm.

I was stunned when I realized he wasn't at all kidding. I was curt and caustic (did he notice?) in my reply, but I was also shopkeeper enough to keep smiling and he left feeling the same towards me and the store as he had when he entered. I, on the other hand, stewed. I decided to write this column as if I was preparing a transferable skills list for a future job counselor. Not a bad idea in this economy. Here follows some of what I have done during the day over the past thirteen plus years.

Kurtis Lowe: Workman's Rep o' the Year

Seattle-based Kurtis Lowe of Book Traveler's West has been awarded Workman's "Sales Rep of the Year." A former Elliott Bay bookseller, a 12-year sales rep veteran and a member of PNBA's Board, Lowe's territory includes Washington, Oregon, Alaska, Idaho, and Montana.

Lowe evaded some questions posed to him in a recent issue of Workman's newsletter. We'll reprint them here with thanks to Craig Popelars and unbound.

1. **Music you listen to in your car before making a sales call?**
   Dah, DAH dah, dah, dah, DAH dah, duuuuuhhh (NPR), and within three minutes of arriving it's "O Fortuna" from Carmina Burana.

2. **Workman title that you enjoy selling the most?**
   There is no "one" title, in that my favorite exercise is bringing up backlist titles and getting a read from the buyer. Sometimes the response is immediate acknowledgement and enthusiasm so it is time to order more. Other times, there is only weak recognition, so it is time for me to share success stories from other accounts. I subscribe to the theory that book reps are pollinators or as Malcom Gladwell calls them "mavens"
who live to gather and share information. However, maven is too slick a word to apply to me. I prefer "pollinator."

3. **OK, Mr. Pollinator, will you just answer my question?** Putting Your Passion Into Print (backlist), and Magic: A Complete Course (frontlist).

4. **Book you enjoyed that a bookseller recommended to you?** Secret Suppers: Rogue Chefs & Underground Restaurants in Warehouses, Townhouses, Open Fields & Everywhere in Between by Jenn Garbee, Sasquatch Books. It was recommended by Stesha Brandon at University Bookstore in Seattle.

5. **Favorite thing to do when you're not on the road?** Cooking with my son, West on "Boys' night." West and I make soup from scratch, sautee calamari, fry Spanish chorizo and eat off the kitchen chopping block.

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**Leafing Out Deadline for Booksellers: February 11**

In 2008 PNBA launched *Leafing Out* to help our member stores increase their visibility throughout the year in their communities. *Leafing Out* is inspired by the PNBA Holiday Catalog, an established and proven holiday season sales tool for PNBA stores. So why wait until November to remind your locals about "their" store? Show them the promise of spring with a fifty-title taste of what they'll find when they duck into your door.

Books with regional appeal, gifts for moms, grads, dads, inspiration for the garden, activities to keep the kids busy when school lets out, the surefire hit of the season, that hidden gem. Leafing Out captures the spirit of spring and tells folks where to get their own piece of it--from you!

Print quantity will be limited, so do not miss the February 11th deadline. Catalogs are free! Insertion Reimbursements and Promotion and Display Contest rewards are available! Visit the [Leafing Out page](http://www.pnba.org) at PNBA.org for your Store Order Form.

Leafing Out will be ready for distribution by the end of March, but it's relevance runs right into summer, so schedule your store's campaign around the local calendar to maximize your return. Everyone's factors are unique, and I'll be glad to help strategize.

Isn't it nice just thinking about spring?

-Brian

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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](http://www.oregonreads2009.org) for more information.

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**Publishers Weekly Awards**

**Nominate Your Favorites**

**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.

**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.

Please submit your nominations to Donna Paz Kaufman by Monday, February 2 at noon. Or fax 904-261-6742. Include your name, phone number and industry affiliation. Candidates cannot nominate themselves. We request permission to include your nomination with the packet of materials used by the juries who will select this year's recipient. 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 New York during the convention.

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.

2009 Calendar

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<td><strong>Seattle Gift Show</strong></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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Booksellers Ask U.S. Court of Appeals to Overturn Oregon Decision
Booksellers Ask U.S. Court of
PNBA is taking ticket reservations for our 2009 Book Awards Party, which will be at Portland's historic Heathman Hotel on Saturday, March 28 from 4-7 pm. Click here for an order form. This year's event is sponsored by Ingram Book Company and Partners/West.

Last year was a sellout, so make your plans early. Your $35 event ticket guarantees generous hors d'oeuvres from the internationally-renowned Heathman Restaurant & Bar; a complimentary beer and wine bar; awards presentations and acceptance speeches from our winning authors; and book signing with complimentary books provided by the publishers.

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Online, visit Portland.HeathmanHotel.com, select your dates and insert "bookawards" into the Group Code Box.

We look forward to seeing you in Portland.

2009 Pacific Northwest Book Awards Reception
Saturday, March 28th, 2009
4 - 7 pm
The Heathman Hotel
1001 SW Broadway at Salmon
Portland, OR

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 13th, when we will contact you if there are available tickets.
Your all-things-spring catalog campaign delivers these and many more!

On the Cover:
- **The Far Corner: Northwestern Views on Land, Life, and Literature**
  By PNBA Award-winner John Daniel
- **A Flickering Light**
  The next surefire NW bestseller from Jane Kirkpatrick, starred *PW* review
- **Bradley McGogg, The Very Fine Frog**
  Sweet and classic, providing the theme-art for this year's catalog

Contents will include these other notables for Moms, Dads, Grads and beyond:
- **Change the World for Ten Bucks**
  With a store coupon, even less!
- **Leaf**
  A children's book seemingly custom designed for *Leafing Out*
- **Golf Naked**
  No, not your recurring nightmare; it's a stripped-down guide to the links.
- **Road Show: Art Cars and the Museum of the Streets**
  Who needs MAACO?!?!?
- **Bone Crossed** and the rest of the Mercy Thompson novels
  For adult readers finished with the *Twilight* series and ready to move on and up
- **Every Last Cuckoo: A Novel**
  "Marvelous . . ." - *The Oregonian*. The cover alone will do your work for you.
- **Wicked Plants: A Book of Botanical Atrocities**
  Publisher marketing calls it " . . . the sordid lives of plants behaving badly."
- **Bringing Nature Home: How You Can Sustain Wildlife with Native Plants**
  Locals supporting locals
- **Your 2009 Pacific Northwest Book Awards**
  --Seven titles from your winning authors

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are unique, and I'll be glad to help strategize.

No time to waste. Contact me with any questions.

-Brian

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**Epicenter & Sarah Palin's Bio**

Epicenter Press's president and founder Kent Sturgis will talk next week at Book Publishers Northwest's monthly meeting about how his company handled the rocketing demand of the only Sarah Palin biography.

The February meeting of BPNW takes place February 19, 4 p.m. to 6 p.m, at the Good Shepherd Center in Seattle. The event is free for BPNW Members, with a $5 suggested donation for others. See [www.bpnw.org](http://www.bpnw.org) for directions.

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**Fromm Fine, "Gobsmacked," After Heart Attack**

Four-time PNBA Award winner Pete Fromm suffered a heart attack last month but assures us he's feeling fine, and his life is back to normal.

Fromm, who was teaching in Seaside, Oregon, began to feel weak after a swim in the city pool and a long walk. He called a friend for help and was eventually taken to Providence Medical Center in Portland, where he had angioplasty. "Heart's in great shape from all the mountain climbing, river rowing, swimming, running away from booksellers, from Lucy, Abilene, you know," he writes. "No clogging, no hardening, big arteries from the exercise, the whole attack was just a fluke, lousy genes."

Fromm says the only thing more "gobsmacking" than his heart attack has been the speed of his recovery. "They're making me take it slow, but I get a stress test and ultrasound of the ticker in about ten days, to see what kind of damage there was downstream, then, they're assuming, because of my strength and being in shape, they'll cut me loose to do whatever, lead life like this never happened. Which is totally my plan. They said ordinarily they'd be all over me to quit smoking, get my ass off the couch, and start eating right. But, shit, I already do all that, so, there you have it. I've neglected my vices. Who'd a ever thunk?"

If you want to send good wishes to Fromm, reach him through his [website](http://www.fromm.com).
PNBA recently expelled a member bookseller from participation in any future trade shows because the bookseller had been caught selling signed books obtained free at the fall show as "review copies."

Within one week of the end of the last fall show, a publisher contacted PNBA complaining that signed copies of a book distributed at our fall show--and at that time distributed nowhere else--was listed on the web for sale by one of our member stores.

After several months of research and internal discussion, I decided to expel the store member from future shows, based on the Board's October 11, 2006 decision "to authorize the Executive Director to expel attendees and their guests from tradeshow participation for theft or other cause contrary to the best interests of the Association." I interpreted selling books obtained as "reading copies" offered free by the publisher as "contrary to the best interests of the Association." In December, I wrote to the offending bookseller explaining my decision. The bookseller appealed to the Board. At their annual Retreat in January, the Board viewed the printed copies of the books listed on the web site, read the correspondence from the publisher who had filed the complaint, reviewed my letter of expulsion, and discussed the bookseller's appeal. The Board then voted unanimously to uphold the expulsion.

I believe that there are at least two important lessons from this expulsion:

1) PNBA is serious when we say that the books given away at the show are not to be sold, but are intended only as "reading copies" to encourage booksellers to read the books and buy copies for their stores; and

2) Publishers who report to PNBA the misuse of their donated books will be given very serious consideration.

PNBA cannot just expel any show attendees because someone verbally complains that they are walking out with a lot of books. PNBA must receive a formal, written complaint from an aggrieved publisher in order for us to consider taking action against an attendee. When we receive such complaints, however, we will respond.

Three PNBA Stores Nominated for Pannell Award

Three member stores were among the nominees for the 2009 Women's National Book Association Pannell Award. Congratulations to 

. . . and Books, Too! in Lewiston, ID, Garfield Book Company at PLU in Tacoma, WA and St. Helens Book Shop in St. Helens, OR.

The Pannell Award recognizes retail bookstores that excel at inspiring
the interest of young people in books and reading. WNBA will present this year's award to two bookstores—one general and one children's specialty store—at BookExpoAmerica in New York. Each recipient will receive a check for $1,000 and a framed piece of original art by a children's book illustrator. In addition to the Women's National Book Association, the award is sponsored by Penguin Young Readers Group, a leading publisher of books for young people.

Booksellers Ask U.S. Court of Appeals to Overturn Oregon Decision

The American Booksellers Foundation for Free Expression (ABFFE) announced last week that it would join a group of Oregon booksellers in appealing to the U.S. Court of Appeals for the Ninth Circuit a recent decision upholding an Oregon law that could restrict the sale of books, magazines and other material to minors. In April, ABFFE joined the booksellers and members of Media Coalition in challenging the law because it is vague and lacks procedural safeguards for material that is protected by the First Amendment.

The law makes it a misdemeanor punishable by up to one year in jail to allow a minor under 13 to view or purchase a "sexually explicit" work. It also makes it a crime to furnish anyone under 18 with a visual representation or verbal description of sexual conduct for the purpose of arousing or satisfying the sexual desire of the person or the minor.

The Oregon booksellers participating in the challenge are Powell's Books, Annie Bloom's Books and St. John's Booksellers, all located in Portland; Paulina Springs Books, which has stores in Sisters and Redmond, and Colette's Good Food + Hungry Minds in North Bend.

Your Spring Gardening Display Made Easy
by Tiffany Jordan, Grass Roots Books & Music, Corvallis, OR

Booksellers and gardeners share much in common, perhaps, most of all, their passion for what they love, be it books or plants. As a bookseller and gardener, I enjoy the best of both worlds. After the holidays, many succumb to the winter doldrums. Booksellers and gardeners, however, look forward to a special post-holiday bounty: the arrival of spring catalogs! Gardeners' mailboxes overflow with seed and plant catalogs offering harbingers of spring. So, too, do bookstore mailboxes overflow with publisher catalogs showcasing spring and summer releases. A bounty of beautiful and informative new gardening books are cropping up now and in coming months. Here are the books that I'm excited about and
will be using in my gardening displays this year.

Right plant, right place has become a mantra for sustainable garden practices. Scott Ogden and Lauren Springer Ogden take it to an inspiring new level in *Plant-Driven Design: Creating Gardens That Honor Plants, Place, and Spirit* (Timber Press). Their book illustrates, in glorious photographs and immanently readable text, how plant selection can--and should--guide the design process, creating ecological and aesthetic gardens that delight all the senses.

Tracy DiSabato-Aust's *50 High-Impact, Low-Care Garden Plants* (Timber Press) provides a fabulous plant selection tool, showcasing tough, dependable, beautiful plants that everyone can grow. Many gardeners rely on DiSabato-Aust's classic guide, The Well-Tended Perennial Garden, to help them prune, divide, and propagate. Her newest book gives equally practical advice and helps busy gardeners have more time to actually enjoy their gardens.

If good garden design starts with choosing the right plant, then choosing plants that play well together will surely lead to an even better garden, and Tom Fischer, editor-in-chief of Timber Press, shows how. His *Perennial Companions: 100 Dazzling Plant Combinations for Every Season* (Timber Press) presents simple but stunning plant pairings for beginners and more complex combinations for seasoned gardeners, all providing year-round garden interest.

Garden designers Joe Eck and Wayne Winterrowd may best synthesize all that is essential in gardening, distilling it to a perfect blend of personal history and plant practicality in *Our Life in Gardens* (Farrar, Straus and Giroux). Sharing thirty years of gardening experience, the partners pass their knowledge and passion on to us privileged readers, just as a neighbor might pass along a beloved plant. Classic garden writer Beverley Nichols (1898-1983) also combined anecdote and information in his books. Contemporary readers can rediscover his acerbic--and still humorous--writings in *Rhapsody in Green: The Garden Wit and Wisdom of Beverley Nichols* (Timber Press), edited by Roy C. Dicks with drawings by William McLaren.

Nichols probably wasn't an entirely organic gardener; few were in the early twentieth century. However, today's organic gardeners will find essential advice in the newly revised and updated *Rodale's Ultimate Encyclopedia of Organic Gardening: The Indispensable Green Resource for Every Gardener* (Rodale Books). Edited by Fern Marshall Bradley, Barbara Ellis, and Ellen Phillips and celebrating 50 years in print, this encyclopedia covers all things organic from pest control and fertilizers, compost and soil practices, to climate change and water management, invasive species and backyard habitats.

And for gardeners without much space and challenged by these economic times, Alys Fowler shows how to *Garden Anywhere: How to Grow Gorgeous Container Gardens, Herb Gardens, Kitchen Gardens and More-Without Spending a Fortune* (Chronicle Books, releases March 25). Whether possessing a window box or an acre of land, anyone can adopt Fowler's creative gardening techniques and enjoy the bounty of their own effort and imagination.

Tiffany Jordan is the Children's Book Buyer and Floor Manager at Grass Roots Books & Music in Corvallis, OR. While bookselling is her profession— and she loves it, she says gardening is her passion.

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**Anti-Phlegmatic**

Original Short Fiction by Miriam Gershow

If you didn't read it yet, we're offering Miriam Gershow's funny short story again this month because we LOVE it. Anti-Phlegmatic is the third in our series of bookstore-themed short stories.

Gershow's debut novel, *The Local News* (Spiegel & Grau), will be published later this month. Her stories have appeared in *The Georgia Review*, *Quarterly West*, *Black Warrior Review*, *Nimrod International Journal*, *The Journal*, and *Gulf Coast*, among other journals. Miriam's stories have been listed in the 100 Distinguished Stories of The Best American Short Stories, won the AWP Intro Journals Award, and been nominated for a Pushcart Prize.

She lives in Eugene, where she writes and teaches writing at the University of Oregon and Portland State University.

*Here's her story:*

Josh was never entirely prepared for the military history girls. He'd had one this morning--his first customer--wearing lip gloss and chewing her gum absently like she'd had the piece in her mouth for so long, she barely remembered it was there.

"Is this," she asked Josh, holding up a book with a submarine hull on the jacket, "the only book you have on submarine ops in World War II?"

The military history section was normally inhabited by bearded men in army jackets or lanky college boys with outsized Adam's apples.
Whenever a girl with lip gloss or chewing gum approached Josh, he anticipated questions about self-help or fiction or art, maybe even sci-fi/fantasy, even the occasional horror. The military history girls--"Where are your Custer biographies?" "Which do you think is the best edition of The Art of War?"--surprised him every time. He found himself stammering a little, stumbling for words; he loved them for their incongruity, for the way they knocked him just a tiny bit off-kilter.

The Palahniuk Connection
Successful Author/Bookstore Partnerships

*Shelf Awareness* recently published a news item about an East Coast bookstore that has partnered with *Marley & Me* author John Grogan and is the exclusive carrier of autographed copies of the dog book. It reminded us of the longtime partnership between Chuck Palahniuk and St. Helen's Book Shop. "Yes, we are still the exclusive online store for Chuck's signed/personalized books," says St. Helens' owner Luanne Kreutzer. "It has been *very* successful for us."

Kreutzer says she's also been having great fun and success through partnerships with Portland authors Willy Vlautin, Chelsea Cain and Monica Drake. [Here's a link](#) to the autographed books portion of St. Helen's website.

Kreutzer was generous to share some advice for other stores that might want to partner with their local authors.

**How should you approach the author?**
Introduce yourself to authors at PNBA Trade Shows, and share with them that you'd like to offer autographed/inscribed books to their readers. Most of our connections with the authors we partner with started with a discussion after or during an author event at a PNBA trade show.

We ask the local author if they would like to offer signed &/or inscribed books to their readers and fans via our online website? Sometimes authors prefer to handle these requests on their own, and then our partnership really isn't a fit. In order for the marketing to be effective, the author needs to have a website, of some sort, that will drive traffic to your store, via a link for "signed/inscribed" books to our site. Your online customers for that author will more than likely come from the author's site, at least, at first. Evidently, your site becomes bookmarked and your repeat customers return on their own.

Once you develop a relationship with an author, ask that author for other authors they know that may be interested in your services. We started with Chuck Palahniuk, and now work with Chelsea Cain, due to their friendship.

**How does it work?**
We use ABA's E-commerce Solution and their affiliate program, so that authors (or the webmasters who manage their sites for them) receive
a percentage of the sale. With the reporting features that ABA provides, it's easy to see how much of the sales are attributed to a click-thru from the author's site. We issue checks quarterly.

We work with the author to determine the frequency of their visits to our store to sign/inscribe orders. We always have signed stock on hand, ready to fulfill orders at anytime. Whether it's once a month, every 6-8 weeks, or just call/email as needed to stop by, a schedule that works for the author is what is best. We communicate one-on-one with our online customers, and those seeking a personal inscription, learn that their book(s) will not be shipped until the author can come by. Customers are usually fine with this, as long as they can plan when they can receive the book.

**How do we staff?**

We have found that it is best to have one employee in charge of the online orders from start to finish--from pulling the orders off-line to shipping out the door. During times when we have heavy volume, the person in charge manages the operation and determines where and when others are needed to assist in the process. Several of us will pitch in during the day to ship or come in at night. We do have systems in place to take orders, to file, to make labels, to ship, etc, so that several people can step in to take the job. Another person manages the marketing, and updating on the website. In our case, that person would be me.

We've used the usps.com site for shipping packages for years. This year, we switched to Endicia.com, as it is much more friendlier to use, to track, and just more reliable.

**Marketing**

We use Constant Contact to market to our regular subscribers, but we also have a specific option when new subscribers sign-up to check if they just wish to receive news about that author. We'll send out newsletters announcing the next round of signings, reminding customers that signed books make great gifts. We depend much on the author's site to send out blasts and newsletters to their subscriber base, too. Sales soar then. Again, it's very important for the author's site to do the majority of marketing (at least in the beginning), to drive traffic to your store. We tuck in bookmarks &/or flyers in the packages. Occasionally, I offer incentives or coupons to these customers. When I do, it's usually dollars off on shipping.

**Staff Rec**

*Kelley Valdez has been working as Community Connections Manager at Garfield Book Company at Pacific Lutheran University since shortly after its opening in 2007. She had been working as an outreach and event coordinator at PLU when the University decided to move its campus bookstore offsite and create an independent store to serve the*
surrounding community. Valdez says she "accidently fell into book-selling" when she was asked to join the staff permanently. "Having always loved to read and learn, moving into event programming for the new store was a refreshing redirection of my life's path," she says. "Being part of a brand new store, and serving both campus and community clientele, is a challenge, but the response from our community has been exhilarating!"

Valdez recommends some of her favorite event books:

**Pop Bottle Science** by Lynn Brunelle (Workman)
Northwest author and Emmy Award-winning writer for Bill Nye the Science Guy, Lynn Brunelle has put together one of my favorite science kits for kids. *Pop Bottle Science* includes tons of easy experiments that have had our event guests squealing and smiling, all the while processing through the excitement to figure out what is happening. The book comes in a plastic bottle equipped with nearly everything you need.

**The Shack** by William Paul Young (Windblown Media)
We've all heard of *The Shack*, the originally self-published phenomenon that has had its day on numerous bestseller lists. But this title is worthy of my staff picks list because of its enormous event discussion value. We were lucky enough to have a visit from Paul, thanks to a personal connection. Beyond the plot of the book, discussion touched on organized religion, personal grief, community and even the incredible story of publishing a book he had only intended as a gift. We're still discussing and debating *The Shack* around here, more than four months later.

**Glass Slipper, Gold Sandal: A Worldwide Cinderella** by Paul Fleischman, Illustrated by Julie Paschkis (Henry Holt & Company)
This almost choose-your-own-adventure-style of Cinderella kept our young readers captivated with its uniqueness. From the stepmother demanding Cinderella pick up lentils scattered in the ashes of the fireplace in Germany to a crocodile swimming to her with a golden sarong in its mouth for the ball in Indonesia, Fleischman teaches children how a storyline is informed by its cultural context. Paired with the culturally sensitive, bohemian style illustrations of Julie Paschkis, the book helps kids feel like they're world travelers!

**Boxing the Compass** by Holly J. Hughes (Floating Bridge Press)
Hughes combines nearly a lifetime of Alaskan fishing experience with lyrical philosophy in this collection of poems. Her parallels between navigating the sea and the way-finding of our lives is authentic and unpretentious. One reading with Holly J. Hughes feels like an evening with a lifelong friend.

**Vacation** by Deb Olin Unferth (McSweeney's Books)
Unferth masterfully weaves together a complicated plot involving a man with a misshapen head who is trying to find a former classmate who himself is unsure of his whereabouts. Her writing style flip-flops between the ironically precise and quirky voice of a travel guide and the indulgent use of wordplay and wit. The dry presentation of such unlikely situations is hilarious.
March is Small Press Month

"The small presses represent what is most brave, crazy and beautiful about our country and our literature. So let us all sing honor songs for the independent publishers."-- Sherman Alexie

Small Press Month is a nationwide celebration highlighting the valuable work produced by independent publishers. Click here to learn more about Small Press Month events and to request a free copy of the Sherman Alexie poster to you right.

What Booksellers Want

How can publishers help you sell books? Linda Carlson, who writes from Seattle for the Independent Book Publishers Association (formerly PMA) monthly newsletter, is researching what independent booksellers want from publishers. Contact her at linda@ibpanline.org to add your two cents about online catalogs, promotional materials, author visits, and how publishers can use their web sites, blogs, Facebook and other social networking profiles to help you. Carlson says complaints are welcome, too.

Holiday Catalog Promo/Display Winners

by Brian Juenemann, PNBA's Marketing Director

Waucoma Bookstore won $250 for its depiction of one of the scenes from Catalog theme book It's Time to Sleep, My Love.

$300 Grand Prize winner:
Eagle Harbor Books, Bainbridge Island, WA
Gorgeously painted windows and an actual tree limb holding the swing above a healthy display of Holiday Catalog selections. And not only that--Eagle Harbor took catalogs and a specially designed order form to a senior housing complex, wrapped, delivered and mailed out the resident's chosen books, and then kicked back 10% to support future activity programs. Now that's a community bookseller!

$250 goes to Sage Book Store in Shelton, WA for their enormous painted trees across the glass front of the store. Their swing swayed with the opening and closing of the front door.

Another $250 prize for Waucoma Bookstore in Hood River, OR for their lovely snowy, snuggly bear window--coziness worthy of the inspiring artist, Nancy Tillman.

Riverwalk Books in Chelan, WA is a $200 winner for taking advantage of IndieBound's Holiday in Action radio spot campaign. Riverwalk ran four ads, including the "larger than a fruitcake" Holiday Catalog campaign spot.

The $100 winners are:
Vintage Books, Vancouver, WA for their mini treehouse and swing display, as well as newsletter reminders and specials.
Hearthside Books of Juneau, AK for their animal-filled hot air balloon nook and eye-catching window display.
Book Bay, Freeland, WA for their make-you-want-to-come-in warm and sleepy village.
Watermark Book Co, of Anacortes, WA and Beach Books of Seaside, OR for their snowy (Seaside, enhanced by real falling stuff!) tree windows.

Kudos to all of you who enhanced the look and feel of your stores and the holiday shopping experience of your customers. This was easily the most impressive store effort from top to bottom I've seen over the course of five Holiday Catalog campaigns. Some of you not named also made commendable efforts--we just ran out of money to give.

But then there's always Leafing Out . . .

2009 Book Awards Committee Ready to Read

PNBA's 2009 Book Award Committee is now together and ready for submissions. There are nine members of the Committee, including three new members this year. The new chair of the Committee is Cheryl McKeon from Third Place Books in Seattle. Cheryl will also be a candidate for the PNBA Board of Directors this year.

Publicists and sales reps who would like to nominate a book for a 2010 Book Award (for books published in 2009 by Northwest authors) should email the PNBA office. We will send you a list of the addresses of the Committee members, so that you can send an ARC or review copy to each of them for their consideration. Within the next month, we will post complete info about the Awards on the PNBA web site, with more specifics about the Awards and how PNBA and our members will promote them.
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.

Bookselling Workshop in Sunny Florida

Paz & Associates will again offer one of its intensive bookselling workshops, this time March 16-20 on Amelia Island (near Jacksonville, FL). "Opening A Bookstore: The Business Essentials" will include key topics from financial dynamics and making a profit to choosing a computerized management system and selecting your opening inventory. This workshop offers you an introduction to the book industry plus all of the strategies and contacts to help you launch a successful independent bookstore.

The workshop, offered in spring and fall each year, is facilitated by Donna Paz Kaufman and Mark Kaufman of the Bookstore Training Group of Paz & Associates and is co-sponsored by the American Booksellers Association. For details and Provisional Member rates, visit www.pazbookbiz.com.

Classifieds

**STORE FOR SALE**

Children's Corner in Spokane Washington is for sale. The current owners are relocating. The store has been in Spokane for over 30 years and is located in an upscale downtown mall. Loyal customer base. Please contact Susan Peterson at 509-499-4562 for details.

2009 Calendar

- Feb 19: BPNW meeting, Seattle
- Feb 26: NWABP meeting, Portland
- March 6-8: Spring Bargain Book Show, Atlanta
- March 28: PNBA Bk Awards Party, Portland
- May 26-31: Book Expo America, NYC
- Sept 10-12: PNBA Fall Tradeshow, Portland

If you don't see photos or images in this version of our newsletter, try
Attend Our Membership Forum March 28

In conjunction with the Book Awards party that will take place on Saturday, March 28 at the Heathman Hotel in Portland, PNBA will also host a Membership Forum that afternoon, from 1 - 3:45. This will not be the usual meeting, with agendas and reports, but a chance for members to hear about PNBA’s financial concerns and to ask questions about what it may mean and what YOU would like us to do. The second part of the meeting, from 2:15 - 3:45, will be more informal, with refreshments and an opportunity for members to meet one-on-one with individual board members to discuss how PNBA might best provide support for its member stores.

The Board is considering the possibility that the Association may lose a lot of money this year. In addition to the expected (and planned) losses associated with the Spring Catalog, *Leafing Out*, Executive Director Thom Chambliss has reported to the Board that industry rumors indicate that we may lose between 20-35 percent of our traditional advertising, exhibit and author promotional support from
Publishers this year, because of publisher cutbacks during the international economic crisis. Because such a great percentage of the Association's income is derived from publishers, these cutbacks could result in the PNBA losing as much as $125,000 during 2009. We have a "Rainy Day" fund of approximately $300,000 (in relatively safe CDs), but the question is: How would our members prefer we approach this potential crisis? Should PNBA start cutting costs now, and, if so, where; or should PNBA continue our current programs and hope that the economy will turn around soon enough for us to be back in the black next year?

The Board would like to hear your thoughts on these issues, learn more about how your stores are doing and seek your advice on how best the Association can meet your needs, while sensibly confronting a potential steep decline in our annual income. We hope that booksellers from a large number of our member stores will attend this meeting and share your thoughts.

Our Book Awards Party will follow the forum, though it’s a separate and ticketed event. No tickets are required to attend the meeting.

Book Awards Party Tickets Going, Going

PNBA is still taking ticket reservations for our 2009 Book Awards Party, which will be at Portland's historic Heathman Hotel on Saturday, March 28 from 4-7 pm. Click here for an order form. This year's event is sponsored by Ingram Book Company and Partners/West.

Your $35 event ticket guarantees generous hors d’oeuvres from the internationally-renowned Heathman Restaurant & Bar; a complimentary beer and wine bar; awards presentations and acceptance speeches from our winning authors; and book signing with complimentary books provided by the publishers.

Northwest Photography Archive has agreed to donate up to 100 Wild
Beauty posters for the Awards party. This high-quality, large scale poster features Carleton Watkins' photograph, "Cape Horn, Near Celilo, 1867." Because of the book's expense, it is the only title that will not be signed and give to attendees. However, Wild Beauty co-author John Laursen has donated a limited edition copy of the gorgeous book for a bookseller raffle. This is one of 100 signed and numbered copies, slipcased with an archival print. The retail price is $400.

The Heathman is offering our members a discounted weekend rate--$125 for Deluxe King and Queen rooms and $159 for Suites. Call 1-800-551-0011 and refer to "the Book Awards" to receive the group rate.

Online, visit Portland.HeathmanHotel.com, select your dates and insert "bookawards" into the Group Code Box.

We look forward to seeing you in Portland.

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Spring Is Elusive, But Spring Specials Are Here

Booksellers, if you haven't yet, check out the Spring Specials offered by publishers and their Northwest reps. We encourage members to visit these specials during the next few months when compiling orders. Some stores that order directly from publishers on a regular basis will be able to receive substantial savings by taking advantage of these. Enjoy!

Wayzgoose #5
King's Books Celebrates Small Press Month
Above, King's Books' sweet pea flaherty is at the helm of the steamroller used to make prints designed by local artists, part of the store's fifth annual printmaking extravaganza called Wayzgoose. The event featured eight artists or groups of artists making 4’ x 4’ prints off of linoleum or plywood plates. (Wayzgoose, by the way, is the name of the annual feast given by a master printer for the staff of the press, or, in modern parlance, an annual gathering of printers.).

About 500 people attended the event, down from last year due to the rain, flaherty says. Inside the store were fifteen tables offering printing, papermaking, origami, embossing, binding, and stamping activities. "We ended up selling lots of books, related and not, as people were milling about," flaherty says.

Below, steamrolled prints by Tacoma artists Ric Matthies (right poster) and C.L.A.W.--Cartoonists League of Absurd Washingtonians--(left poster). photos by Kevin Freitas
Since early February, Parkplace Books has housed some of the books and services offered by the Kirkland Library while the library is closed for expansion. Parkplace co-owner Mary Harris says it's been a great collaboration that has increased foot traffic into the store. "After being in this location for twenty-three years it's amazing to have people come in and say 'I've never been here before,'" she says. "In this economy, we were very happy to accommodate them."

The library takes up 1,500 sq. ft. of the store's 7,000 sq. ft. space and uses the space for holds, computers and small selections of new books and children's books.

The partnership makes a lot of sense for Parkplace right now because the store has not been able to fill the entire space on its own. If a planned redevelopment happens at the shopping center where the store is located, Harris and business partner Rebecca Willow will look for a smaller space. Harris says the store's sales have been flat but that they will hold on "as long as we can." The store is one of the Eastside Seattle-area's last surviving independent stores.

Harper Cuts Seira Wilson

NW Rep Seira Wilson's position was eliminated by HarperCollins last month. Wilson had been with Harper for nine years.

Ravenna Third Place Books threw a party for Wilson February 23 that was attended by bookstore owners, booksellers, authors and other book industry types. Paul Constant of The Stranger wrote a great article about the event and about the Ravenna store, noting that "even as people downstairs were fearing for the future of Seattle's bookstore industry, Ravenna Third Place Books was thriving upstairs."

Wilson says she's really going to miss the work. "I know the chances of my staying in books is not great, but I hope that our paths cross again in some way-- and of course, I will be in shopping for more of those great reads I will never tire of," she told some of her bookselling friends in an email.

Wilson's Seattle territory will be covered by Los Angeles rep Gabriel Barillas, and her Portland territory will be covered by San Francisco rep Jim Hankey. (See info below). Serving other stores will be phone rep Bob Alunni, reachable at 800-266-5260 Ext. 2 or robert.alunni@harpercollins.com

For Jim Hankey (serving Portland and surrounding area):
Third Street Still Crazy After Five Years

Third Street Books in McMinnville celebrated its fifth birthday with owner Sylla McClellan at the end of February. The store held a party for its customers that included live music, champagne, appetizers and 5 percent off for a whole day. Customers who brought in the printed invitation received an additional 10 percent off. McClellan told customers in an email and a blog post that owning a bookstore has been a lifelong dream. "Once," she wrote, "during a performance review that I was having with a supervisor at Border's, she asked me where I saw myself in five to ten years (note: DO NOT ASK THIS QUESTION. It is really lame.) I honestly told her that I saw myself owning my own store. She thought I was nuts, and told me so. Well, if this is crazy, I'll take it."

McClellan is the incoming Vice President of PNBA's Board of Directors and the immediate past Chair of PNBA's Book Awards Committee.

Hawthorne Novel Awarded
Gin Phillips' novel The Well and The Mine, published by Portland's Hawthorne Books & Literary Arts, has won a Barnes & Noble Discover Great New Writers Award. Phillips wins $10,000 and a year of additional marketing and merchandising support in B&N stores. The judges said that Phillips' debut novel set in Depression-era Alabama, is "a Greek chorus of Southern voices weighing in on a young girl's witnessing the sight of an infant thrown in her family's well."

Hearthside Supports African Library Project

Susan Hickey at Hearthside Books in Juneau tells us her store is partnering with local schools and a rotary group to collect and send a thousand books to Kenya. The books will be sent to an English-speaking country in Africa that doesn't currently have a library. The African Library Project has created more than 260 such mini libraries in Africa. Hickey encourages other Hearthside Books & Literary Arts-affiliated stores to sponsor book drives.

Author's Husband Dies

David Fisher, the husband of novelist Karen Fisher (A Sudden Country) and the father of three children died last month in a skiing accident on Mount Baker.

An article in the Seattle Post-Intelligencer reported that hundreds of mourners on Lopez Island turned out Sunday night to honor Fisher. The 49-year-old contractor and horse trainer also was a volunteer firefighter. A fund has been set up to aid the Fisher family, which had no insurance:

David Fisher Memorial Fund
Islanders Bank
P.O. Box 157
Lopez Island, WA 98261

More Independent Businesses Discover Strength in Numbers Locally

As more communities recognize the importance of supporting independent local business, more national media outlets are taking note. A recent USA Today article, "Consumers get frugal, so retailers get creative," noted the compelling holiday survey many of you contributed to, documenting the value of strong local alliances. Business Week Online just published "To Beat Recession, Indies Launch Buy-Local Push," highlighting the American Independent Business Alliance (AMIBA), the Business Alliance for Local Living Economies and their local affiliates.

AMIBA reports the most rapid growth in new Independent Business Alliances in its history and credits the recession with awakening many communities and business owners to the need for such efforts. Jeff Milchen, AMIBA co-founder, also notes a rapid increase in governments underwriting trainings to help launch new campaigns. "Despite tight budgets, it's a great time to pitch local officials," Milchen
AMIBA offers templates and guidance in crafting such requests. After a fall workshop tour helped spark new campaigns in Roseburg, OR, Tacoma, WA and the Enumclaw, WA region, (spearheaded by Lindon Bookstore). AMIBA will schedule another Northwest tour between April and June. Contact them to inquire or subscribe to their free monthly bulletin for updates and tools you can use locally.

Staff Rec, Plus Some Frivolous Questions

Mara Lynn Luther has been working at Chapter One Book Store in Hamilton, MT for four years and her personal library has expanded accordingly. After becoming disenchanted with the education program in college in Minnesota, she came out west to visit family in December of 2003 and never left. After working a couple of short-term jobs, something in her plot line shifted, and she landed what is undoubtedly her dream profession. "Talking about books all day is something I would do for free," says Luther. "Plus I get to take my work home with me!" Having recently been accepted onto the PNBA Award Committee is another dream come true. "In the independent bookselling business, it's great to be connected to the larger picture. Living and working in a small town, it's easy to feel a little isolated, but the truth is, there is a big bookselling community out there to tap into."

A book industry blog or website you frequent: writtennerd.blogspot.com
A CD you’d love to handsell right now: James Brown
A children’s book you love to give as a gift: Pete & Pickles by Berkeley Breathed
A word you like: jaded
A word you don't like: panties
Best shoes to wear while bookselling: Something with arch support, but my favorite shoes to wear anytime are flip flops, so my feet are happiest in the summer months.
An author you want to meet: Joe Hill (but not in a dark alley)
Your favorite place to read: My childhood home in front of the fireplace with a cup of cocoa. As an adult, it’s hard to have completely guilt-free reading time.

Luther recommends some recent favorites:

Couch by Benjamin Parzybok (Small Beer Press)
"The world of furniture has been given an Odysseus. I was completely swept into the story of three loafers who burden themselves with a couch and are given a chance to risk everything and maybe save the world a little. It's easy to look at the world today and feel a sense of hopelessness, but Couch reminds us that there is still magic in the world and that we are the heroes of our own stories."

Paper Towns by John Green (Dutton Books)
"YA literature has been blessed with an intelligent romantic like John Green. His nerdy but endearing males are totally enchanted with his strong impulsive females. He writes the kind of characters that we all wish we knew personally and the kind of plots that are whimsical enough to be fiction, but dark enough to take to heart. Paper Towns was no different, and, as the main figure tries to piece together clues left by his high school crush, he learns that people are not always what they let themselves appear to be."

*What Was Lost* by Catherine O'Flynn (Henry Holt & Company)
"When a self-appointed child detective goes missing, the whole community feels it in a very personal way. This novel has clues like a mystery, apparitions like a ghost story, but mostly it has people. The majority of the plot takes place in a mall and with that comes a familiar slice of humanity."

*Graveyard Book* by Neil Gaiman (Audio version)
"For those of us that love to multi-task, audio books are an essential. This one is a special treat because the author reads it himself with enough talent and character to make Jim Dale proud. "Nobody" lives in a graveyard, raised and protected by the inhabitants. As it turns out, the dead and otherworldly nursemaids know just enough about the living to help him become a man, but much of it he has to figure out for himself."

*Fables* by Bill Willingham (DC Comics)
"This delightful graphic novel series started in 2002 and with #11: War and Pieces, the main story arc has been completed. Characters from all the old tales have been pushed out of the Homeland by the nefarious Adversary and have created a haven for themselves here and now in our world. When Snow White, King Cole, Prince Charming, the Big Bad Wolf and all the rest are roaming around the modern world and planning complicated political wars, there's plenty of room for surprise romances, heroism and happily-ever-afters."

**Is Twitter for you?**

Click [here](#) for a reprint of a recent *Shelf Awareness* column that offers an enthusiastic and thorough explanation of tweeting by Stephanie Anderson, manager of *WORD bookstore* in the Greenpoint section of Brooklyn, N.Y. Read more of her thoughts on books and bookselling at [bookavore.com](http://bookavore.com).

Or, if Twitter makes you grouchy, try [here](#).

**150 Books for Oregonians**

To help commemorate Oregon's Sequicentennial, The Oregon State Library has announced the Oregon 150 Booklist. The list consists of 150 books for children, teen and adults that describe the Oregon experience, including fiction, non-fiction, history and poetry. The list is available on the [library's website](#).
Warning: Economic Stimulus Fraud

*Bookselling This Week* reported recently that the U.S. Small Business Administration has issued a scam alert. The alert warns small businesses not to respond to letters falsely claiming to have been sent by the SBA that ask for bank account information in order to qualify them for federal tax rebates.

The fraudulent letters, which appear to be on SBA letterhead, advise recipients that they may be eligible for a tax rebate under the Economic Stimulus Act. The letter asks the small business to provide the name of its bank and account number.

The SBA is working with the SBA Office of the Inspector General to investigate this scam and is asking that anyone who receives such a letter report it to the OIG Fraud Line at 1-800-767-0385, or e-mail OIGHotline@sba.gov.

March is Small Press Month

"The small presses represent what is most brave, crazy and beautiful about our country and our literature. So let us all sing honor songs for the independent publishers."-- Sherman Alexie

Small Press Month is a nationwide celebration highlighting the valuable work produced by independent publishers. Click [here](#) to learn more about Small Press Month events and to request a free copy of the Sherman Alexie poster to you right.

BPNW Celebrates Small Press Month
Book Publishers Northwest is also distributing a beautiful Small Press Month poster, designed by Michael Wildeman at Lionfish Creative.

Click [here](#) for a list of bookstores and libraries that are distributing the poster, or email Rosemary Jones, who has a limited number of the posters available for mailing.

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### Book Drive Campaign for Washington Stores Set for National Children's Book Week, May 11-17

Washington Stores: Santoro's Books invites you to join them in hosting a book drive. To celebrate National Children's Book Week, Santoro's and other independent booksellers will ask their customers to buy a book for a child in need in Washington State.

Page Ahead Children's Literacy Program will send you promotional materials, publicize the event and coordinate getting the books to the kids who need them. They are also working to create in-store events with authors and illustrators to help drive even more traffic into your store. Santoro's will offer customers 20% off all purchases to donate that week, and encourages you to do the same.

Check out the growing list of participating stores, authors and illustrators at [www.pageahead.org](http://www.pageahead.org). To learn more, or to sign up, contact Page Ahead's LeAnne Chow, 206-461-0123.

Page Ahead Children's Literacy Program has distributed more than 1.7 million new books to 550,000 children in need across Washington State.

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### Eat. Sleep. Read. Calendar Coming Soon

2010 will bring the very first Eat, Sleep, Read calendar to your customers. In association with all of the regional associations (mostly Eileen Dengler from NAIBA), Workman is producing the calendar, which will contain original material supplied by indie bookstores across the country, and will feature the IndieBound message throughout. The Eat, Sleep, Read calendar will ONLY be available at independent
bookstores. You are free to use the calendar as a promotional piece, or you can sell it as you would any other calendar. A portion of the profits from sales in our Northwest member stores will go to PNBA. Workman will soon supply a sell-sheet to each of you so that you may place your orders.

2009 Book Awards Committee Ready to Read

PNBA's 2009 Book Award Committee is now together and ready for submissions. There are nine members of the Committee, including three new members this year. The new chair of the Committee is Cheryl McKeon from Third Place Books in Seattle. McKeon is a candidate for the PNBA Board of Directors this year.

Publicists and sales reps who would like to nominate a book for a 2010 Book Award (for books published in 2009 by Northwest authors) should email the PNBA office. We will send you a list of the addresses of the Committee members, so that you can send an ARC or review copy to each of them for their consideration. Within the next month, we will post complete info about the Awards on the PNBA web site, with more specifics about the Awards and how PNBA and our members will promote them.

Trillium Closes

Cathy LaBerge at Trillium Books in Cathlamet, WA tells us that she has closed her store. LaBerge says she tried to sell it for about a year, but says her town is too small to support the store. After no luck, she sold her inventory to Powells.

New Member Store

Revolution Books
Margo Heights
85 S. Washington St. #215
Seattle, WA 98104
www.revolutionbookssea.org
T: 206-325-7415
E: rbsea@yahoo.com
Est. 1977; 1,100 sq. ft; 12 emplys; specialities: political, women, gay & lesbian

Classifieds

STORE FOR SALE
Children's Corner in Spokane, WA is for sale. The current owners are relocating. The store has been in Spokane for over 30 years and is located in an upscale downtown mall. Loyal customer base. Please contact Susan Peterson at 509-499-4562 for details.
2009 Calendar

Mar 19        BPNW meeting, Seattle
Mar 26        NWABP meeting, Portland
March 28      PNBA Bk Awards Party, Portland
May 26-31     Book Expo America, NYC
Aug 22-25     Seattle Gift Show, Seattle
Sept 10-12    PNBA Fall Tradeshow, Portland
Oct 8-11      Wordstock Book Festival, Portland
Oct 22-24     Montana Festival of the Book, Missoula
Nov 4-8       The Nature of Words Festival, Bend

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.
In This Issue

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2009 Book Awards Posters Available

2009 Book Awards Highlights
photos by George Filgate

Click here for YouTube videos of each of the six award-winning authors’ acceptance speeches. Thanks Paul Hanson for providing the videos! And thanks to George Filgate Photography and to our other wonderful volunteers for helping us pull off the event.

April is National Poetry Month
Thank you

2009 Book Awards

Party Sponsors

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How are you celebrating?

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**Leafing Out Is In Play**

Most of our stores participating in *Leafing Out* are inserting the catalog in their local papers this month. If you haven't seen the catalog yet (it looks great!) and would like a copy, email Brian.

We have some nice cash prizes for your promotion and display efforts. Instructions are here, with entries due July 1, the same day sales reports and reimbursement requests should also be emailed to Brian.

Here are a few updates on titles.

**Correction:** The EAN listed on your buyer’s sheet for
Scholastic's *Destroy All Cars* ended in the wrong number. The correct EAN should end in "6." 9780545104746

**Delay:** *Have Dog Will Travel--Oregon & Washington* from Ginger & Spike has been delayed and will now be available at Partners/West late in May.

### New Owner for St. Helens Book Shop

A St. Helens Book Shop employee, Lori Cardiff (pictured with her son Eli at PNBA's fall 2008 show), is set to become the new owner of the store at the end of April. Cardiff will buy the store from 17-year-owner Luann Kreutzer. Kreutzer, a former president of PNBA's Board of Directors and member of ABA's Booksellers Advisory Council, will travel, spend more time with family and will also work part-time at the store. Kreutzer's husband, Mark, is retiring this summer after 30 years as a firefighter.

Cardiff has been an employee of St. Helens for several years and has many years in the bookselling and retail industry. She has also worked as a teacher, a non-profit development manager, and a Peace Corps volunteer in Africa. She has volunteered on the fundraising committee for a local child abuse intervention center and was recently appointed to the St. Helens Public Library Board. She lives in St. Helens with her husband, Ian Chamberlain, and their two boys, Seth, 6 and Eli, 1.

### Pennington Let Go from Random House

In a restructuring of Random House's sales force, Northwest adult retail sales rep Karen Pennington has been let go. Anyone wishing to contact her about new professional opportunities can reach her at karenpennington442@gmail.com.

Katie Mehan will now cover Pennington's territory.

### Anchorage Store Closing

A Novel View will close at the end of April. After the death of owner Pat Tegtmeier last October, her son, Matt Tegtmeier, has decided to close the eight-year-old used store and pursue other interests.

### Bottega Mouth-a-Water
Several member bookstores had fun--and some crazy-good food--with a Workman challenge to cook up some recipes from the new Frank Stitt cookbook, *Bottega Favorita*. Pictured is Jean Matthews of Chapter One Bookstore, who, along with a team of past and present booksellers, made, among other dishes, blueberry martinis, roasted beet crostini and short ribs and oxtails. We especially like [this YouTube video](#) from Third Place's Emily Adams, who recommends the polenta pound cake and the warm cream cheese tart with cinnamon & almonds. Vintage Books also had a fine menu. "It pays to read the publisher emails and publicity sheets!" says owner Becky Milner. These three stores were among the ten that won free copies of the cookbook and a meal allowance.

**Do You Have a Steinbeck Display?**

[This recent (Eugene) The Register-Guard article](#), which originated in *The Washington Post*, noted that many of John Steinbeck's books make for great recession reading. Not just *The Grapes of Wrath*, which is currently a favorite in community reads-type programs, but Steinbeck's later works, such as *The Winter of Our Discontent* and *Travels With Charley*, which offer Steinbeck's prescient critiques of American greed and apathy.

**One Ugly Couch, One Great Promotion**
Kudos to Auntie's Bookstore Events Coordinator Lois Hughes for her promotion of a reading by Couch author Ben Parzybok. Hughes moved a homely, though comfortable, couch from Auntie's staff room to the sales floor and held an Ugly Couch contest. Okay, so no one actually entered the contest, which asked for customers to enter photos of their own unlovely davenports, but Hughes said the display sold books and brought in a large audience for Parzybok's reading. "It was definitely a comfort center in our store for 2-3 weeks," she says.

Goodbye Paper Catalogs

As publishers look for more ways to cut their costs, it looks like paper catalogs could soon be a thing of the past. HarperCollins, for one, announced last month that it would be dropping its paper catalogs for the fall 2009 season in favor of digital catalogs. Bookselling this Week recently published an article profiling a new program called Edelweiss, which hopes to combine digital publisher catalogs in one place.

More Cool Gift Items from Sylla and Wendy

We asked sidelines pro's Sylla McClellan and Wendy Manning to share their recent favorites and bestsellers.

**Sylla's picks**

**Smart Mud Flap Girl stickers**: Need I say more?

**D & D Distributing**: Plastic wind-up toys that come in a bin. Caterpiller is a bestseller for us! They also have some new plastic tub toys that are cute and are reasonably priced.
String Doll Gang - Kambiachi: They are totally fun.

Kikkerland.com: Little birds that have magnets and clasps. Cute!

9spotmonk: Cards for kids that come with three crayons. On the back of each card, it says "printed on a wind-powered Heidelberg letterpress" Cool!

Roy Toy: Mini log home sets that sold well at Christmas

Peter Pauper reading lights - called eyelights. Rep'd by Ted Lucia. Good price!

Book holders from Book Chair

Bella Muse Cards: Another one I may have already mentioned.

Sylla McClellan is owner of Third Street Books in McMinnville, OR and the Vice President of PNBA’s Board. Reach Sylla at 503-472-7786 or sylla@thirdstreetbooks.com.

Wendy's picks

Girl of All Work: Page Flags, Wood Seals & Chicken Scratch Pads in particular

Elephant Poo Poo Paper

Whitelines Journals: I can only find images of them on this blog. Bob Harrison sells them through Consortium. If you do well with Moleskine, you will sell these.

Compendium: Their Positively Green Cards & Reporter Style notebooks (with swanky display)

Kikkerland: Which I have mentioned before, BUT, I am doing well with all things that you can plug into your USB, the Hub Man & the Vacuum in particular. Also, their Cardboard Birdhouse, Peacock Snips & Memo Tree are particularly nice.

Laughing Elephant: Travel Tin Coasters & new French journals

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

Seven Questions for Gary Lothian
Gary Lothian is the Northwest Sales Manager for Ingram Book Company. Like everything else in the book industry, his job has changed drastically over the last few years. We asked him a few questions about this over email.

Now that Ingram markets books as well as wholesaling them, you're repping services and books. How has that changed your job over the last couple of years? It's been a dynamic change. My first 7 years with Ingram were focused on service and systems. Now that we've added selling some really great publishers and books to accounts it's expanded my relationships and given me another purpose to see all the bookstores I can.

How has the job of publishers' rep changed since you sold for Ballantine 10 years ago? When I last worked for Ballantine, interfacing with stores POS systems was just beginning. Now, with Above the Treeline and their e-catalog Edelwiess coming down the pike, the ability to see a stores' sales and make suggestions of books and quantities based on that has made me a much better rep and leads to much more informed selling and buying.

Do you see more stores or fewer stores than you used to? I see the same number of accounts that I saw before Ingram Publishers Services started but many more than I saw in my Ballantine days, I try to see 90 Stores and 2 Wholesalers at least 3 times per year.

90 stores three times a year? That's a lot of ground to cover. How about some road tripping tips? Being on the road as much as I am, I've learned a few things. I always try to stay in the same hotels again and again. They get to know you and you them and you know how to get to your accounts in each city. Casinos are a real deal on the Oregon Coast, as they are well kept and inexpensive, unless you gamble! I also always travel with my own bottle(s) of wine. It's always cheaper and better than what you can get at a hotel. I'm also a firm believer in Room service.

What makes for a great meeting with a bookseller? When we're both prepared. I pre-mark the catalogs with the titles that I think are the most important-- both from a publisher's standpoint and with what I think the store can sell. Then I often send out the catalog in advance so the store can look through the list and gather data based on previous titles' sales or comparison titles.

What's the best part about your job? I get to see many of the same people that I've been calling on for 25 years. It's nice to still see them around! It's also really fun to call on new stores and owners and still see the excitement they have.

Worst part? Losing accounts year after year. The market has shifted in the past 10 years, and, with the current economic situation, it really stresses the independents.
Staff Rec, Plus Some Frivolous Questions
Guest Bookseller: Paige Mitchell, A Good Book, Sumner, WA

Paige Mitchell does not like to have her photo taken and sent us a photo of the store dog, Leggo, instead. Mitchell has been working at A Good Book in Sumner, Washington, for one year. The 27-years-old has a degree in communication from Colorado University and first started selling books in college, working part-time at Barnes & Noble. Mitchell says she loves her job because of the store's small-town-feel and its repeat customers--also because of Leggo and the store's children's department, which takes up the entire upper floor of their building.

Mitchell recommends:

**Kendra Kandlestar and the Box of Whispers** by Lee Edward Fodi (Brown Books)
"See my description below."

"I've been raving about this book for months and it just won the Newbery. Harry Potter fans will LOVE this book. It's about a boy raised in a graveyard by ghosts. It's original, mysterious, weird and exciting. Readers will love Bod and relate to his struggle to find himself, the truth about his family and acceptance in the outside world. An unforgettable read that will leave you thinking W-O-W."

**Mama Makes Up Her Mind** by Bailey White (Da Capo Press)
"Fans of Fannie Flagg, Billie Letts and Garrison Keillor will delight in this book. An oldie but a goodie, it has been out of print for years but was finally reprinted last month. Based on real experiences from Bailey's life, each chapter tells a different short story. Many of the stories center around Bailey's eccentric mother, who was hysterical. The book is heartwarming and laugh-out-loud funny. It should be read on a hot summer's eve while sitting on a porch swing."

**Fix-It And Forget-It Cookbook** by Dawn J. Ranck (Good Books)
"I grew up with my Mom using this cookbook. I now have my own copy that lives on my kitchen counter, (Mom caught me trying to steal hers!) This book is filled with wonderful recipes for the slow cooker, but many can be adapted for the stove top. I love selling this book and I never, ever get it back!! The recipes are easy, delicious and submitted by real people from all over the country. They also offer a version for Diabetics and a 'Cooking Lite' edition.

Frivolous Questions

A book industry blog or website you frequent:
fantasticfiction.com We use this wonderful British site every day. You can type in almost any fiction author (or book title) and it will provide you a picture, a bio and everything that the author has ever written-
separated out by series and with the pub date next to it. It is SO helpful in figuring out what order various book series go in, similar authors, etc.

**A CD you'd love to hand sell right now:** *The Anansi Boys* audio book by Neil Gaiman. I thought I would never, ever hear a performer as good as Harry Potter's Jim Dale, but I was wrong.

**A children's book you love to give as a gift:** *Kendra Kandlestar and the Box of Whispers* by Lee Edward Fodi. It's *The Wizard Of Oz* meets *The Lord of the Rings* with a twist. Fodi writes the way kids think, so there's no fluff and it gets right to the point. He also draws all of his own illustrations. Heartwarming, funny, addictive and unforgettable, I am determined to see this series hit the big time!

**A word you like:** "Humph!" (Read *Kendra Kandlestar* for explanation!)

**A word you don't like:** "Oprah Recommends" (ok it's a phrase but still. . .)

**Best shoes to wear while bookselling:** Tennis shoes or the comfortable equivalent. Let's face it- no matter what you sell the constant enemy of all retail workers are spider veins and vericose veins. Ick.

**An author you want to meet:** Neil Gaiman. Oh, but to have 5 minutes (or hours) to get inside this man's mind. I am fascinated by his stories and the thought processes that lead up to his stories. And hey I'll admit it- I think he's handsome too!

**Your favorite place to read:** Curled up on my couch with my TV tuned to the Singers and Standards channel: big band and oldies.

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2009 Book Awards Posters Available

Want some? Email Brian.

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Check out the growing list of participating stores, authors and illustrators at [www.pageahead.org](http://www.pageahead.org). To learn more, or to sign up, contact Page Ahead's LeAnne Chow, 206-461-0123.

Page Ahead Children's Literacy Program has distributed more than 1.7 million new books to 550,000 children in need across Washington State.

**New Member Store**

**A Good Book**  
Evelyn Nicholas  
1014 Main St  
Sumner, WA  98390  
T: 253-891-9692  
F: 253-891-1753  
E: admin@enagoodbook.com  
*Est. 1997; 2000 sq ft; 5 emplys; general bookstore, new and used*

**Classifieds**

**RETAIL POSITION AVAILABLE**

St. Helens Book Shop seeks a bookseller to work 15-25 hours a week. Must be able to work weekdays (9am-6pm) and fill-in as needed.  
Starting wage: $8.40 per hour. To Apply: Please submit a resume with a cover letter to loricardiff@rocketmail.com. Please also include a one-paragraph description of the last book you read and absolutely loved. The choice of book is not as important as your ability to tell us about it and what really made it one of your favorites.

St. Helens Book Shop is a small independent bookstore, located in a rural community 45 minutes NW of Portland. We currently have six part-time employees and are owner-managed. We would like to hire someone with bookstore experience, but will consider candidates with demonstrated customer service and computer skills. Please don’t apply unless you are an avid, well-rounded reader and you genuinely like working with people (including children)!!

Please do not call the store as this interferes with our ability to help customers.

**2009 Calendar**
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<tr>
<td>April 10-19</td>
<td><strong>Get Lit!</strong> Literary Festival, Spokane</td>
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<td>April 16</td>
<td><strong>BPNW</strong> meeting, Seattle</td>
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<td>April 30</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.
In This Issue

**Article Headline**

**Boundaries**

**Bookstore Babysitter by Paul Hanson**

**Boling Big In Europe Too**

**Get Caught Reading**

**Staff Rec with Lori Cardiff of St. Helens Book Shop**

**Books-and Their Publishers-Changing the World**

**A Controversial Gem**

"i" Is Not Just for Indie

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**PNBA Staff Digs Out Old Board Books**

On Saturday, April 25th, PNBA staffer and Footnotes Editor, Jamie Passaro gave birth to her second daughter, Vivienne Mae. "Vivie" was born at home, 6 lbs., 13 oz. of perfection. The whole family is doing well and Momma reports that they "feel really lucky that Bob has three months off. This ought to be mandatory!" Big sister, Olive, already enjoys reading and singing to Vivie--so get used to it little one.

**Boundaries**

by **Christine Deavel**, Open Books: A Poem Emporium, Seattle, WA.
Chapter Two
Classifieds
Calendar

At sunrise on February 28th, my partner-in-all-things, J.W. Marshall, and I lugged our last boxes of treasure/crap up the stairs to our new home, 986 square feet of not-quite-remodeled space above our bookstore, Open Books: A Poem Emporium. Yes, we are now living 26 steps away from the business we own, work at, worry about, are irritated by, love.

When we made our plans public, the most common response we received was, You better make your boundaries clear, meaning clear to ourselves and to our customers. I should have just responded, Does any bookseller (and by bookseller, I mean someone who loves books and sells them--I can't believe I have to state that, but I do, and you know why). Does any bookseller have clear boundaries?

We can, of course, eliminate the 9-to-5 boundary of this job. How often have John and I sat at the computer at midnight debating who gets to use the word "haunting" in his or her contribution to the newsletter, which absolutely has to go to the printer tomorrow morning? And that's the home computer, so we can eliminate the home/workplace boundary as well. Home's the place I usually do the store taxes (so I can have a glass of wine--it's pretty simple math). The place we write our introductions to the readers at the store. The place John calls in orders when the store is closed.

And that boundary between bookseller and customer, between the commercial and the personal participation in each other's lives. We all know how porous that boundary is. Some of my closest friends were customers first. And even customers I wouldn't call friends have shared details of their lives with me, and I with them.

Yes, some customers, on learning about our move, exclaim, Perfect! When I need a copy of Berryman's Dream Songs at 10 PM, I can just come up and pound on your door! To which I reply; We have a locked gate (true), with no doorbell (true), and gun turrets (false). Some have asked to see the new place (Upperville, we call it), and we have demurred. Others we look forward to inviting up spontaneously after closing some evening (once we have furniture).

Bookstore/home, it's been a line in water all along. They are bound to each other, I am bound to each. A bound thing, like the thousands of books we just finished shelving in our new bookcases, beautiful built-in ones, and already full, damn it.
We sent this out as a stand-alone last week, but in case you missed it, here is a great little piece on how our new President, Libby Manthey, filled the shoes of our old President, Paul Hanson, who then filled those of the new President, Libby Manthey. Really, it makes perfect sense.

Like most great ideas, it started out as a joke.

At a recent book conference, I was talking with Libby Manthey, PNBA President and the owner of Riverwalk Books, on Lake Chelan, Washington. She mentioned that she and her family were going to Hawaii for a week in May to attend her son's college graduation. Knowing that her bookstore was largely a family-run operation, I asked what she was going to do with the bookstore for that week. "Close it, I guess," she answered a bit off-handed. (Libby is very understated at times and it was still months away.) I quipped that I could always come and watch her store for a week. We had a good laugh at that... and then thought for a moment. Our bookstores do have the same inventory control system. I've been in the business for a more than a few years, sold many a book in my day, and have even worn the barista cap in my varied past so the espresso could keep flowing. We looked at each other and realized, this really was a great idea.

And now it's game time! We lined up a house and cat-sitter and exchanged a flurry of phone calls and emails with Libby--including a newly-written store manual. So on Sunday afternoon, May 10th, I'll "clock out" from Eagle Harbor Book Co. on Bainbridge Island. My wife, Kim, and I will then hop the ferry, drive over the Cascades, through wine country, to Eastern Washington. We'll check into Grandview on the Lake, in Chelan, where Libby has generously put us up, and on Monday morning "clock in" to Riverwalk Books for my week-long Busman's Holiday. I'll keep a log of my adventures and give my report afterward, but you can follow me day-by-day next week on Twitter (ehbcPaulHanson) to hear of our misadven--...I mean adventures. Don't
worry, Libby. Despite it starting as a joke, I'm taking this very seriously.

Paul Hanson
Manager, Eagle Harbor Book Co.
Bainbridge Island, Washington

Bookstore Babysitter, Riverwalk Books
Chelan, Washington
(May 11 - 16)

Boling Big In Europe Too

2009 Pacific Northwest Book Award-winner, Dave Boling is apparently impressing across the pond as well. Guernica's British edition was just released in February, but Shelf Awareness recently shared a Bookseller.com nugget that Boling's Guernica has been selected for R&J's Summer Reads List, the U.K. equivalent of Oprah's Book Club. Does this mean we'll be seeing reciprocal cricket coverage in Dave's sports column for the Tacoma News-Tribune?

Get Caught Reading Celebrates 10th Anniversary

May is Get Caught Reading Month, and to celebrate, the organization is teaming up with the NBA, the Association of American Publishers and Reach Out and Read. The groups will distribute thousands of free posters featuring NBA and WNBA stars. Among those "caught reading" are Greg Oden and Jerryd Bayless of the Portland Trailblazers. Ongoing condolence to Sonics fans. Is it the Thunder, Blazers or just the WNBA's Storm you now cheer? And Montana, Idaho, Alaska--Blazers? Jazz? Nuggets? Just please don't say Lakers. To answer our somewhat curious, very unofficial poll email Brian.

Moo-Lacka Moo: Staff Rec from the New Face of a Known Store

Guest Bookseller: Lori Cardiff, St. Helens Book Shop, St. Helens, OR

In our April issue we told you that Lori Cardiff was taking ownership of St. Helens Book Shop at month's end. The now official owner tells us a bit about herself, from engulfing gardens to engrossing reads.

Let me introduce myself. My name is Lori Cardiff and I am the new owner of the St. Helens Book Shop. I have come to own this store by a roundabout path. My work experiences include teaching, non-profit development, a stint
in the Peace Corps and of course bookselling. My life experiences include finding my husband in Africa and convincing him that Oregon was a better place to be than New Jersey; raising two rambunctious boys; caring for two dogs, two goats, various barn cats and one snake; wrestling with an amazing formal garden that threatens to engulf us at any moment; numerous cross-cultural and travel adventures; flat water kayaking; and of course immersing myself in books whenever time permits and sometimes even when it doesn't.

Although I didn’t go looking to buy a bookstore, when the opportunity presented itself it felt like something I needed to do. The St. Helens Book Shop is a special place and an important part of our small community. Luanne Kreutzer, who many of you know well, is an amazing businessperson and a fantastic mentor, and I will do my best to adequately fill her shoes.

Recommended Books:

**Angle of Repose** by Wallace Stegner
"The story follows a woman who moves in New England’s high society and marries a geological surveyor who takes her out West where living is very different and the society she is used to is all but absent. What appeals to me is the deeper theme of relationship and how much one can give or compromise for another person, while still remaining true to the self. It is an interesting book to read and come back to at various points in one's life."

**Animal, Vegetable Miracle** by Barbara Kingsolver
"Kingsolver and her family attempt an experiment in eating locally, choosing with few exceptions, to eat only food grown within one hundred miles of their farm. Whether or not you chose to make local food choices as dramatic as this family has done, this book provides a lot of food for thought about where our food comes from and how our choices effect the availability of fresh locally grown options."

**The Hour I First Believed** by Wally Lamb
"If I told you it was a book about the shootings at Columbine, and the inhumane way women inmates are treated in today's prison system, you might think it was too depressing to read, but in spite of the awful, unthinkable topics, Lamb still manages to make this a book about hope. He has an uncanny knack for realistically describing day-to-day desperation and depression faced by real people who live through unreal situations. Be warned, this is one of those books you fall into and have trouble extricating yourself from until the very last page!"

**Lamentation** by Ken Scholes
"Not quite sci-fi or fantasy, this exciting novel draws the reader into an amazing new world of "what if?" It explores the idea of a world where an age of technology and magic has come and gone. Out of this "dark age" emerge characters whom unwittingly become pivotal forces in mapping the world that is to come. The world Scholes so skillfully describes is unique but at the same time almost recognizable as a parallel to our own. Finishing felt as if I had just returned from a remarkable journey and left me wondering and ready to read what happens next."

**Snoring Beauty** by Bruce Hale
Illustrated By Howard Fine
"A very funny fresh twist to the Sleeping Beauty Fairy Tale with humor for both children and adults. Gorgeous and entertaining pictures make this book
come alive (look carefully at the pie-wagons). So can a suitor wake the sleeping dragon (er princess) with a quince? Read and find out!"

Frivolous Questions

A book industry blog or website you frequent: Still learning about these, don't yet have a favorite, but love keeping up with friends and fellow readers through goodreads.com.

A CD you'd love to hand sell right now: This isn't music, but if you have never heard Taylor Mali (beat poet) read his stuff, check out Taylor Mali "Poems From the Like Free Zone" very funny especially to anyone who has taught.

A children's book you love to give as a gift: Snoring Dragon (see above), Sakes Alive! a Cattle Drive by Karma Wilson, Hush Little Baby (Board Book) by Sylvia Long.

A word you like: "Moo-Lacka Moo" (The Butter Battle Book by Dr. Seuss)

A word you don't like: "dude" (unless followed by the word ranch)

Best shoes to wear while bookselling: My Dansko Clogs.

An author you want to meet: I've met Ursula Le Guin (although she was top of the list for a long time). Next in line would be Wally Lamb and Barbara Kingsolver.

Your favorite place to read: In a comfy chair outside in my yard on a sunny but breezy day.

Books--and Their Publishers--Changing the World

As reported in the April 29th edition of Bookselling This Week, Chronicle Books is not getting behind their Leafing Out-featured title Change the World for Ten Bucks with just advertising; they're turning the book's ideas into action. Chronicle is also giving away display and event promotional kits to bookstores titled "10 Actions That You Can Do to Change the World at a Bookstore."

A Controversial Gem

The April 23 edition of Shelf Awareness tipped us off to a Reuters report about some real life drama surrounding a fiction title from the 2009 Pacific Northwest Book Award Shortlist. Two men pleaded guilty to firebombing the home of the publisher of the controversial Sherry Jones novel The Jewel of Medina. Read the Reuters article here.
"i" Is Not Just for Indie

On April 20th Bookselling This Week announced that all IndieBound stores were going mobile. No, it's not a massive bookmobile conversion, it's the new IndieBound iPhone app. There is now great potential for many-a-bookseller/customer geek-out connection, so read up and spread the word. iPhone-toting indie customers will love having recommendations, reviews, bestseller lists and the Indie Store Finder always at their fingertips--and, they'll love that their local is so modern and hip! Read the [announcement](#), the IndieBound overview and download the app for free!

Chapter Two

Russ Lawrence and Jean Matthews will leave their keys and ownership of Chapter One Book Store, in Hamilton, MT, behind when they board a plane for Peru on June 3rd for a 27-month stint in the Peace Corps. Business partner of many years, Shawn Wathen, will be taking over the 35 year-old store. Russ Lawrence is former President of ABA's Board of Directors, a former PNBA President, and our best in-house emcee and comedian. Click [here](#) to read the full Shelf Awareness story on the start of Russ and Jean's great tale in the making.

Classifieds

Manager Wanted, Possible Ownership

Auntie's Bookstore has been in downtown Spokane for over twenty-five years now and is consistently voted its #1 bookstore. Now, the owner is drifting closer to retirement and is looking for a replacement, with a possibility of
ownership! Here’s what we're looking for:
- experience in management or business
- an entrepreneurial spirit
- a love for books and community
- a high energy, hard-work ethic
- a very personable but firm individual

You MUST be willing to invest a large part of your life in the bookstore for a modest salary and be around for the long haul. Your duties would include everything from managing, book buying and community relations, to the nitty-gritty of shelving, straightening and cashier work. Please email your resume or your questions to Yvonne, and await our reply.

**Holiday Catalog Suggestions Solicited**

Buyers! Your PNBA Marketing team is planning for their annual trip to BEA at month's end and would like to know if you have encountered any can't-miss prospects in your catalog browsing. We will be visiting more publishers than James Patterson and Dean Koontz have fall releases, and we would love to share your frontline feedback with the decision makers. Email Brian.

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**2009 Calendar**

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<th>Date</th>
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<td>May 26-31</td>
<td><strong>Book Expo America</strong>, NYC</td>
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<td>Sept 10-12</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.
As strange as it may seem, especially those who feel like you just returned from BEA, it's time to start thinking about PNBA's fall show.

The show will be held, as last year, at the Holiday Inn at the Portland Airport, which is offering PNBA group rates as low as $99/night, with free parking. Here is the page on which to register; just fill in the dates you intend to stay, your room preference, then click "check availability" and you will be offered a room for $99/night plus tax (12.5%).

The show will begin on Thursday, September 10 at 8:00 am, with introductory educational sessions for first-time attendees. Educational sessions will then be held from 9:00 am until 5:15 pm in the hotel proper, with a two-and-a-half hour break at mid-day for the
Celebration of Authors presentation and signings. ABA will offer a series of sessions on Buy Local First programs, E-commerce and E-books, and Using Multi-media to Market Your Store. In another room that day we will have a series of sessions for librarians. Another room will be used to offer the popular series of Reps' Picks of the Lists and the bookseller panel with the "Picks of the Children's List." The PNBA Board also will conduct a series of Roundtable discussions in a fourth room throughout the day, discussing such subjects as Bookfairs, What Booksellers Can Learn from Librarians, The Basics of Inventory Management, and a new (for us) session called "One Great Thing That We Started in Our Store," where booksellers will share new ideas that proved successful in their stores. Finally, one room will be dedicated to our small press/author track of education. All attendees, of course, are free to move between rooms and to attend any session resonates as the most interesting or essential.

Perhaps the most important session for booksellers (and librarians!) at this year's show will be the one on Edelweiss: Interactive On-line Publisher Catalogs, presented by John Rubin, founder and CEO of Above the Treeline. As more and more publishers cease production of hardcopy catalogs, the importance of learning how to use the myriad on-line catalogs most effectively will increase. Edelweiss is a free system for booksellers and librarians to customize those catalogs to your needs and to make it easier to plan, budget and control lists of forthcoming titles. We highly recommend this session for all store owners, managers and buyers, as well as for acquisitions librarians, to help prepare for the ultimate demise of traditional catalogs. For a report on the Edelweiss sessions that were offered at BEA click here.

Thursday night, after dinner, celebrate the conclusion of day one with wine and wandering amongst 20 authors, signing books and providing a few surprises at the Nightcapper. Last year, Nightcapper authors provided standup comedy, hors de oeuvres, pirate songs and a famous tiara-clad dog.

On Friday morning, we will feature four prominent authors speaking at a Book & Author Breakfast, with all bookseller and library attendees receiving a complimentary signed copy of each author's book. Then, from 9:30 am until 4:30 pm, the publisher exhibits will be open to all. At the close of the exhibits, we will have an hour of author signings, followed by a short break before the Feast of Authors begins at 7:00 pm, featuring twenty well-known authors sitting at the dinner table with booksellers, talking about their new books. All bookstore and library attendees will receive a bag of at least 15 books signed by a variety of authors appearing at the Feast.

Saturday morning will begin with the second Book & Author Breakfast, featuring four more nationally known authors. The second day of exhibits will start at 9:30 and will continue until 1:30, with a series of author signings and presentations throughout the morning. For a complete list of the authors who have so far been proposed as participants at the show, click here. The final list of authors and their various assignments will be posted on PNBA's web site by the end of July, as will the complete show schedule and list of publishers' specials.

We are planning for another outstanding show, with tons of wonderful
authors, education and networking opportunities. Make your plans now, so that you don't get left out. Hotel rooms are limited, and we expect to sell out of tickets to the Feast and the Breakfasts. See you at the show.

Gone to the Dogs

A truly hilarious break-up novel by Washington native, Mary Guterson. Rena never meant to steal her ex-boyfriend's dog. She'd just casually driven past his new house, taking stock of his new life and his new girlfriend, when the dog invited himself into her car. Okay, she stole the dog.

"Mary Guterson's newest offering has it all: romance, intrigue, revenge, dog-napping... Hilarious, touching, and downright inspiring, Gone to the Dogs is unrestrained good fun and an irresistible read!" --Garth Stein, PNBA award-winning author of The Art of Racing in the Rain

Click the cover to order a complimentary review copy! On sale July 7th.

-- advertisement --

The Book Springs Eternal
by Chris Hagen, Powell's Books, Portland, OR

Recently I had the opportunity to spend quite a bit of time with my son's fifth grade class as they wrapped up their elementary school careers. These are kids that I've watched grow up from Kindergarten, and in that time I've helped them learn to read, been their storyteller, recommended books to them, and observed them trade books and create reading trends within their ranks. They have, to a great degree, been the bulwark to my belief that used books have a lot of life in them. The aforementioned budding culture of used books was particularly evident during a three-day trip to the Opal Creek Ancient Forest Center that I took with the class.

As the kids were settling in at Opal Creek (and exploring the lodge), one of them, an avid reader, called down to me from the library housed in the lodge's loft.

"Chris, look at all of these old books!"

The announcement brought a number of other kids to the shelves to see, and collectively exclaim, "What are all of these big ones that look alike?"

The "big ones" were a World Book Encyclopedia set, one that, based
on the binding, looked to have been published when I was about their age. I told them as much. The next question came quickly: "What's an encyclopedia set?"

"It's where people looked things up before we had the Internet," another parent replied.

It seems that even in the wilderness, at the foot of the Cascades, there was no avoiding the question of the fate of the book in the digital age. The parent had hit the nail on the head, for as we all know the Internet did pull the rug out from under encyclopedia publishing. But, an answer to the question of the fate of the book came when, rather than shrug off the set and turn their attention elsewhere, a couple of kids pulled volumes off the shelf and began to go through them.

As I watched them I was reminded of one of the most important functions used books serve: that of an interactive museum, or perhaps as time capsules. This is something obvious when it comes to so called "rare" books; they have an established value as an artifact.

But what about this situation? Sets of old World Book Encyclopedias, if they have any monetary value in the book trade at all, are frequently sold as inexpensive "furniture" destined to fill barren shelves. What else are they good for?

We are all aware of the Internet's ability to tell you, often with a wide range of perspectives, about our past. And Google Print, or Project Gutenberg, can make scarce texts readily available. Even the cultural, intellectual, or editorial fashions of long ago can be conveyed on the global information highway. The old encyclopedia set was different; it was more than a means of acquiring information. It was an authentic experience on then and now, hidden in an "artifact" now relegated to the primary function of filling space.

During a hike one of the kids, that had spent time perusing the encyclopedia, questioned me about the relics. My answers came as easily as the turning of a page.

Yes, that was how I researched homework. Yes, the encyclopedias pointed me toward subjects I wanted to read more about. And yes, flipping open a volume at some random spot was often the first step on a voyage of discovery.

This inquisitive child of the digital age was delighted that they'd just experienced knowledge acquisition in exactly the same fashion, using the exact tool that I had used in the fifth grade. I could see a spark ignite in those young eyes.

I've spent a fair amount of time in previous columns talking about why used books make good economic sense. But deep down, when it comes to what got me into this business, it is what that everyday used book--whether a Faulkner paperback with a lurid cover, or a battered hardcover of party games from the 50's--tells me when I hold it in my hands. Past and present are bound together by signatures of paper that remind us who we've been, and who we are now. They are tangible reflections of the world and how we've lived and played in it.
They reveal secrets and knowledge and magic in a way that a computer screen never can, and are eloquent in their simplicity. The book, if that spark in that child's eye told me anything, will be around for a long time to come.

First Coraline, Now Kelsey  
The mother/daughters team from the Book Stop, Hood River, Oregon, enjoyed more than one memorable event during their four-day BEA tour. Mom, Cynthia Christensen, said they "... came away more in love with books and authors than when we went in." Neil Gaiman, pictured with 14-year-old Kelsey, is clearly one of the now loved-more-than-evers. Read the rest of the June 5th Shelf Awareness—Christensen ladies BEA recap, including the sound of flattery from Julie Andrews.

Member Featured on Oregon Art Beat  
PNBA member and show exhibitor, Sue Allen, of Studio Ink, was the feature of a March 26th segment on Oregon Public Broadcasting's Oregon Art Beat. Sue demonstrated her meticulous screen-printing techniques and took the crew on an inspirational Mt. Hood nature walk to the vantage points of some of her most popular works. Watch the entire segment online at OPB.

Sherman Continues the Good March  
A June 3rd Shelf Awareness article recapped a BEA panel on Authors and Indie Bookstores where Sherman Alexie stated that his career was made in independent bookstores, where he definitely does not feel like an, "eight-and-a-half pound jar of peanut butter."

Alexie was also honored at the Indies Choice Book Awards (formerly BookSense Book of the Year Awards) as 2009's Most Engaging Author. We're guessing few objections.

BEA is Behind Us...
Summertime, and the Kids are Readin' ...

by Tiffany Jordan, Grass Roots Books & Music, Corvallis, OR

Memorial Day weekend traditionally heralds the unofficial beginning of summer. Even before school ends, warm weather and sunny skies in the Pacific Northwest summon us all outdoors to revel in the gift of a lazy day. Book lovers find perfect companionship and happiness reading a good book beside a pool, on the beach, or under a tree. But booksellers (and teachers and parents) know how hard it is to convince some children and teenagers of the pleasures of reading. Once school ends, other endeavors--swimming, hiking, biking, camp--have always lured young people away from the pages of books. Now, books face even greater competition from Twittering and texting, iPods and mp3s, Wii and Xbox. Happily, authors and publishers respond with a vast array of enticing summer reads for kids. If we just put the right book in a child's hands, we can open up a world of adventure and imagination, creating a life-long reader. Here are some new titles--out now and releasing during the summer--sure to excite, enrich, and entertain.

I'll be stocking up on all of Erin Hunter's *Warriors* series for middle graders this summer, because new readers continue to discover the series and old fans clamor for the newest books.

Kids interested in science, who often want to read only nonfiction, will be drawn to Lucy and Stephen Hawking's fact-filled science fiction. New in hardcover, *George's Cosmic Treasure Hunt*, (Simon & Schuster Children's Publishing, 9781416986713) and the recently released paperback of the first book, *George's Secret Key to the Universe* (9781416985846), combine the fast-paced, funny adventures of science novice George and his scientist neighbor's daughter, Annie, with real science information: essays by leading scientists, photographs, and Garry Parson's drawings.

Part historical fiction set in 1899, part nature writing and wholly engaging, *The Evolution of Calpurnia Tate* (Henry Holt & Company, 9780805088410) charms readers with the transformation of its 12-year-old heroine, Callie, from domestic disappointment (she dislikes sewing and cooking) to blossoming naturalist. The only girl among six brothers, Callie explores the woods and streams of her family's rural Texas farm. A mutual love of scientific exploration and the nature of rural Texas forges a bond between Callie and her naturalist grandfather, sparking in her a dream of becoming a scientist, despite the societal restrictions of the time.

Harry's power hasn't waned, and, even without a new Hogwarts' release this summer, the fantasy genre remains ever popular. Victoria Laurie's *Oracles of Delphi Keep* (Delacorte Press Books for Young Readers, 9780385735728) promises to captivate readers with a tale of orphans, treasure, a Greek prophecy (that fans of Rick Riordan's "Percy Jackson & the Olympians" series will appreciate), and a magical quest. *The Sorceress* (Delacorte Press Books for Young Readers, 9780385735292) also serves up mythical beasts and immortal historical characters—from Shakespeare to Machiavelli—in Michael Scott's newest page-turner. I devoured the first two books, *The Alchemyst* and *The Magician*, about twins Josh and Sophie and "The Secrets of the Immortal Nicholas Flamel" and can't wait to dive into this one.

Supernatural romance, fed by *Twilight* fever, continues to fly off the shelves. Absent a new book by Stephenie Meyer, new titles continue to attract teen readers. Among the vampire books, P.C. and Kristin Cast's "House of Night" (St. Martin's Griffin) grow in popularity, but my favorite vampire novel is the light-hearted *Sucks To Be Me: The All-True Confessions Of Mina Hamilton, Teen Vampire (Maybe)* (Mirrorstone, 9780786950287) by Kimberley Pauley. However, *The Reformed Vampire Support Group* (Harcourt Children's Books, 9780152066093) by Catherine Jinks promises to provide equal wit and humor, as well as suspense. Fairies share the shelf space with vampires in Aprilynne Pike's debut novel *Wings* (Harper Teen, 9780061668036), *Need* by Carrie Jones (Bloomsbury Publishing, 9781599903385), and Melissa Marr's compelling trio: *Fragile Eternity* (HarperCollins, 9780061214714), *Wicked Lovely* (9780061214677), and *Ink Exchange* (9780061214707).

I can't possibly touch on all of the books and authors I'd like to
mention. As it is, I've neglected entire genres: humor, mystery, animal stories, and realistic adventure. Let alone nonfiction! But I'm over my word count and somewhere a customer waits for me to find that perfect book (you know, the one with the blue cover).

**Display Goodies Available from MBA**

Our friends at the Midwest Booksellers Association have produced "Shop Locally" decals, various book stickers and book display easels, and they are eager to share! Click [here](#) to find the new PDF price sheet and order form.

**Latest Bookstore Innovation: Drive-Thru?**

[Vista Book Gallery](#) owner, Diane Leaverton reported that no one in the store was injured, but that she was going to have some trouble producing photos of her Leafing Out display. "All of those books were in my window fixture." Read the May 22 [KTVB.com article](#) from Boise on VBG's very unusual workday.

![Photo by Deren Martinez-KTVB](#)

**Opportunity to Select Fall Show Authors**

Any PNBA member bookseller or librarian who attended at least one of the Book & Author meals at last year's show is eligible to vote his or her preferences for authors to appear at this year's show. We are receiving suggestions from publishers until the end of June. Early in July, I will email a full list of authors proposed for the show to all member contacts who attended meal events last year and ask you to send me your preferences. If you would like to be included in that list, as a member of the Selection Committee, please send your email address to [thom@pnba.org](mailto:thom@pnba.org) and indicate whether you would like to help select all authors, just adult title authors, or just children's book authors. Here are a FEW of the regionally and nationally-known
authors currently proposed:

Dale Basye; *Rapacia: The Second Circle of Heck*; Random House
Bonny Becker; *A Birthday for Bear*; Candlewick
Gennifer Choldenko; *Al Capone Shines My Shoes*; Dial
Timothy Egan; *The Big Burn*; Houghton Mifflin Harcourt
Jonathan Safran Foer; *Eating Animals*; Little Brown
Ursula K. Le Guin; *Cat Dreams*; Scholastic
Loren Long; *Otis*; Philomel
Robert Spector; *The Mom and Pop Store*; WalkerBook
Mark Teague; *The Doom Machine*, and/or *How Do Dinosaurs Say I Love You?*; Scholastic
Jonathan Tropper; *This Is Where I Leave You*; Dutton
Rosemary Wells; *Red Boots* and/or *Clean-Up Time*; Penguin Young Rdrs
Susan Wiggs; *Lakeshore Christmas*; MIRA
Lisa Yee; *Bobby vs. Girls (Accidentally)*; Scholastic

Click [here](#) for a COMPLETE list of authors offered to us for consideration for the fall show. After we have received the votes of all Selection Committee members, we will compile the list of preferences and send invitations to the publicists for those authors who received the most votes to speak at a Breakfast. Some will decline our invitations, usually because the author will by then have made other plans for our show dates. As we move down the Selection Committee's list, we fill the Feast, Nightcapper and Celebration of Author events, then the general autographing sessions. The final author lineup will be finalized in August and posted on our web site.

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**Member News**

Chris O'Harra, founder and owner of [Auntie's Bookstore](#), is turning sixty years old on June 25 and she's throwing a party to celebrate this milestone. She's invited customers to come down to the bookstore that night for cake, punch, and some live music (girl groups from the 50's are her favorite). Auntie's employee Kandy Jess-Conrad, the source of all things fun at Auntie's (parades and parties mostly), shares a birthday with Chris and she'll be honored that night as well. Chris says she has everything she needs (and lots that she doesn't--plastic forks, for example, and anything else that can be saved from landfills) so guests will be donating to [Success By Six](#), a charity that supplies books to children, in lieu of gifts.

After a stint teaching in Oregon, Chris O'Harras founded the Book and Game Company with her brother-in-law and, soon after, Auntie's Bookstore, named in honor of Chris's four nephews, was born. **Thirty years later**, Chris is still sharing her love of books with the Spokane community--and those nephews are all grown up. The recipient of the Torch Award for marketplace ethics, Chris runs her store with a commitment to social responsibility, recently appearing on a censorship panel at Spokane's Get Lit! literary festival. In her free
time... who are we kidding...she owns a bookstore; she doesn't have free time. Chris O'Harran is the hardest working woman in the book business (do YOU live in an apartment above your bookstore? Open Books, you're still second place!). Birthday congratulations can be sent to chris@auntiesbooks.com.

Thanks to Jasmine Davey, one of Auntie's loyal crew, for providing this well-deserved recognition.

"June 10: Today's not-so-cheerful lecture was on the probability of being a victim of robbery or theft, a very uplifting follow-up to the diarrhea lecture."

Russ Lawrence and Jean Matthews, previous co-owners of Chapter One Bookstore in Hamilton, Montana, are now "settled" into their first assignment in Peru, where--as Peace Corps Volunteers--they are learning about the language and culture in preparation for spending the next two years working in a small community helping the local population cope with economic development. Their first "in country" report is now posted on their blog, and it's most revealing, as the title above might indicate. How much do we really want to know? They've even posted a few photos, so you can believe they're not actually hiding out in Disneyland for two years! Love the shot with Russ and an alpaca. (Russ is on the left!)

Michael Pritiken, longtime of The Bookie, at Washington State University--and coordinator of PNBA's Rural Library Program for many years--is the new Coursebook Buyer at North Idaho College Bookstore, in Coeur d'Alene. Send your hellos.

Wide World Books & Maps has welcomed a new owner, Julie Hunt. Store owner of 12 years, Simone Andrus said in Wide World's June newsletter, "I have just turned 60 and have hoped to hand over ownership to a younger, more energetic person to take Wide World into its next decades. Nothing makes me happier than to announce that my wish has come true." Simone will be sticking around to help the well-traveled Julie learn the ropes of running a store.

Jim Harris, Book Reps West, has a new mailing address.

4403 248th Lane SE
Issaquah, WA 98029

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**Have You Seen This Dog?**

The owner of this dog (um, author of this book) wants to make sure you to know his dog is missing (actually, that his book is out in paperback). Click the image for your "Have You Seen Enzo?" flyer and help find this dog (you and the author sell loads of this great book)!
## 2009 Calendar

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<th>Date</th>
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<tr>
<td>June 26</td>
<td>Fall Show Call for Authors deadline</td>
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<tr>
<td>June 26</td>
<td>Show 2-day Exhibitor Registration deadline</td>
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<td>July 1</td>
<td>Leafing Out reports due</td>
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<td>July 10</td>
<td>Pub Holiday Catalog ad deadline</td>
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<td>July 31</td>
<td>Show 1-day (Friday) Exhib. Reg. deadline</td>
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<td>Aug 7</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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Director's Note: Looking Back on a Colleague and a Friend
by Thom Chambliss, PNBA Executive Director

Cindy Heidemann, Cheryl Maze, René Kirkpatrick, Kristine Kaufman and I all worked together at about the same time at the U of O Bookstore in Eugene in the 70s and 80s. Michael started in the tradebook receiving dept and became coordinator after a few years. He devised a system using the purchase order forms to record the weight of every book shipment received, comparing it to what we should have been charged, and charging back the publishers (deducting from the invoice basically) the difference between what we were charged for shipping and what we SHOULD have been charged. Saved the dept tens of thousands of dollars.

When I left the U of O in 1984, Michael became the trade backlist buyer for new manager, Cindy Heidemann. That experience led to a move up and a move north when he became the trade department manager at The Bookie (WSU bookstore) in Pullman. He was there for more than two decades, even after Barnes & Noble controversially wooed the school into giving them the run of the store in 2002. Michael was moved to assistant text manager and actually stayed with them for about six more years while looking for another college store position, finally realized with Northern Idaho
University Bookstore just two months ago. The job, again, was textbooks, but Michael was so happy to finally get out of the B&N system that he jumped at it. He told me that he was really enjoying it, and that he and his wife Patti would probably move to Coeur d'Alene next year, when they had a chance. Michael's boss at NIC Bookstore, Bill Semmler, sent me the link to the "breaking news." Bill told me that Michael was always the first one to arrive at the store in the morning, until today. Michael was driving three hours each way to and from work, from Pullman to Coeur d'Alene.

Even after his store had been taken over by B&N, Michael served PNBA as coordinator of PNBA's Rural Library Program, from about 2000 through 2007, when I moved the job to a librarian, for (political?) reasons of my own. Michael was great at it, soliciting recipient library suggestions, explaining to the recipient what was required of them, training and supervising the libraries volunteers, collecting and inventorying as many books as they could get donated by reps and publishers after the close of the exhibits, and getting the library to send us a report, often with a news article about the donation. Because he worked for a B&N store and they would not participate in his activities with PNBA, Michael used personal vacation time to work as the Rural Library Program coordinator.

I was so happy for Michael when he told me about the new job and the chance that he would be coming back to PNBA shows again. He was perhaps the most unassuming and generous guy I knew.

Sincerely,
Thom

Editor's note: Here is a link to Michael's obituary in last Thursday's issue of DNEWS.COM.

For 2010, it's Eat. Sleep. Read. Really, what else is there?

PNBA and eight other regional independent booksellers associations have partnered with Workman Publishing and Bookazine wholesale distribution to bring to you the 2010 IndieBound Eat. Sleep. Read. desk calendar. Eat. Sleep. Read. features daily book trivia provided by independent booksellers from around the country and promotes Indie Picks and the IndieBound sentiment all year-round. This calendar is available exclusively to association member stores at the amazing price of just $4.00 each! Suggested retail is $12.95, or you might just give a few away as a thank you or promotion. Either way, be ready to have them on hand, because Eat. Sleep. Read. will be featured in your Holiday Catalog and that means customers will be asking for it. And, for each calendar you purchase for stock, PNBA receives a portion of the sale to benefit member programs! Calendars can be purchased in case-counts of 30 from Bookazine, who is waving shipping costs in support of independent booksellers and their
organizations. They've also made it easy to set up an instant account for calendar purchases. Download the ordering instructions/order form here. Calendars will be available to ship in mid-August.

A Fair Exchange
Original Short Fiction By Randy Sue Coburn

Randy Sue Coburn's third novel, A Better View of Paradise will be published this month by Ballantine Books. She lives in Seattle. Find out more, or get in touch, through her website.

Read all the stories in our Footnotes original series, from Miriam Gershow, Jonathan Evison, and Stephanie Kallos.

Seth was a philosophy professor with literary enthusiasms that ran to writers who were dead. In the beginning of Marlowe's love affair with him, he bought her enormous tomes by his favorites - a vintage edition of "Middlemarch" bound in crushed silk for Christmas, an acclaimed new translation of "War and Peace" for Valentine's Day. With her habit of lingering over delectable sentences, Marlowe was not a fast reader and had just finished the first epic when Seth presented the second. She fell across his lap as if overcome by a fit of submissive passion. "Bend me, shape me, Dr. Harris," she vamped for him. He laughed. He kissed her. He even reached under her sweater to unsnap her bra.

But in the end, there was no getting around it with jokes or sex; in Seth's view, few of the contemporary authors whose books lined Marlowe's shelves bore discussion. To dwell in his pantheon, a writer must not only be long-since moldered, but edifying to boot. "Nice work if you can get it," Marlowe told him.

Seth raised an eyebrow, lips pressed together. "What do you mean?"

"I mean I wonder if anybody sits down to write a novel with the intention of edifying anybody else. If that happens, terrific. But if you ask me, it's about connecting with a reader. It's about intimacy. It's about pleasure. Oh, and entertainment, too."

Instead of dropping the pompous professor bit, instead of laughing at himself like he would have in the first blush of their intimacy, when almost any shared thought was a marvelous gem to be admired in every light, he drilled her with an incredulous look. "How can we continue as a couple if you believe that pleasure and entertainment are the points of existence? That goes against everything I stand for!"

By the time Marlowe reached page 1215 of "War and Peace," whatever she said or did seemed to trigger Seth's defenses. The closer they grew, the more she disappointed him-to such a degree that she suspected his real desire had been to morph her into his ideal woman, a dead ringer for Eliot's saintly Dorothea or Tolstoy's exemplary Natasha. Which left no room in which to work out the ordinary obstacles of love.

"I just realized what you're doing," she told him. "You're flunking me in a course that you're too frightened to take."

At least he had grace enough to say, "You may be right."

Once Marlowe recovered from the tawdry drama of Seth dumping her, she compared their affair to a cherry popsicle. The first half is delicious-solid, sweet, cool to the tongue. But the second half is a mess, dripping down your arm and staining your clothes. Seth had been a rite of passage, her
post-divorce, transitional man. A cliché, perhaps, and though Marlowe liked to think she was too smart for clichés, the one reliable plot point in all the books she adored was that love could make anybody stupid.

Still, she dreamt repeatedly of Seth, and in every dream he took on the persona of characters from the grand novels he’d given her—either full of passion and principle like Eliot’s Will Ladislaw and Tolstoy’s Count Pierre, or egotistical, sour, and emotionally shut down, like Mr. Casaubon and Prince Andrey. Not one of these dreams contained a drop of intimacy, entertainment, or pleasure. They burned up the atmosphere of her psyche, leaving nothing to breathe but the air of Seth’s judgment and analysis. Every morning, she awoke gasping. Desperate for relief, Marlowe moved Tolstoy and Eliot out of her bedroom, hoping the dreams would end. But they didn’t.

And so one summer afternoon she wrapped each volume as if it were made of fine bone china and drove to a large bookstore that had an extensive used and remaindered section with displays every bit as scintillating as those for new releases. The guy in charge of these older books named a sum for hers larger than she’d expected. Marlowe left them with him and browsed for the next hour, searching for authors who might get oxygen pumping in her again.

"Aha," the guy said when she returned. "Tolstoy and Eliot for Atwood, Roth, Russo, Kallos, Irving, and Ozick. Kind of makes me wonder what you were doing with Tolstoy and Eliot. I take it you didn't enjoy them."

"Oh, but I did," she told him, "they're great. It's just that, well, they were assigned reading."

"You're a student?"

"No," she said with a smile so radiant it might have been bestowed by Dorothea or Natasha. "I'm a writer. A living writer."

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**PNBA's 2009 Fall Tradeshow**

Thursday, Friday and Saturday, September 10 - 12

Portland Airport Holiday Inn Hotel and Conference Center

Deadline for **Exhibitor Registration** is approaching!

Here is the link to PNBA's web page with show information and exhibitor registration forms. The registration deadline and the deadline to submit Show Specials is **Friday, July 31st.**

And don't forget a couple of proven marketing programs for selling your books at the show—**BuzzBooks** and **Bag-Stuffers.**

**Booksellers and Librarians,** here is you link to the PNBA show page for attendee registration, booking your room at the Holiday Inn, and a current **show schedule.** Bookmark it, as we will regularly update the schedule as our authors and presenters confirm.
Here are your Bradley McGogg-inspired winners:

**Top Frog**, $200
**Duck Store**, Univ. of Oregon, Eugene. Details, details, details!

**Jumper-up**, $100
**Vintage Books**, Vancouver, WA. Newsletter plug and Brad and friends on display.

**Honorable Tadpoles**, $50
**Riverwalk Books**, Chelan, WA. Dedicated newsletter highlighting the cover titles.

**Waucoma Bookstore**, Hood River, OR. Critter tea party and their favorite titles.

**Third Street Books**, McMinnville, OR. Never letting that window go to waste.

**Auntie's Bookstore**, Spokane, WA. Nothing from *Leafing Out* left out--packed display.

Thanks to everyone who got behind behind *Leafing Out* with their best efforts!

"We decided we're 'opting out' of the recession."
--Danielle Marshall, Beyond Words Publishing, marginalizing the rampant economic doom and gloom and displaying a positively rosy attitude.

**2009 Seattle Book Fest**

Seattle's Columbia City community is bringing back the waterfront's
Northwest Book Festival as the 2009 Seattle Book Fest, to be held at the Columbia City Event Center, October 24th and 25th. More than 50 authors and 80 exhibitors are expected for the big weekend, and they'd like you to join them in making this the literary celebration of the year.

The cost for a 10'x10' booth space with 8' table and two chairs is $150 if reserved by July 31, $200 by August 31, and $300 by Sept. 30. Send your booth reservation and check to: Seattle Book Fest 4816 Rainier Ave. S. Seattle, WA 98118 www.seattlebookfest.com For questions, contact Director, Paul Doyle: 206-721-3156.

PNBA Stores Help Children's Literacy Program

Many Washington state PNBA member stores helped make Page Ahead's book drive campaign a huge success during National Children's Book Week, in May. Community Outreach Coordinator, LeAnne Chow, reports over 1,300 books collected for local kids in need from 22 independent stores, as well as local authors and partnering sponsors.

Page Ahead is already thinking about next year and would like booksellers to do the same. Mark it on your calendar for next May, and increase your sales while you contribute to the social good of your community. Visit PageAhead.org to learn more.

NW Authors on OPB Radio

"Please share... the list with booksellers and book shoppers, library patrons, book clubs, writing groups, and anyone else who may be interested." That was the request of Emily Harris, host of OPB Radio's Think Out Loud when she wrote to thank the PNBA office for providing a list potential guest authors for Northwest Passages, a new series of conversations with regional authors. The "list" is the schedule of upcoming interviews along with the recommended Summer Reading for those authors. And OPB welcomes suggestions as the series continues into the fall. They can be shared by posting on the Think Out Loud Producer's Blog or emailing the host, Emily Harris. Past programs are available for download or listening at Think Out Loud at OPB.org.

PNBA Marketing Programs Working for Small Presses

In a letter to the PNBA staff and board, Basho Press, of Mukilteo, WA, proudly announced that they have sold more than 2,000 copies from their Haiku for Life® series, thanks in large part to thier placement of a series ad in the 2008 Holiday Catalog.

Prior to last fall, Basho had done little marketing and maintained just a few store accounts, but now have more than 100 physical and online retailers carrying the thematic gift books. It's estimated that with many author appearances lined up and the help of of PNBA's springtime Leafing Out
campaign, sales will reach the 2,500 mark sometime this summer.

"We're trying to make enough titles to fill just about anybody's gift shopping need," says poet and publisher David Ash, who says that the product line's strength lies in its diversity of titles. "People ask me which book is my favorite, or which one I hope will sell the best. I tell them I really don't care which title they like most. I hope they will buy the one most appropriate for their friend or loved one."

The quarter-million mark should disappear quickly in the rearview, as you can expect new Haiku for Life® titles for Cat Lovers, Romantics, Tea and Wine Lovers to join the lineup this year, and again be displayed for your customers in your Holiday Catalog.

For more information on Basho Press titles, email David Ash. Contact Partners/West to order.

What's the Secret?

Last Friday, Shelf Awareness picked up a Ballard News-Tribune story about Secret Garden Bookshop surviving and thriving amongst the changing landscape of their Ballard neighborhood, in northwest Seattle. "Ballard is changing a lot," said owner, Christy McDanold, "But, what I've found is that new Ballard didn't know they wanted a community like this, but they found it and are blown away by it."

ABA Members--ABACUS Needs Your Data!

"With the input of independent bookstores, the ABACUS Financial Survey provides a wide range of financial data and analysis, insightful and actionable data that have allowed booksellers to benchmark their operations and improve their business' bottom lines."

--ABA Board of Directors letter, Bookselling This Week, 06/18/09

Here's what your fellow booksellers have to say:

"ABACUS is an incredibly useful tool for our business. It helps us establish goals, determine areas for potential improvement, and monitor our progress. It offers us valuable information and a broader context. We've used ABACUS results to help negotiate with landlords, to set benchmarks for payroll, and to identify overlooked areas, such as utilities, where we could improve profitability. In the midst of all the business, ABACUS gives us the opportunity to stop and look at how we're doing. For the relatively small amount of effort it takes to participate, it's a big benefit." --Allison Hill, Vroman's Bookshop, Pasadena, CA

"We've participated in ABACUS for a number of years, and every year we learn something -- tips, shortcuts, changes in accounting, and, most of all, small ways to save money. We take that two percent seriously. A shaving here and there really does make a difference to our bottom line." --Becky Milner of Vintage Books in Vancouver, Washington
"It's kind of like getting a report card to see how we are performing among our peers. It helps us to set our sights higher." --Peter Schertz, Maria's Bookshop, Durango, CO

The ABACUS Financial Survey will only continue if enough ABA member booksellers submit their financial data -- via a completely secure and confidential electronic form -- to this year's project before the August 15 deadline. Please, do submit and help ensure that ABACUS continues as the essential tool it is.

- ABACUS is the only benchmarking tool available to indie booksellers
- ABACUS is totally free
- ABACUS submissions are completely confidential
- ABACUS only takes about an hour of your time to fill out

ABACUS articles of interest from BTW.

"I like to say we're part Chuck Berry, part Wendell Berry."
--Kevin Russell, lead singer of Austin band The Gourds on Main Stage at the Oregon Country Fair.

Member News

New Vistas for Leaverton
"The Retirement Sale starts now." That was the declaration made by Boise's Vista Book Gallery owner, Diane Leaverton, in a note to PNBA on July 2nd. Leaverton, who recently wrapped-up a second term on the PNBA Board of Directors, is looking forward to joining her husband, Jack, who retired last year. They plan to move to their property on Lake Pend Oreille, in the Idaho Panhandle. And, yes, the car through the front window (Footnotes, June 2009) might have had just a teeny influence on her timing. Can we blame her?

Lindon Bookstore Closing
"It is with a heavy heart that Brianne and I are announcing our plans to close Lindon Bookstore." So began the letter from owner, Robin Buckingham, sent to customers of Lindon Bookstore earlier this month. Robin and her daughter, Brianne Kuhle, purchased the Enumclaw, Washington store in 2004, maintaining the small-town downtown tradition set by longtime owners Linda and Dave Rolczynski. However, when the state closed Kummer Bridge, between Enumclaw and the neighboring Black Diamond last November for structural repairs, Lindon saw minor economy-driven losses become instantly staggering. The trend continued into 2009, at a clip of 40% per month. The bridge reopened in late June, fully repaired but having caused irreperable damage of its own. "We have loved serving this community and have appreciated your support more than you will ever
know. Brianne and I will take with us a depth of memories that will remain with us always and wish each and every one of you only the very best as we all try to make it through this very tough time. We will miss you deeply."

Robert W. Maull, 1943-2009  
The NW Examiner reported in their June issue that Robert "Bob" Maull died on April 24th in Cape Cod, Mass., at the age of 65. Bob owned and operated Twenty-third Avenue Books in Northwest Portland for nearly 20 years, before selling the store and moving back east in 2006.

Member, and Portland resident, George Wright, C3 Publications, shared the news of Bob's passing. "Bob Maull was kind to me when I was an unknown author; he held a number author events for me, thus exposing my work to readers whom had never heard of me. He was known for hosting little known authors when they were breaking in. Later, when many of them had made their mark, they would go to Twenty-Third Avenue Books first, when they had a new book. I remember seeing many loyal big name authors appearing at his store; often there would be big crowds jammed into his small space. He will be long remembered for his passion and commitment to the printed word."

BPNW Members: Tradeshow Opportunity  
Book Publishers Northwest will not meet during the summer, but will have a table at PNBA's fall show in Portland, and all paid 2009 members will be given the opportunity to display one book at the show for free. To become a 2009 member of Book Publishers Northwest, send $50 to Book Publishers Northwest, PO Box 9535, Seattle WA 98109. Be sure to include your name and e-mail address with membership payment. A receipt will be e-mailed to you. To check membership status, e-mail bpnwnews@aol.com.

2009 Calendar

<table>
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<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>July 31</td>
<td>Show 1-day (Friday) Exhib. Reg. deadline</td>
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<tr>
<td>Aug 7</td>
<td>Store Holiday Catalog orders due</td>
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<tr>
<td>Aug 22-25</td>
<td>Seattle Gift Show, Seattle</td>
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<tr>
<td>Sept 10-12</td>
<td>PNBA Fall Tradeshow, Portland</td>
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<tr>
<td>Oct 8-11</td>
<td>Wordstock Book Festival, Portland</td>
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<td>Oct 22-24</td>
<td>Montana Festival of the Book, Missoula</td>
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<td>Oct 24-25</td>
<td>Seattle Book Fest, Seattle</td>
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<tr>
<td>Nov 4-8</td>
<td>The Nature of Words Festival, Bend</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.
Cindy Heidemann, Cheryl Maze, René Kirkpatrick, Kristine Kaufman and I all worked together at about the same time at the U of O Bookstore in Eugene in the 70s and 80s. Michael started in the tradebook receiving dept and became coordinator after a few years. He devised a system using the purchase order forms to record the weight of every book shipment received, comparing it to what we should have been charged, and charging back the publishers (deducting from the invoice basically) the difference between what we were charged for shipping and what we SHOULD have been charged. Saved the dept tens of thousands of dollars.

When I left the U of O in 1984, Michael became the trade backlist buyer for new manager, Cindy Heidemann. That experience led to a move up and a move north when he became the trade department manager at The Bookie (WSU bookstore) in Pullman. He was there for more than two decades, even after Barnes & Noble controversially wooed the school into giving them
the run of the store in 2002. Michael was moved to assistant text manager and actually stayed with them for about six more years while looking for another college store position, finally realized with Northern Idaho University Bookstore just two months ago. The job, again, was textbooks, but Michael was so happy to finally get out of the B&N system that he jumped at it. He told me that he was really enjoying it, and that he and his wife Patti would probably move to Coeur d'Alene next year, when they had a chance. Michael's boss at NIC Bookstore, Bill Semmler, sent me the link to the "breaking news." Bill told me that Michael was always the first one to arrive at the store in the morning, until today. Michael was driving three hours each way to and from work, from Pullman to Coeur d'Alene.

Even after his store had been taken over by B&N, Michael served PNBA as coordinator of PNBA's Rural Library Program, from about 2000 through 2007, when I moved the job to a librarian, for (political?) reasons of my own. Michael was great at it, soliciting recipient library suggestions, explaining to the recipient what was required of them, training and supervising the libraries volunteers, collecting and inventorying as many books as they could get donated by reps and publishers after the close of the exhibits, and getting the library to send us a report, often with a news article about the donation. Because he worked for a B&N store and they would not participate in his activities with PNBA, Michael used personal vacation time to work as the Rural Library Program coordinator.

I was so happy for Michael when he told me about the new job and the chance that he would be coming back to PNBA shows again. He was perhaps the most unassuming and generous guy I knew.

Sincerely,
Thom

Editor's note: Here is a link to Michael's obituary in last Thursday's issue of DNEWS.COM.

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"ABACUS is an incredibly useful tool for our business. It helps us establish goals, determine areas for potential improvement, and monitor our progress. It offers us valuable information and a broader context. We've used ABACUS results to help negotiate with landlords, to set benchmarks for payroll, and to identify overlooked areas, such as utilities, where we could improve profitability. In the midst of all the business, ABACUS gives us the opportunity to stop and look at how we're doing. For the relatively small amount of effort it takes to participate, it's a big benefit." --Allison Hill, Vroman's Bookshop, Pasadena, CA

"We've participated in ABACUS for a number of years, and every year we learn something -- tips, shortcuts, changes in accounting, and, most of all, small ways to save money. We take that two percent seriously. A shaving here and there really does make a difference to our bottom line." --Becky Milner of Vintage Books in Vancouver, Washington
"It's kind of like getting a report card to see how we are performing among our peers. It helps us to set our sights higher." --Peter Schertz, Maria's Bookshop, Durango, CO

The ABACUS Financial Survey will only continue if enough ABA member booksellers submit their financial data -- via a completely secure and confidential electronic form -- to this year's project before the August 15 deadline. Please, do submit and help ensure that ABACUS continues as the essential tool it is.

- ABACUS is the only benchmarking tool available to indie booksellers
- ABACUS is totally free
- ABACUS submissions are completely confidential
- ABACUS only takes about an hour of your time to fill out

ABACUS articles of interest from BTW.

"I like to say we're part Chuck Berry, part Wendell Berry."
--Kevin Russell, lead singer of Austin band The Gourds on Main Stage at the Oregon Country Fair.

Member News

New Vistas for Leaverton
"The Retirement Sale starts now." That was the declaration made by Boise's Vista Book Gallery owner, Diane Leaverton, in a note to PNBA on July 2nd. Leaverton, who recently wrapped-up a second term on the PNBA Board of Directors, is looking forward to joining her husband, Jack, who retired last year. They plan to move to their property on Lake Pend Oreille, in the Idaho Panhandle. And, yes, the car through the front window (Footnotes, June 2009) might have had just a teeny influence on her timing. Can we blame her?

Lindon Bookstore Closing
"It is with a heavy heart that Brianne and I are announcing our plans to close Lindon Bookstore." So began the letter from owner, Robin Buckingham, sent to customers of Lindon Bookstore earlier this month. Robin and her daughter, Brianne Kuhle, purchased the Enumclaw, Washington store in 2004, maintaining the small-town downtown tradition set by longtime owners Linda and Dave Rolczynski. However, when the state closed Kummer Bridge, between Enumclaw and the neighboring Black Diamond last November for structural repairs, Lindon saw minor economy-driven losses become instantly staggering. The trend continued into 2009, at a clip of 40% per month. The bridge reopened in late June, fully repaired but having caused irreperable damage of its own. "We have loved serving this community and have appreciated your support more than you will ever
know. Brianne and I will take with us a depth of memories that will remain with us always and wish each and every one of you only the very best as we all try to make it through this very tough time. We will miss you deeply.”

**Robert W. Maull, 1943-2009**
*The NW Examiner* reported in their June issue that Robert "Bob" Maull died on April 24th in Cape Cod, Mass., at the age of 65. Bob owned and operated Twenty-third Avenue Books in Northwest Portland for nearly 20 years, before selling the store and moving back east in 2006.

Member, and Portland resident, George Wright, C3 Publications, shared the news of Bob's passing. "Bob Maull was kind to me when I was an unknown author; he held a number author events for me, thus exposing my work to readers whom had never heard of me. He was known for hosting little known authors when they were breaking in. Later, when many of them had made their mark, they would go to Twenty-Third Avenue Books first, when they had a new book. I remember seeing many loyal big name authors appearing at his store; often there would be big crowds jammed into his small space. He will be long remembered for his passion and commitment to the printed word."

**BPNW Members: Tradeshow Opportunity**
*Book Publishers Northwest* will not meet during the summer, but will have a table at PNBA's fall show in Portland, and all paid 2009 members will be given the opportunity to **display one book at the show for free**. To become a 2009 member of Book Publishers Northwest, send $50 to Book Publishers Northwest, PO Box 9535, Seattle WA 98109. Be sure to include your name and e-mail address with membership payment. A receipt will be e-mailed to you. To check membership status, e-mail bpnwnews@aol.com.

**2009 Calendar**

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<th>Event</th>
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<td>July 31</td>
<td>Show 1-day (Friday) Exhib.</td>
<td>Reg. deadline</td>
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<td>Aug 7</td>
<td>Store Holiday Catalog</td>
<td>orders due</td>
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<td>Aug 22-25</td>
<td>Seattle Gift Show</td>
<td>Seattle</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](http://example.com). We post the newsletter to our website within a few days of emailing it.
We're Putting on a Show!
Your Executive Director Tells You What He's Been Up To
by Thom Chambliss

What does the fall show mean to you? Authors? Education? Publisher exhibits? Seeing your sales rep? Learning about the new books? Networking with other booksellers? Well, here's your chance. We've got all that and MORE at the 2009 Fall Show coming Friday, Saturday and Sunday, September 10-12, at the Holiday Inn at the Portland Airport. Hotel rooms are available as low as $99.00/night--with free parking! The deal is good until our block is sold out or Friday August 28th, whichever comes first. To reserve your room, click HERE, plug in the nights you want to stay, and click the "check availability" button at the bottom. There are not many rooms left, so we recommend that you reserve yours as soon as possible.

And what a show it will be! Thursday Education is packed with current topics, exciting presenters, and something valuable for everyone! Working with your local librarians, making money from publishers' co-op, understanding today's wired-in book buyers, jumping onto the buy local bandwagon, e-books, used books, book clubs, and making the most of the Social Media phenomenon—it's all on the agenda. Plus, we hope that all of you, including our librarian friends, will want to learn about Edelweiss, the new, free service from Above the Treeline that helps you deal with publishers online catalogs, to become more efficient, more responsive with your buying, and more profitable in the end. Remember, anyone with a show badge may attend any sessions on any subjects at any time! And don't forget Thursday's Celebration of Authors, now produced as a
lunchtime event, with the authors signing copies of their new books immediately after lunch. Anyone with a badge may attend, but you'll need to buy your lunch ahead of time. Thursday night we'll host the second annual Nightcapper Party, with more than twenty authors showing off their new books and signing copies for the attendees. Oh, and remember to turn off your cell phone during this one, as we don't want Boilerplate going haywire.

With a fabulous line-up of nationally-known authors on Friday, the Book & Author Breakfast is a steal at $20 for an advanced ticket—especially when you receive your signed copy of each authors' new book at the end of the event. Then, it's time to head over to the adjoining exhibit hall to see our regional publishers' reps and all the new books they will be promoting this fall. Here's where the networking gets serious. Come prepared with show orders to take advantage of the specials offered by many of the exhibitors, and at the same time, see some friends whom you haven't seen since this time last year. There will be no education and no author events while the exhibits are open on Friday, so you can concentrate on the exhibits—and playing BuzzBooks!

As soon as the exhibits close, we'll have authors autographing copies of their new books back in the hotel for an hour. Quick refresh, and it's time to get ready for the evening's Author Feast, again featuring a wide variety of well-known and up-and-coming authors who will move from table to table to tell you their stories and get you excited about their new books. No matter where you sit, you'll see at least six authors personally, and after your meal, you'll be offered a Bag 'O Books, containing at least twelve books by the various authors at the event. For the last half hour, the authors will answer more questions and personalize their books, for anyone who would like that.

Saturday morning opens with the final Author Breakfast, featuring three previous PNBA Award winners and one of the most popular children's book author/illustrators of today. Again, we highly recommend it as a great way to start your day and hear first hand about some of the books that will be most popular in your stores this fall. The exhibits will open at 9:30 and will feature more than half of the exhibitors who were there on Friday. PLUS, we will have authors signing their books on the show floor, AND four booths in which booksellers will be offering to work with you, one-on-one, to help set up your own blog, build your own Facebook page, open your own Twitter account, or show you how to film and post to your web site or YouTube a short video about your store and why people should shop there. Here's where you can learn the specifics about bringing YOUR store into the 21st century. Don't be afraid! Yes You Can!! And PNBA's volunteers will help make it true. We recommend that you bring a laptop
and camera if you have them, and a jump drive with your favorite artwork for a background, your store's logo, and a photo of the front of your store. We also recommend that you comb your hair. "Hey, look who's on YouTube!" This may be a unique opportunity for you to get comfortable with the New Media, learn a little about actually HOW to do it, not just hear someone tell you why you should do it. You may go back to your store with the beginnings of a rejuvenation project that could make a huge difference in your advertising and promotional efforts. PNBA will have computers and cameras for those of you who cannot bring your own. TAKE ADVANTAGE OF US, PLEASE!! For many booksellers, the tradeshows are the primary reason for a PNBA membership. Now, here it is. It's your show--we hope you use it, and we are really looking forward to seeing you while you're at it.

Booksellers and librarians, hit the floor on Friday and make the rounds to learn more about these seven new titles vying to be your 2009 BuzzBooks champion!

**The Fires of Edgarville**
Craig Joseph Danner
A Northwest original and handsellers dream deemed too "regional" by East Coast publishers. It's a literary novel wrapped in the skin of a mystery, which reads like no other book on your shelves. "A page-turner...in fluid, singing prose. I was spellbound." --Molly Gloss

**Salt in Our Blood: The Memoir of a Fisherman's Wife**
Michele Longo Eder
Recounts the moving story of a commercial fisherman's wife, who is both a mother and a successful attorney on the Oregon coast. Set against the sudden loss at sea of the Eders' oldest son, Ben, it is a tale of indescribable sadness but also one of resilience and courage--a stunning testament to one family's strength and the memory of their remarkable son. --A. Roger Ekirch

**Hands at Work: Portraits & Profiles of People who Work with Their Hands**
Iris Graville
Provides a rich tapestry of people passionate about laboring with their hands. Vivid narratives and striking black-and-white photographs convey an enthusiasm for work that has become rare for many Americans. An inspiring book.

**Davy Brown Discovers His Roots**
Keely Alexander and Velani Mynhardt Witthoft
Set in Seattle, this story blends the historic with the current immigration story of America. Davy Brown makes the immigration story more relatable to long-standing Americans and will encourage the reader to think about their own unique family history in this multicultural society we live in.

**Impossible**
Nancy Werlin
Lucy is seventeen when she discovers a family curse that requires her to complete three seemingly impossible tasks or risk falling into madness like the Scarborough girls from generations past. Will the help of family, friends, and her one true love be enough to conquer this age-old evil? A beautifully wrought modern fairy tale.

*Sometimes We're Always Real Same-Same*  
Mattox Roesch  
In this debut, a teenaged LA gangbanger moves with his mother to the remote Eskimo village where she grew up. Publishers Weekly said, "Roesch's compelling story, exotic setting and eccentric characters make this coming-of-age tale a fresh, welcome read."

*The Third Man Factor: Surviving the Impossible*  
John Geiger  
A riveting combination of popular science and adventure that explores the human capacity to survive deadly situations through a remarkable phenomenon--an unseen presence who guides people to safety. Includes compelling human stories from a Ron DiFrancesco, 9/11 survivor; Ernest Shackleton, legendary explorer; Jerry Linenger, NASA astronaut; and many more.

2009 Rural Library Selected
The [Clearwater Memorial Public Library](http://clearwaterlibrary.org) in Orofino, Idaho, has been chosen as the recipient of this year's Michael Pritiken Rural Library Program donation. The award consists of thousands of dollars worth of books and materials given by publishers at the end of the fall show. The Clearwater Memorial Public Library is located 45 miles up the Clearwater River from Lewiston, and serves as a gathering place for people from throughout the region, including the small communities of Peck, Craigmont, Pierce, Greer and Headquarters. Patrons also come from Kamiah, Lapwai and Kooskia to use the library in Orofino because this library has longer hours than the ones in their communities. The yearly average attendance at the library is 51,000. The library is located in an area with the highest unemployment rate in the state of Idaho, currently registering about 15%. 52% of students at local schools receive free or subsidized lunches. The annual budget for all materials is only $20,000 and will fall at least 4% next year. PNBA's Rural Library coordinator, Colin Rea, Director of the Fern Ridge Library District in Veneta, OR, will work with a group of volunteers from the Clearwater Memorial Public Library at the show to supply donating publishers with a receipt for their donations, to inventory and box the donated materials, and to transport those donations to the Clearwater Library after the show. The PNBA Board of Directors recently voted to name the rural library program for its longtime Coordinator, Michael Pritiken, after his death in July. *(Footnotes, July 2009)*
From Alaska to Africa

After a photo safari in Africa, Hearthside Books co-owner Susan Hickey was inspired to improve literacy opportunities for children in Africa. She found Africa Library Project and then discovered that her community shared her enthusiasm. More than three thousand books and many happy children later, Hickey is already looking ahead to another book drive next spring. Read the entire article on the ALP June 2009 Newsletter, page 3.
When temps approach fahrenheit 451, PNBA chicklet Olive Passaro knows what to do.

EAT. SLEEP. READ. Calendar
Now Available at Partners/West, Limited Quantity!

A limited quantity of the 2010 EAT. SLEEP. READ. calendar (ISBN 978-0-9824653-1-8, suggested retail $12.95) is now available for less than carton quantity through Partners/West. Up to this point, the calendar was available only in carton quantities (30-count) from Bookazine distribution on the east coast. By special arrangement with PNBA, Partners will sell the calendar at $3.75 per unit, on a non-returnable basis, no minimum order required. Partners is subsidizing part of the calendar's cost and will combine and ship with any other order, including 2009 PNBA Holiday Catalog orders. The EAT. SLEEP. READ. calendar is a featured title in the PNBA Holiday Catalog!

Thank you for your attention to this special offer. Only 10,000 copies of the
IndieBound calendar, sold exclusively at independent stores nationwide, were printed. Once the 10,000 copies have been sold, the calendar will no longer be available.

EAT. SLEEP. READ. offers daily book trivia provided by independent booksellers across the country and IndiePicks all year long. The calendar, published jointly by PNBA and eight other regional booksellers associations, with the help of Workman Publishing. It is not available to other retailers. A portion of all sales goes back to the regionals, so by ordering the calendar, you're also helping PNBA!

All orders placed with Bookazine are valid! Early orders began to ship on August 15th.

BOOKAZINE ORDERING INSTRUCTIONS: Calendars must be purchased in case quantity of 30 calendars, non-returnable only. Download Bookazine order form here.

Indie Yesterday, Today, and Tomorrow

"I'm going on an extensive book tour in support of my new novel, VALERIA'S LAST STAND. Only, to spice things up, I've decided that while I'm on the road, I will visit 100 independent book stores and blog about what I think makes them unique. I'll also keep a photo diary on Flickr for anyone interested in seeing more of what these stores look like. It's a road trip, thousands of miles around America, from city to city--100 stores, as long as it takes."

So begins Marc Fitten's Indie 100 tour blog. Follow the journey, which includes about a dozen virtual tours of Oregon and Washington PNBA member stores.

A Note About Reporting to the Indie Bestseller List

The weekly Pacific Northwest Booksellers' Indie Bestseller List is a reflection of regional tastes and your handselling expertise. In order to keep this list going-to have your voice heard, to bring attention to our regional authors, to stay relevant in the halls of publishers and the minds of authors, and to create indie bookstore buzz in-store, in print and online--ABA needs all PNBA members to report sales to the list.
It's easy, it's confidential, and the rewards are many. Just follow these steps:

1. Choose one of the three ways to report:
   - ABA manual entry
   - ABA file upload
   - BookScan via your POS.
   (BookScan compatible POS systems include Anthology, Books-In-Store, BookLog, Computac, IBID, Word Stock, and UBIC. You can review the reporting options here or Contact BookScan directly for more information).

2. If reporting via the ABA manual entry or file upload methods, create a login and password for the ABA reporting area on BookWeb.org. If your store doesn't have a BookWeb.org account, you can create one here. (You will need an ABA ID number to create the account, so if you're not yet an ABA member, please join here.)

3. Pick a convenient time to report weekly. The report should include sales occurring during the week beginning 12:01 am Sunday through midnight Saturday.

4. If reporting via BookScan, transmit the weekly report no later than 10 pm each Monday.

5. If reporting via one of the ABA methods, transmit the weekly report no later than 3 am EST each Tuesday, via the ABA reporting site. Access the site here. The reporting site opens each week at midnight Saturday.

6. For questions, visit the ABA Indie Bestseller FAQ page. For technical support contact Jeff Wexler at ABA.

That's it! It's really easy once you've set up the system. Help keep this great asset alive and meaningful!

"I do, however, fake my hair color. And I wear contacts. And I once had braces on my teeth and a few sessions of electrolysis. I'm very lucky to have been born in modern times or else I would have been very unattractive."

-- The hilarious Mary Guterson (Gone to the Dogs, St. Martin's Griffin) as Shelf Awareness' July 31 Book Brahmin, somehow going there after being asked which books she may have faked reading.

ABFFE Urges Booksellers to Celebrate the Freedom to Read
The American Booksellers Foundation for Free Expression (ABFFE) is urging booksellers to help publicize the hundreds of attacks on books that occur in the United States every year by participating in Banned Books Week (Sept. 26-Oct. 3), the national celebration of the freedom to read. "Booksellers who mount displays during Banned Books Week tells us that it is one of their favorite promotions," ABFFE President Chris Finan said. "Customers are genuinely surprised by the wide range of books that are challenged, and they are grateful for the opportunity to learn more." ABFFE makes it easy for booksellers to participate by providing a Banned Books Week handbook on its website. (Use the "Banned Books Week" button at the top of the home page.) The handbook describes a variety of activities, including the creation of simple displays and organizing easy events like readings from banned books. Many of these projects are inexpensive. The Banned Books Week handbook features posters that can be downloaded and reproduced at a local copy shop for a nominal fee. This year's handbook includes two posters based on the new graphic novel adaptation of the anti-censorship classic, Fahrenheit 451, from Hill & Wang. For a limited time, ABFFE is also discounting the price of its popular Freadom products. The Freadom T-shirt is available in four colors-black, royal blue, charcoal gray and forest green-for $12 ($10 for orders of 12 or more). Imprinting is available for $1 per shirt. There are also Freadom buttons, bumper stickers and bookmarks. A small Freadom button is sold in three different colors that are sold mixed in bags of 100 ($30). 100 bookmarks are $5. To download an order form, click here. ABFFE also helps booksellers promote their Banned Books Week activities. Last year, it joined the American Library Association (ALA) in launching the first website dedicated to the event. In addition to providing general information, it features a state-by-state list of participating bookstores and libraries. Bookstores and libraries that would like to be listed on the website can submit details of their Banned Books Week celebration directly using this link. Once the information has been reviewed, it will be posted. Banned Books Week was launched in 1982 to draw attention to the growing number of challenges to books in schools, bookstores and libraries. It is sponsored by ABFFE, ALA, the Association of American Publishers and the National Association of College Stores. For further information about Banned Books Week, contact Jamie Chosak, (212) 587-4025, ext. 13.

Opening or Buying a Bookstore?

Training to prepare for owning and operating your new business will be the most critical investment you make in your new venture.

With rave reviews over the years, this workshop retreat offers you an opportunity to immerse yourself in the book industry plus all of the strategies and contacts to help you launch a successful independent
bookstore. Plan to attend the next intensive program, Opening A Bookstore: The Business Essentials, September 14-18 on Amelia Island (near Jacksonville, FL). The week will include key topics from start-up costs and strategies for making a profit to choosing a computerized management system and selecting your opening inventory.

Avoid the all-too-common misconception that a small bookstore can't be that hard to start and operate. It's a complex business regardless of size. Take time to train for your new career so you can launch a successful bookstore that is a sustainable business that will contribute to your local economy for years to come.

The workshop, offered in spring and fall each year, is facilitated by Donna Paz Kaufman and Mark Kaufman of the Bookstore Training Group of Paz & Associates and is co-sponsored by the American Booksellers Association. For details, visit their website.

But Why Would You Ever Give It Up?

"Girl goes to university for literary studies. Girl graduates and gets a temporary job as a cashier, which turns almost permanent. Girl writes a blog about it. Girl gets a book deal, then a movie deal, then a musical deal, then a second published book." Read the entire Paste Magazine article about the cashier-turned-bestseller here. Then, get that notepad ready under the counter-the way has been paved.

Member News

**Goodbye, Frank McCormick**

Longtime Pacific Northwest sales rep, Frank McCormick passed away on August 19th. McCormick formed McCormick Associates in the late 1980s and represented our region from his home in Oceanside, California before moving to Sequim, Washington in 1998. A small memorial service with family and friends will be held on Saturday, 8/22, at Frank's home in Port Angeles. If you would like to contribute something to be read at the service, please email Frank's partner, Susan Payne.

If you would like to make a charitable contribution in the name of Frank McCormick, please contact one of these organizations:

Welfare for Animal Guild
PO Box 3966
Sequim, WA 98382
"He left a gentle and genuine mark on the world. He will be greatly missed."
--John Hopkins, friend and colleague

**Our Favorite Martin**
Glenna Martin will be leaving her post on the PNBA Board of Directors after the sale of her store, Pearl Street Books & Gifts, in Ellensburg, Washington. "The opportunity arose and I just felt I could not turn it down. It was a big decision for me & very difficult to make. However, I am looking forward to a new adventure even though I know not what it will be. I'm thinking I would like to work a 40 hour week for awhile and see what that might be like." Martin will continue to work at the store into September to help with the transition and will accompany new owner, Nancy Graham, to the show, in Portland. Be sure to ask for an introduction.

**Green Bean Books Ready for Picking**
Green Bean Books, a new and used children's store celebrated it's grand opening in Northeast Portland on July 30th. Read about the store's creation, philosophy and design in Green Bean's press release and then an interview with owner, Jennifer Green at Reading Local.

**Weich Out at Powell's**
After 11 significant years, Dave Weich has left Powell's Books. "If there's another industry populated by so many thoughtful, generous, and engaging people, it remains a well-kept secret." If you'd like to keep in touch: dscottweich@gmail.com

**Classifieds**

**Bookstore Manager Wanted**
North Cascades Institute, a nonprofit conservation organization, seeks an experienced bookseller to manage four small retail bookstore locations in and around North Cascades National Park. The position is based in Sedro-Woolley, approximately 30 minutes from Bellingham. For more information and a job description, contact Kris_Molesworth@ncascades.org.

**2009 Calendar**

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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.
There's Still Time to Get Yourself to the Show!

So says Larry West, PNBA's Executive Assistant and the guy responsible for deciphering your paperwork and processing your badges and meal tickets. Larry and his wife, Karen, will be in Registration overdrive for all three days of the show, so even if you haven't told us you're coming, we won't turn you away--though you must at least say hi before raising any problems or complaints!

Here's why you need to join us:

From 8am to 5:15 on Thursday, the 10th, PNBA's Day of Education offers everything from our tried and true Rep's Pick of the Lists to several sessions dealing with the reality of electronica in bookselling today. For the first time, the Celebration of Authors event will take place as a luncheon, from 12-1, with autographing to follow. When the afternoon sessions wrap up, it's time to get dialed in to your association's goings-ons at the Annual Membership Meeting, 5:30-6:30. After a dinner breather, you'll want to wrap things up with the Nightcapper--desserts, drinks and signings and surprises from 20 authors!

Friday morning's Book and Author Breakfast, 8-9:30, presents four top-notch national authors as well as an unplanned running theme. You'll need to be there to figure it out. At 9:30, the exhibit floor opens, so bring your walking shoes, your orders, and of course, your book bag--first 250 in the
door receive one, courtesy of Simon & Schuster and Tor. While on the floor, play BuzzBooks to help pick the next handselling gem for your store and possibly win $200. Announcements will be made at the Feast of Authors—but we're getting ahead of ourselves. When the floor closes at 4:30, head to the lobby for Author Autographing, to run until 5:45. Then, to top off day two, it's on to the Feast of Authors, 7:00-9:00. Dine with 20 authors who will take you from Alaska to Dune, Heck to Heaven, The Far Corner to Paradise, and beyond....

It's up early for another 8:00 Book and Author Breakfast on Saturday that features three previous Pacific Northwest Book Award winners! Again, the floor will open at 9:30, with continuing exhibits, Author Autographing on the floor from 10:00-1:30, and Bookseller Mentoring from 10-1: video, blogs, FaceBook and Twitter accounts--oh, the many modern methods you can utilize to promote your store! Wrap up your business and your goodbyes, as the show closes at 2:00.

2009 Fall Show, Sept. 10-12
Airport Holiday Inn, Portland

The Northwest Grille and Guest Pool, both located off the Holiday Inn lobby.

Holiday Catalog Title Showcase!

Visit the booth on the show floor and lay your eyes and hands on the books featured in your 2009 Holiday Catalog. Look for catalog authors at the show, as forty titles have Northwest connections!

And when you visit your reps on the show floor, remember to ask about quantity deals for those catalog titles you expect to sell by the stack—and there are more than a few.

Title list and descriptive copy are posted on the Holiday Catalog page at PNBA.org.
Happy Hour each night with nightly drink specials!
Flirts Lounge in the Holiday Inn Lobby

BuzzBooks Candidates Set for the Show

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Davy Brown Discovers His Roots
Keely Alexander and Velani Mynhardt Witthoft
Set in Seattle, this story blends the historic with the current immigration story of America. Davy Brown makes the immigration story more relatable to long-standing Americans and will encourage the reader to think about their own unique family history in this multicultural society we live in.

Impossible
Nancy Werlin
Lucy is seventeen when she discovers a family curse that requires her to complete three seemingly impossible tasks or risk falling into madness like the Scarborough girls from generations past. Will the help of family, friends, and her one true love be enough to conquer this age-old evil? A beautifully wrought modern fairy tale.

Sometimes We're Always Real Same-Same
Mattox Roesch
In this debut, a teenaged LA gangbanger moves with his mother to the remote Eskimo village where she grew up. Publishers Weekly said, "Roesch's compelling story, exotic setting and eccentric characters make this coming-of-age tale a fresh, welcome read."

The Third Man Factor: Surviving the Impossible
John Geiger
A riveting combination of popular science and adventure that explores the human capacity to survive deadly situations through a remarkable phenomenon--an unseen presence who guides people to safety. Includes compelling human stories from a Ron DiFrancesco, 9/11 survivor; Ernest Shackleton, legendary explorer; Jerry Linenger, NASA astronaut; and many more.

Need to Get Out for a Meal?
Here's a list of some choices in Northeast Portland, just a few minutes away from the hotel.
Want to Head Downtown?

It costs $2.30 for the 11-mile trip from Portland International Airport to downtown on MAX, the city's light rail system.

2009 Rural Library Selected

The Clearwater Memorial Public Library in Orofino, Idaho, has been chosen as the recipient of this year's Michael Pritiken Rural Library Program donation. The award consists of thousands of dollars worth of books and materials given by publishers at the end of the fall show. The Clearwater Memorial Public Library is located 45 miles up the Clearwater River from Lewiston, and serves as a gathering place for people from throughout the region, including the small communities of Peck, Craigmont, Pierce, Greer and Headquarters. Patrons also come from Kamiah, Lapwai and Kooskia to use the library in Orofino because this library has longer hours than the ones in their communities. The yearly average attendance at the library is 51,000. The library is located in an area with the highest unemployment rate in the state of Idaho, currently registering about 15%. 52% of students at local schools receive free or subsidized lunches. The annual budget for all materials is only $20,000 and will fall at least 4% next year. PNBA's Rural Library coordinator, Colin Rea, Director of the Fern Ridge Library District in Veneta, OR, will work with a group of volunteers from the Clearwater Memorial Public Library at the show to supply donating publishers with a receipt for their donations, to inventory and box the donated materials, and to transport those donations to the Clearwater Library after the show. The PNBA Board of Directors recently voted to name the rural library
program for its longtime Coordinator, Michael Pritiken, after his death in July. (Footnotes, July 2009)

Boilerplate will see you at the Nightcapper. Autographiesta!
Sponsored by Ingram Book Company.

2009 Calendar

Sept 9          PNBA Fall Board of Directors Meeting
Sept 10-12      PNBA Fall Tradeshow, Portland
Oct 8-11        Wordstock Book Festival, Portland
Oct 22-24       Montana Festival of the Book, Missoula
Oct 24-25       Seattle Book Fest, Columbia City
Nov 1           Holiday Catalog Official Drop Date
Nov 4-8         The Nature of Words Festival, Bend

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.
The Fall Show
You Said It, and We Happen to Agree

Wow! The PNBA staff were really blown away by the positive and generous attitudes displayed at the fall show. We had expected a more reserved, cautious, and tight-fisted approach to business at the show, but we were wonderfully surprised. Did the fog start to lift when we gathered at the show, or had it been breaking up all over the place and we just hadn't told each other?

Here are a few of the sunny notes we received after the show, from publishers, authors and booksellers, all raving about their experiences.

"I only can say that my impression of the show was that everyone I talked to thought this show was particularly good. The time spent talking to booksellers, industry people and authors was worth it. Thank you for making the show happen."
--Jennifer, Jennifer McCord Associates LLC

"I spent as much time as possible placing orders this year, thoroughly wore out my helper, and I've still got a trunk full of great catalogs to go through. I did find it a lot easier to work with the smaller companies, they seemed more willing to talk to a small business they haven't heard of...found lots of fun new things I'm hoping will do well here."
"Thank you so much for the opportunity to promote Boilerplate at the Nightcapper party and for all your help and support. We hadn't expected to be so continuously busy during the event! The overwhelmingly positive reaction was very encouraging. Please pass along our gratitude to everyone at PNBA. If there's anything we can do to help out the organization in the future, just say the word." --Anina Bennett, co-author of *Boilerplate: History's Mechanical Marvel*

"Many thanks to you for all your wonderfulness at the PNBA show. It was the best show in years for our company (and they've all been good)."
--Cynthia Frank, Cypress House

"Thanks so much for having me at the Author's Feast, which was even more fun than I expected it to be. If the rest of the show went as well as the portions that I was able to glimpse, it must have been a big success, so congratulations." --Randy Sue Coburn, *A Better View of Paradise*

"Thank you for another wonderful Fall Trade Show! You have a fantastic staff, an amazing crew of volunteers, and a lot of good folks in the industry who pull together to make this happen."  
--David Ash, Publisher, Basho Press, LLC

"Thanks for such a great show. For a new author and self publisher such as myself, Larry's accessibility has been invaluable the last 4 months. That has led me to choose the PNBA advertising packages and Show for my first ads and show on the circuit of regional shows, and I was not disappointed. I came away with new contacts and knowledge as well as orders. You have a great organization to work with."
--Camille Matthews, *Quincy the Horse*, Pathfinder Equine Publications

"Thanks for the great [Fall Show]! Again, I came away inspired, energized and educated. If we're still here next year and you're still there next year, someone from here will attend. By the way, I most appreciated the media-help desks Saturday afternoon. We will eventually get our e-commerce site up (hopefully within a month or so), we'll Twitter and we'll blog. Not because I know what will happen, but because I know we've got to try." --Don Muller, Old Harbor Books

"...I asked several reps how the show was going and the responses were from very pleased to just short of dancing a jig. In a way, the heavy presence of regional publishers, and reps for small presses, the stress on NW titles in the Holiday Catalog made it seem more like a local show. Really "Pacific Northwest!" Many of the "big" publishers were a disappointment for their lack of participation--the reps seemed to be left "high and dry." Most small presses and across-publisher reps stayed
both days and gave great service. Someone shared a rumor of talk for a western regional show based in California. Phooey!"
--Becky Milner, Vintage Books

"Amid speculation that the nine regional booksellers associations might join forces in the future to accommodate economic challenges . . ." --PW Daily

"Is this for real?" --Becky Milner, Vintage Books

Dear Becky and PNBA Members,

We doubt it and certainly hope that it won't come to that.

Back in January, I told the Board at their Annual Retreat that we could lose as much as $100,000 this year because of publisher cutbacks, some of which were coming because of the recession, but many of which would probably not be re-instituted when the recession ends. PNBA staff started making cutbacks where we could, but the Board decided to continue most of our programming for the year and not panic. Our total budget is a little more than $400,000, so losing $100,000 seemed a huge chunk. If we do lose that much, we could not continue in business as an association for more than another three years. Hence, the question of might we need to cut so far back that we would better join forces with another regional association (like the Northern California Indie Booksellers Assn?). Some people at the large publishing houses (like Random) have been suggesting we combine for at least five years, because they feel it is too inefficient for them to support our associations separately.

Because of publisher cut-backs, Holiday Catalog income (from publisher
ads) for this year is only $196,600, compared with our budgeted income of $265,000. (Five years ago, our HC income was more than $300,000.) The Spring catalog cost PNBA $30,000 and our income was only $18,875. We have already decided to discontinue the spring catalog. The Board also agreed to put the Book Award party on hiatus, indefinitely, which will save about $10,000. And the Board reluctantly agreed to reduce the monetary award that will go to the winning authors to $500 each. I will go to the Board Retreat in January with proposals for other cuts that should allow us to balance the budget for next year, without too much hurt, at closer to $300,000. The emphasis will be to cut programs that do not bring customers into our member stores. I will cut back my travel, we won't offer scholarships, and we will probably need to discontinue reimbursing stores for the cost to insert the HC in your local papers. (That alone would save PNBA $30,000). I expect to lose at least some of my employee benefits, probably some health care, and perhaps more.

The savings that we cobbled together in the office seem to have worked pretty well. We appear to be on track to lose closer to $60,000 this year, far less than the $100,000 I originally projected. And if we really can balance the budget for next year and come close to even at the end of 2010, then PNBA will be OK.

We are looking into new ways to earn money for the Association. Traditionally, membership fees only provide about 3% of the whole budget, but booksellers tell us they can't afford more, so we are looking elsewhere. The question we are grappling with now is, "What can we do that will make publishers feel like they MUST advertise with us?" If we can crack that code, we'll be back in the black for the long haul.

Let us know: What would you like to see PNBA do and how would you propose we do it? All member suggestions will be eagerly accepted, thoroughly considered, and greatly appreciated.

Sincerely,

Thom

Salute Your Sargeants

Have you attended a PNBA tradeshow over the last several years and found your way to a session by reading the custom sign outside the room? Have you watched any variety of electronic visual presentation in any of those sessions? Have you attended any kind of event where an author's books
were available in the very room? If you can say no to any of these questions, then you're wasting your store's money by over-napping in your hotel room or spending too much time in the bar. Your obvious "yes" answer means you owe huge thanks to Brad, PJ and Ben Sargeant. Since the mid-nineties, when Ben and his brother Jeff were just kids, it's been an annual family affair for the Sargeants to lend their voluntary efforts to the shows, regardless of the proximity to their Willamette Valley home. Brad and PJ live in Springfield, Oregon and Ben, now in Corvallis.

A blur of scissors and glue sticks. You can feel the heat coming off PJ's printer in a windowless work room somewhere in the bowels of the hotel as she madly googles for an author photo the publisher failed to send or a replacement for a corrupt book jacket file. And how many times has Brad calmly dealt with an "adaptor" emergency after someone whose flown in from New York remembered their laptop for their presentation but not the cords. Since Ben grew higher than a handtruck, he's been moving cartons from trucks to storage rooms to signings and somehow tracking down the missing box that no one else could find, saving the day for some poor first-time author from Idaho counting on her books to be there through a precarious partnership of a 23 year-old New York publicity assistant, an airplane hanger sized east coast warehouse and a ludicrous variety of planes, trains and automobiles, only to have them dumped into a luggage closet behind the front desk upon arrival the previous Tuesday! Oh yeah, and the box is not labeled. He's good.

Check out some other stuff this family is good at: Brad's Haiku-a-Day project and the recently completed PJ's Painting-a-Week on LiveJournal.

And, someday, remember to pass along your gratitude. We can't possibly express it enough.

"Trade Show World is a suspended state of time and reality that I happen to love. It has its definite advantages over real life, including room service, daily housekeeping and hotel lobbies full of people who care deeply about books and aren't afraid to say so."
--Robert Gray, in his 10/9 Shelf Awareness piece, Conversation in Tradeshow World.

BuzzBooks Winner

The winner of the annual BuzzBooks competition at the 2009 Tradeshow was Hands At Work: Portraits & Profiles of People Who Work with Their Hands. The book is published independently by its author, Iris Graville, Heron Moon Press, Lopez Island, Washington.

Hands At Work portrays, through vivid stories and black-and-white photographs, people passionate about laboring with their hands--work that has become rare for many Americans. A rich tapestry of inspiration and insight.

Hands At Work is a "Best of the Northwest" featured title in the 2009 PNBA
Holiday Catalog and is available at Partners/West and Baker & Taylor.

Winners of the $200 participant prizes:
Patty Carscallen, University of Idaho Bookstore, Moscow, ID
Stephen Sharpe, A Book for All Seasons, Leavenworth, WA
Lisa Johnston, Waucoma Bookstore, Hood River, OR

HANDS AT WORK: Portraits & Profiles of People Who Work with Their Hands
Photography by Summer Moon Scriver
Stories by Iris Graville
Heron Moon Press
$34.00
9780615220185
www.HandsWorking.com

Rural Library Donations Delivered to New Home

The Clearwater Memorial Public Library, in Orofino, Idaho, received a truckload of books equal in value to their entire 2009 materials budget when Judi and Gary Wutzke returned from the fall show last month. Judi (...and Books, Too--in next door Lewiston) nominated the library and facilitated the delivery of 38 boxes of books donated by publishers, reps and authors at the show. Orofino's online paper, Window on the Clearwater, ran the story, and it seems like the whole town turned out to accept the gift.

Holiday Catalogs are On the Way!

The last two store sets rolled off the press on Wednesday, and some orders are already en route to their destinations. We just got our samples in the office, and it's a beautiful little publication that is going to help you sell many, many books this holiday season.
All Promotion and Display Contest kits should have arrived in stores by now, but if you missed the sheet with contest details, it can be found on the Holiday Catalog page at PNBA.org.

How a Blog and Burritos Saved Our Store

Last fall, Portland, Oregon's Broadway Books, owned by Roberta Dyer and Sally McPherson, was hit hard by the faltering economy. "In October, our business crashed just like everyone else's," said Dyer. "Not
worse than anybody else, but we are such a small store. We had such a big
drop that it scared me." The booksellers were concerned that they would
have to close the 17-year-old, 2,000-square-foot store after the 2008
holiday season.

So how did they end up with record holiday sales? Read the entire Sept.
24th Bookselling This Week article to find out.

The Power of Art
by Tamara Mullen

What is art? I have pondered this question
over and over, and, not surprisingly, I have
no single answer. Art is many things--music,
dance, literature, painting, theatre,
sculpture, the patterns of sand shaped by
wind and waves, the hues of autumn, the
spearmint lichen on barren trees, a child's
first word--all the shapes, colors, sounds and
textures of our world. And art is unusual, an
anomaly of sorts. Art affects each human
being in a different unique way. How many
interpretations, impressions and emotions can a single dot on a white
canvas evoke? How many smiles and tears and reflection and calm can
but a single phrase of Mozart unearth? And, at the same time, art is
universal. It embraces and unifies us, it joins strangers, connects
communities and generations, and creates profound relationships in ways
that we intuitively understand, even if we can't quite express them in words.
This is the power of art.

I remember when I first learned the alphabet, one by one each letter was
formed then connected into words and sentences. Soon I learned to read. I
loved to read books and poetry. When I took a trip to China, every morning
I would wake to the sound of bicycle bells in the cold, coal filled air. Upon
the bicycles sat mothers and fathers, dressed in browns and grays, hardly
distinguishable from the browns and grays of their homes. However, what
struck me were the children who rode with them, adorned in pink and
purple and green and blue and gold, laughing and singing--an image of
gentleness and vibrancy, innocence and hope. I was inspired to write a
poem for my brother about this scene. To me, it symbolized the qualities of
his soul, his spirit. He framed the poem and hung it on his wall. Reaching
people. Human changing. At a young age, I had discovered the power of
art.

Later in my life, little did I know that a simple conversation with my mom
about my father's friendship with the owner of a violin making school back
in our home town would inspire a book about a child's wonderment in
learning this old and often forgotten art form. My book's research led me to
a renown luthier in Eugene whose workshop was reminiscent of 16th
century Italy. I watched him carve and shape and shine the red spruce
wood to create an instrument whose form and tonal richness mirrored that
of a Stradivarius. One day, I thought, a violinist will slide a bow across the
strings of this great violin, and music will resonate into the farthest corner
of the concert hall. A child's eyes will shine. Tears will swell in an elderly
gentleman's eyes. And a calm will settle gently over the women next to him.
An entire community will applaud as one. Unique, yet connected voices.
Depth. This is the power of art.

Because of art, I see the world differently. I hear the song of the rushing river and rustling leaves. I see nuances in autumn's light and depth in ancient rocks. I feel delight in a singular rain drop. And, I see the wonder in my son’s eyes and voice as we spend hours exploring and discovering our natural world. We shout out the colors of spring and the names of flowers. We take time to smell lavender and revel in the beauty of dew drops on a spider’s web. We pick and taste blueberries and listen to the violin and piano. We dance and sing under the stars and moon, and delight in the colors of the setting sun. We bring books into the garden and read about the plants and insects we find. We collect treasures from walks and create art with them. Now, my son is an official songwriter, composing the words to his first song about his natural world. He is 4 years old. This is the power of art.

I share these stories because they are a part of me. I have a passion inside to inspire children, people, and communities through art, and by doing so, enable each to unearth their unique talents and voice. As creators and givers of art, we can effect human change—not through alteration, but by allowing people to discover themselves. To me, this is the power of art. And, I applaud the literary arts community for your many contributions to this end.

Tamara Mullen is VP of Marketing for Growing Art Press, Corvallis, Oregon, an independent publishing house whose mission is to grow art within the community. www.growingartpress.com.

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**Paste Magazine Presents**

**Ten Fantastic Songs Brought to You by Books.** Clearly, the hipster version. Because we know that books have been inspiring songs for much longer than the current decade, drop a note to Brian when one comes to mind. We’ll compile and publish a list and maybe inspire a few mix projects.

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**Celebrate National Bookstore Day**

*Publishers Weekly* invites you to celebrate the first annual National Bookstore Day, a day devoted to celebrating bookselling and the vibrant culture of bookstores. This year’s day will take place on Saturday, November 7. [Read on>>](https://www.publishersweekly.com/article/929723786.html)
Putting the Final Touches on Seattle Bookfest

On October 12th, Seattle Bookfest announced the addition of several new high-profile authors and poets to the Oct. 24th, 25th event. Acclaimed Bellingham author William Dietrich will read from his new book, *The Dakota Cipher*, and National Book Award-winning writer Pete Dexter will read from *Spooner*, a PNBA Holiday Catalog selection. Also, poets Jason Whitmarsh and Mike Hickey, who was elected Seattle's "Poet Populist" last November, will read from their most recent work at the event. They will join a lineup of over 120 local authors, including Garth Stein, Dave Boling, Jennie Shortridge, Mary Guterson, Jonathan Evison, and poets like Sam Hamill and Judith Roche.

In addition to the scheduled events, over 70 local presses, bookstores and literary organizations will have booths to display their books at Bookfest. Head on down and say hi to some of our member friends from Black Heron Press, Sasquatch Books, Epicenter Press, Mountaineers Books, the University of Washington Press, Washington State University Press, and more. PNBA stores on hand with sales support are Bailey/Coy Books, Seattle Mystery Bookshop, Fremont Place Books, Secret Garden Bookshop and Third Place Books.

For a complete event schedule and list of participants, visit seattlebookfest.com.

**America Unchained!**

The American Independent Business Alliance invites you and your business members to participate in the 5th annual America Unchained!, a national campaign to highlight the importance of independent locally-owned business and shift more spending to them during the holiday season. Click the logo to learn more.

Remembering Frank Goodall

Frank Goodall, a member of the McGraw-Hill sales organization for over three decades, passed away on September 19th, 2009. Some of you no doubt remember Frank but for those of you who did not know him, Frank was one of the great salesmen of the McGraw-Hill Trade division dating back to the 1960's. He started with McGraw-Hill in 1963--I was told he was hired by Harold McGraw, Jr.--and for his entire career he covered the west coast when McGraw-Hill had a very formidable list of trade books (and many bestsellers), running the gamut from fiction, biographies to expensive art books and our own line of religious books. At one point, I
remember that Frank included Alaska and Hawaii in his territory which he faithfully represented.

Frank, himself, was an imposing gentleman. He was 6' 6" and you could spot him in our busy booth at every ABA (that's what BEA was called then). He was highly respected in the book business and admired by many inside our company as well as by customers and competitors alike. He was also a kind person and mentored many editors and marketers at sales conferences and other occasions.

Above all, Frank was a McGraw-Hill man. As his wife, Lois, told me, the many years Frank worked for McGraw-Hill played a significant part in his life. During those years he fully dedicated himself to his work and his people. Post-retirement, in May 1997, he stayed connected with many of you and continued his friendship with the people of our company.

I share this with all of you because in many ways it is both sad and important to report the passing of someone who embodied the spirit and passion of our organization and whose work and love for our book business is at the root of what each of us does each day.

For those who are interested, a Celebration service will be held on Saturday, October 24th, 11:00 a.m. St. Luke Presbyterian Church, 10 Bayview Drive, San Rafael, California.

Memorial gifts may be sent to: The Mosher Alumni House, In memory of Frank G. Goodall, c/o The Alumni Association, University of California Santa Barbara, Santa Barbara, California 93106-1120 and The Memorial Garden, In Memory of Frank G. Goodall, St. Luke Presbyterian Church, 10 Bayview Drive, San Rafael, California 94901.

Should you wish to contact Frank's wife Lois, her address is: Lois Goodall, 27 McNear Dr., San Rafael, CA 94901. 415-454-7094. LLGoodall@aol.com

--Philip R. Ruppel, President, McGraw-Hill Professional

Member News

Rediscovered Recognized
Once again, Rediscovered Bookshop has been named Boise's Best Local Bookstore by the readers of Boise Weekly. "This is 2 years in a row for us, and we are most pleased." --ever understated, Bruce Delaney, co-owner

Inklings turns Nine
Once upon a time, two women of vastly different ages, but related by marriage and common interest, started playing a verbal game nearly every time they were together. It went something like this: "If I ever had a bookstore of my own, I would have cozy chairs and a fireplace". "If I ever had a bookstore of my own, I'd want to have story time for kids." "If I ever had a bookstore of my own, I would definitely include a coffee shop." Read the rest of History of Inklings Bookshop and watch the slideshow.

Grass Roots Says Inklings is but a Pup!
On Saturday, Nov. 7th, Grass Roots Books & Music, Corvallis, Oregon, will honor National Bookstore Day by throwing themselves a 38th Birthday Party! From 10-6 there will be book raffles, lit-themed party games, cake, cookies and stories about the old days, when Jack used to sleep in a beanbag chair upstairs.

Bad Store on Good Store Blog
Here's what Debbie Buck had to say about the new painfully charming video series on the Vintage Books (Vancouver, Washington) store blog. "We have
two of them up on Vimeo right now! They are in our ongoing series called Bad Store--they exemplify the complete opposite of what you have come to expect of us! We give you the best, and make up the worst! Please note: No cats were harmed during the filming of these epic movies; our mailman is not British and/or ten years old; and I really don't talk like that! Intrigued? Bad Store

Classifieds

Bookstore for Sale

Trails End Bookstore, located in the small town community of Winthrop, Washington is for sale. Over the past six years, the current owners have built this 1800 square foot bookstore into a thriving and profitable business and sales have grown every year. Current owners take a generous salary as well as 2-4 months of vacation per year. The outstanding and highly trained staff operate the store while owners are away. Sale price is $349,800 + inventory. A full sales presentation packet is available. Please contact Brian Sweet at (509) 996-7888 or telesweet@hotmail.com.

2009 Calendar

Oct 22-24 Montana Festival of the Book, Missoula
Oct 24-25 Seattle Book Fest, Columbia City
Oct 26 23rd Annual Oregon Book Awards
Nov 1 Holiday Catalog Official Drop Date
Nov 4-8 The Nature of Words Festival, Bend
Jan 24-25 Annual Board Retreat, 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.
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The Tower on the Nightstand

Catalog Titles That Have Made It Onto My Stacks
by Brian Juenemann, PNBA Marketing Director

Sometimes I know it when I see it in the publisher's catalog. Sometimes it's a rep's enthusiasm or just a lucky discovery at BEA. Other times, I'm hooked while flipping through a hot-off-the-press sample copy in my booth at the fall show. However they flag themselves, there are always a number of Holiday Catalog titles that sell themselves to me, as a customer, who just happens to be putting the whole thing together. Here are a few from this year's batch that already contain many traces of my fingerprints.

Jessica Maxwell is a travel and adventure writer who gradually realized that she was on a long and unpredictable spiritual journey for which she most definitely did not buy a ticket. High energy and smart, like Maxwell, Roll Around Heaven: An All-True Accidental Spiritual Adventure is full of fun and fantastic moments. Embrace your own spiritual being! Or just enjoy Maxwell playing tag with hers.
This one is equally loved by adults and kids, because everyone gets it. A bit of wisdom, a few laughs, and conveying the sweetness of its title, Nicholas Oldland's *Big Bear Hug* is one easy sell—and the book I absolutely had to land for the catalog when a colleague found it at BEA. Easily the most enjoyed book in the HC Title Showcase at the fall show. Aaawww.

First off, wicked cover! Put this face out and it will suck people in like an undertow. *A Thousand Years of Pirates*, by William Gilkerson, is for the serious pirate connoisseur. No silly arghs here, but a lot of fascinating history and very cool artwork inspired by real-life pirates and adventures. *Pirates* is a definite keepsake.

*Charley Harper: An Illustrated Life* is visual candy. And in contrast to sticky confections, there are no regrets once you've killed the whole package. Charley Harper's influential and iconic works make you instantly hungry for more.

Strut, swagger, spring. Whatever you put into yours, walking is a natural opportunity to achieve your own DIY cool. *The Lost Art of Walking: The History, Science, Philosophy, and Literature of Pedestrianism* is an enjoyable ramble through the author's and the world's walking life. This Washington Post article celebrating the hardcover release last year does a great job of capturing the spirit of Geoff Nicholson's book and contains a couple of stellar quotes indicative of the author's general observational left, right, left.

My five-year-old daughter idolizes Laura Ingalls, and Sal inspires the same kind of regard. Northwest author Deborah Hopkinson and Northwest illustrator Carson Ellis deliver a uniquely colorful tale—words and pictures. *Stagecoach Sal* is a sing-songy, true-life-inspired story of a girl as sharp as she is brave and bold. "My Sal, she am a spunky gal, sing Polly wolly doodle all the day."

*109 Forgotten American Heroes...and Nine Or So Villains*, from McSweeney's and DK, triggers a sense of discovery and wonder I remember as a boy. Like a mash-up of my treasured *Guinness Book of World Records* and a volume of *Ripley's Believe it or Not!,* there is precious secret knowledge to be found here, and it proves that the world is funkier than we knew.
ABA Teams Up with NPR to Promote Indie Reads

NPR Books has begun publishing four weekly bestseller lists using the Indie Bestseller List feeds. The categories that appear on the site are Hardcover Fiction, Hardcover Nonfiction, Paperback Fiction and Paperback Nonfiction. NPR.org is a member of the IndieBound Affiliate Program, so each book review and story on NPR.org links to the book mentioned for sale through independent bookstores. Read more about the partnership from Bookselling This Week.

"We'll miss this space, but with the economy the way it is, it's probably smart to be a bit smaller--and open."
--Lindon Bookstore's Robin Buckingham after community backers and a neighboring landlord brought the store back from the dead and moved it next door.

Book Groups Support Patriot Act Reform
American Booksellers Foundation for Free Expression Urges Your Support

Washington, DC, November 11, 2009: The Campaign for Reader Privacy today urged its supporters to contact members of the House of Representatives in support of a bill that would effectively ban the government from using the Patriot Act to engage in fishing expeditions to identify the books that people borrow or purchase.

The House Judiciary Committee last week approved the USA Patriot Amendments Act of 2009 (H.R. 3845), which prohibits the use of Section 215 of the Patriot Act to search the records of a library patron or bookstore customer unless there are "specific and articulable facts" to show that the person is "a suspected agent of a foreign power" or someone who is in
Currently, Section 215 allows the FBI to secretly obtain any "tangible thing," including any business records that are "relevant" to an ongoing investigation, including the records of people who are not suspected of any criminal acts. However, Congress is currently debating changes in Section 215 and other provisions of the Patriot Act that expire in December. H.R. 3845 would allow readers to borrow and purchase books without fear that the government is monitoring their reading selections, while at the same time permitting Section 215 searches of bookstore and library records of suspected foreign agents and terrorists.

"The passage of H.R. 3845 would be a major victory in our eight-year fight to restore the protections for the privacy of reader records," said Larry Siems, Director of Freedom to Write and International Programs at PEN American Center. Siems noted that the vote in the House will occur soon. "Now is the time for everyone who cares about protecting the right to read freely, without fear that government is reading over our shoulders, to call or write their House representatives." Contact information for House members is available through the House of Representatives website.

The Campaign for Reader Privacy is also urging calls and faxes to members of the Senate, who may vote on a bill re-authorizing Section 215 (S. 1692) as soon as next week. It is calling for the addition to S. 1692 of protections for the privacy of bookstore records. S. 1692 only provides protections for library records. Contact information for your U.S. Senators is available here.

The Campaign for Reader Privacy was organized in 2004 by the American Booksellers Association, the American Library Association, the Association of American Publishers, and PEN American Center. Its goal is to ensure that Americans can purchase and borrow books without fear that the government is reading over their shoulders.

If a Seven Were a Nine

"The first thing you should know about the Seattle 7 is that there are nine of them." So begins the Seattle magazine story of how a group of local authors turned a writers support group into an initiative developing machine with the goal of fostering a love of books and reading in today's kids.
I Will Gladly Pay You Tuesday for a New Release--Tuesday.

Isn't it nice and simple--when the on sale date hits for a high profile new book, you open your box and put it on display that very morning, or maybe the night before. Anticipating customers come into your store on release day excited to find it and buy it. And you're thrilled to give them exactly what they wanted when they had to have it. So when did it become so complicated--and potentially unfair? Here's a little story from PW about a walmart.com new release pre-order--a case that shows how a "glitch" can be advantageous, not only for the customer, but also for the retailer. If there's a good chance it can be had early if ordered from Wal-Mart, it becomes just one more little selling point to add to the already garish lure. Though, at least in this article, things don't look quite so slick at Amazon. Guess we'll take that for now.

Neighbors or New Media
Where do Seattle Stores Focus Their Survival Strategies?

In the Big Blog at SeattlePI.com, Monica Guzman urges that it will take more than a surge of local support for Seattle to maintain it's national number one bookstore-per-capita ranking. It's going to require technological upgrades that take advantage of new business strategies such as virtual localization. Sometimes, your neighbors aren't so close, but they're out there. Check out the other links in this story to catch up on a lot of Seattle's current bookstore community goings ons, including the struggles of Elliott Bay and the closing of Bailey/Coy.

"I'll let you know if Sherman beats me arm wrestling."
--Seth Kantner, prior to his appearance at the Nature of Words festival in Bend, Oregon, where he and Sherman Alexie were both set to appear.

Never Judge a Book by Its Movie
Fight Club, the Movie, Turns Ten

Thank you for the article title, J.W. Eagan, whoever you may be. Though Chuck Palahniuk called it "the best date flick ever," there weren't a lot of happy couples who would have agreed with him upon the movie's release in 1999. Two years earlier, the PNBA awards committee had a different feeling about Palahniuk's debut novel and paved the road for the bandwagons to follow, honoring Fight Club with a Pacific Northwest Book Award. So are the book and the movie really separated by such a chasm of quality? Maybe the booksellers and readers were just quicker than the viewers to catch on. Thanks to Shelf Awareness.
for sharing this *New York Times* piece that considers Fight Club as "surely the defining cult movie of our time."

Member News

**Klindt’s Celebrates 140 Years in The Dalles**

On October 13th Klindt’s Booksellers & Stationers (The Dalles, Oregon) celebrated its 140th year in operation. Yep, that's a one hundred and forty, no typo. Read *The Dalles Chronicle* story [here](#). And attend the party via this CGN-7 [video](#) feature.

**Grass Roots is 38**

[Grass Roots Books and Music](#) (Corvallis, Oregon) has reached the ripe age of 38, making it the oldest independent bookstore under the same owner in Oregon.

**Giffin Bay hits 30**

This past Saturday Griffin Bay Bookstore (Friday Harbor, Washington) held an open house to celebrate 30 years in business. Read about it in the *San Juan Journal*.

**It's all about 20 for Watermark**

A week long series of 20 percent off specials will culminate in a storewide 20 percent sale and party hats on November 20th to celebrate 20 years in Anacortes, Washington for Watermark Book Co.!

Classifieds

**Bookstore for Sale**

Trails End Bookstore, located in the small town community of Winthrop, Washington is for sale. Over the past six years, the current owners have built this 1800 square foot bookstore into a thriving and profitable business and sales have grown every year. Current owners take a generous salary as well as 2-4 months of vacation per year. The outstanding and highly trained staff operate the store while owners are away. Sale price is $349,800 + inventory. A full sales presentation packet is available. Please contact Brian Sweet at (509) 996-7888 or telesweet@hotmail.com.

2010 Calendar

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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.
2010 Book Awards Shortlist
Eleven Candidates Remain in Running

The finalists for the 2010 Pacific Northwest Book Awards were announced Nov. 24th. The Awards Committee considered more than 200 nominations before trimming the list to these 11 books. The winners, up to six potential awards, will be announced in early January. Congratulations to our finalists.

*Live Through This: A Mother’s Memoir of Runaway Daughters and Reclaimed Love*
Debra Gwartney
Houghton Mifflin Harcourt

*The Man from Kinvara: Selected Stories*
Tess Gallagher
Graywolf Press

*The Collector: David Douglas and the Natural History of the Northwest*
Jack Nisbet
Sasquatch Books
Double Take: A Memoir
Kevin Michael Connolly
HarperStudio

The End of the West
Michael Dickman
Copper Canyon Press

Hotel on the Corner of Bitter and Sweet
Jamie Ford
Ballantine Books

The Crying Tree
Naseem Rakha
Broadway Books

Boneshaker
Cherie Priest
Tor Books

The Big Burn: Teddy Roosevelt & The Fire That Saved America
Timothy Egan
Houghton Mifflin Harcourt

Crow Planet: Essential Wisdom from the Urban Wilderness
Lyanda Lynn Haupt
Hachette Book Group

All In A Day
Cynthia Rylant, illustrated by Nikki McClure
Abrams Books for Young Readers

For book descriptions, reviews and author links, visit the 2010 Shortlist feature at PNBA.org.
A Capitol Idea
Elliott Bay Heading Up The Hill

It's official. Peter Aaron, owner of Seattle's Elliott Bay Book Company, ended many weeks of speculation and announced in a Dec. 10th letter to customers on the store website that Elliott Bay will be leaving Pioneer Square for Capitol Hill in the spring of 2010.


Graphic Realities
Northwest Publishing Fixture Calls it Quits

On November 13th, Graphic Arts Center Publishing Company filed for Chapter 7 liquidation in a Portland federal bankruptcy court, ending a 42-year run in the Pacific Northwest. Graphic Arts filed for Chapter 11 bankruptcy in April of 2006, but emerged, restructured, in early 2007 with the help of Ingram, whose Ingram Publisher Services took over distribution of all GACPC titles. Publishers Weekly reported on November 17th that IPS issued an announcement to all accounts stating they "will continue its normal activities including accepting orders, shipping books and processing and crediting returns" for Graphic Arts titles.

Editor's Note:
Pendleton Round-Up at 100, advertised in your 2009 Holiday Catalog, is now being distributed exclusively by the University of Oklahoma Press, represented by Wilcher Associates. The Timberline Lodge book, also featured in the catalog, was cancelled by GACPC prior to the bankruptcy filing and will hopefully emerge from an alternate publisher during the centennial celebration of 2010.
**Jackets Aren't Just for Dust**
Bookstore Collects Coats for Locals

On Nov. 21st, Hood River, Oregon's Book Stop kicked off their first annual "One Warm Coat" drive in conjunction with a reading from 2007 Pacific Northwest Book Award-winner and 2009 catalog-featured author Jess Walter. That first evening, the audience who came to enjoy a free reading and sample owner Cynthia Christensen's bruschetta bar and homemade cannoli, donated 126 coats. The celebratory evening was a huge success, and the collection continues to be, totalling 250 coats to date! Coats have been donated to community clinics in both Hood River and The Dalles and to fulfill requests from local schools. The Christensens plan to continue to collect coats through the end of the year to distribute to local emergency rooms and assisted living facilities. Cynthia hopes other businesses will consider undertaking similar community campaigns. "I've received emails, tweets, and phone calls from other booksellers and authors and just about everyone else saying thanks and good work. Kind of cool."

**Hay-on-Wye, WA?**
Wales of a Good Time, Northwest Style

The Welsh town of 1,200, Hay-on-Wye may not be a metropolis, but is has developed the international reputation as the Town of Books, and that means visitors. The 10-day spring Hay Festival alone draws about 80,000 people, which means the 961 folks in Langley, Washington better have a lot of extra guest rooms. As OregonLive.com reported, a handful of Langley's bibliophiles are working hard to lay the foundation for a literary destination of their own, a Book Town by the Sea.

**Overheard at the Eugene Amtrak Station**
Girl #1 Waits for the Train, While Girl #2 Sees Her Off

G1: "I wish I wouldn't have had to sell my Kindle."
G2: "Wait, what's that for?"
G1: "It's totally awesome, but like, $400, so I sold it to my sister."
G2: "So, it's like..."
G1: "It lets you, totally, like, download any book you want. Like, I downloaded Twilight number three while all those people were waiting in line... of course, I still had to have it later in hardcover."

Would somebody, please, figure out this business.

Presenting Paperbacks
NW Authors and Booksellers Abound

ABA recently announced its 2009 Indie Next List Great Reads... Now in Paperback, and our Great Northwest is all over the thing. Twenty bookseller selected titles (six supported by comments from PNBA booksellers) are now available in a color flyer, perfect for display or bagstuffing. Of the 20, there's one 2009 Pacific Northwest Book Award winner, two more previous PNBA award-winning authors, and one of our 2010 shortlisters! The full Presenting Paperbacks pdf flyer can be printed back-to-back on one 8-1/2" x 11" sheet.

Holiday Sentiment

A Shelf Awareness trailer of the day and Holiday Catalog-featured Northwest Bestseller: The Spirit of Christmas

Former PNBA Presidents Ask for Your Support
An Open Letter on Behalf of ABFFE

Dear PNBA member,

We know how busy you are. We are booksellers, too, and only a matter of real urgency could lead us to ask for your attention right now. December is the month when most bookstores renew their membership in ABA. The ABA renewal form includes a line for contributions to the American Booksellers Foundation for Free Expression (ABFFE), the bookseller's voice in the fight against censorship. As a current member of the ABFFE board (Will) and a former member (Chuck),
we hope you will take this opportunity to join ABFFE or to renew your membership. ABFFE helps protect your store from censorship threats by the federal government, state legislature, police, pro-censorship groups and irate citizens. General Membership in ABFFE is only $50 (Premier Members, who contribute $75, and VIP Members, who give $100, receive premiums. Click here for details). You can also join ABFFE by calling (212) 587-4025, ext. 15, or by sending a check to ABFFE, 275 7th Ave., Rm. 1504, New York, NY 10001.

Booksellers have been calling ABFFE for help for almost 20 years. Your support will ensure that there is always someone there to answer.

Thank you--and happy holidays!

Will Peters, Annie Bloom's Books, Portland, OR
Chuck Robinson, Village Books, Bellingham, WA

Distributors in December

When and How Fast You Can Get It

Thank you to ABA for posting holiday schedules for many regional and national distributors in the Nov. 19th edition of Bookselling This Week.

Member Notes

A Children's Place Turns 35
Portland's A Children's Place has been in business since 1974! Read OregonLive.com's celebratory coverage from Dec. 1.

The Nest Gets Cozier
Congratulations to Eagle Harbor Book Co. owner Morley Horder, who was recently married. The staff celebrated with a cordial invitation to their customers to join them in-store for a Nov. 23rd marriage celebration. What's a little frosting on the cover.

The Office Can't Contain Her
PNBA office staff member Jamie Passaro has begun writing a monthly column for Eugene's Register Guard titled "The Local Shelf." Booksellers will recognize quite a few of these Northwest titles turning up in her first two columns, Dec. 6th and Nov. 8th.

Looking Good Doing Good
Both Eagle Harbor Book Co., Bainbridge Island, and Pacific Mist Books, Sequim, WA were recently honored in their local papers--in fact two papers for Pacific Mist--for their contributions to local social organizations. The Sequim Gazette credits Pacific Mist with providing about $1,000 a year to First Teacher, a program providing a resource library and free activities for parents of babies and toddlers. Eagle Harbor, with store funds and PNBA matching grants, has given more than $15,000 to the Literacy Council of Kitsap since 1995, says the Central Kitsap Reporter. Kudos.

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