2010 Book Awards Announced
Five Authors and an Artist Earn the NW Honor

The PNBA was happy to announce its 2010 Book Award winners on January 8th. The winners were selected from more than 200 nominated titles, each written by a Northwest author and published in 2009.

The Big Burn: Teddy Roosevelt & the Fire that Saved America
Timothy Egan (Seattle, WA)
Houghton Mifflin Harcourt
9780618968411

Boneshaker
Cherie Priest (Seattle, WA)
Tor Books
9780765318411
Visit the [2010 Awards](http://www.pnba.org/awards) page at PNBA.org for more on these winners, including author bios, videos and reviews.

**Finalists:** [2010 Shortlist](http://www.pnba.org/awards)

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**Book Awards to be Locally Presented**

PNBA Stores Encouraged to Pursue Golden Opportunity

As our member stores were informed on Jan. 14th, PNBA will not produce a Book Awards event for 2010. Instead we have come up with a plan for our booksellers and our winners to celebrate in their own communities. If you would like to host one of the winning authors, noted above with his or her hometown, contact the PNBA office right away. We will provide you with contact information for the author’s publicist. It is then up to you to arrange your date, time and venue for the event. (*If you have a special rapport with one of the authors and offer a direct invitation, PNBA needs to be made aware, and will still require confirmation from the publisher.*) When we have formal commitment that the author would like to celebrate his or her award at your event, PNBA will send to the store the author’s Pacific Northwest Book Award plaque and a check. You will then present these items at your celebration.

PNBA simply asks that you promote the presentation in your town with
promotional signage and display, newsletters, advertising in local media and by inviting local media to the event. We ask that you document the author's visit, providing video and photos of the author's appearance. We'll even send you a pocket video cam to use for the night, if you need one.

Presenting a 2010 Pacific Northwest Book Award could be a fantastic opportunity for your store. The spotlight will shine on you, and your customers will delight at the chance to be a part of something exciting--Northwest literary history in the making.

Let us know if you have a plan!

The PNBA staff

A Peek Inside the Process

Book Awards Committee Insight

Two hundred books. Could you give each and every one the time of day? Seriously, after working with books every day, all week, could you? Nine of your cohorts did it last year, giving each book their attention, chatting, going back and giving some a little more. And as the piles get shorter, the attention given increases--even when it's a book that a reader, personally, wouldn't still have in the stack if it wasn't for a colleague's plea at that last committee chat. Whew. Maybe the committee members deserve as much celebration as the winners.

The University Bookstore's Brad Craft recently completed his second go-round on PNBA's Awards Committee with a sweet blog entry about the experience. Here's a little bit of committee back story and a lot of Brad, at his Used Buyer 2.0 blog.

Seattle is for Readers

Emerald City Tops AMLC List

Seattle has once again topped the list as America's Most Literate City. Central Connecticut State University released its 2009 findings in late December. The AMLC study, conducted in collaboration with the Center for Public Policy and Social Research, considers six factors in U.S. cities of at least 250,000 people: number of retail bookstores, library resources, newspaper circulation, internet resources, periodical publishing and educational achievement. Portland pulled in at a healthy number six.
UW Bookstore Turns 110
That's 770 in Husky Years

The University Bookstore at the University of Washington celebrated it's 110th birthday on January 10th. To honor the occasion, they asked 110 author and artist friends of the store to contribute 110 word celebratory compositions. The resulting book is 110/110. Each customer who buys a copy of any title by one of the 110 contributors will receive a free copy of 110/110 throughout 2010.

Click here to enjoy photos of the big party. Below, 2007 Pacific Northwest Book Award winner Jess Walter reminisces about the old times at UBS. From 110/110:

I used to read at Poetry Night at this bar. My favorite reader was a derelict who was introduced as "America's premier surrealist poet." His poems were disjointed lines read in a growling monotone. He'd start every reading with, "This poem was first published in 1974 in the journal Asphyxiation..." or "This poem first appeared in 1969 in the journal Cankerous Rash..." or "This poem was first published in the journal Blemish...". This is why my favorite section of University Bookstore, of any great bookstore really, is the lit-mags, the perpetually under-read, unfortunately named, tidily stacked world in which a mental patient can be a great poet.

Raising Kids in a House of Books

Adult kitchen table conversation:
"After reading Jim Harrison and Cormac McCarthy...."

Seven year old enters the room:
"Cormac McCarthy--The Road?!

Your Customers Noticed and So Did We
Holiday Catalog Promotion and Display Contest Winners

We wish the budget for prizes was bigger, as so many stores shared well-crafted displays and well-executed promotional campaigns from the Holiday Catalog season. Here's to everyone's efforts at making your stores welcoming and exciting for your customers.
First Prize, $250: 
Mountains in the window, foothills of books, the WineTrails little blue bus and custom wine labels featuring HC titles!
Watermark Book Co. was as tasteful and inviting as it was thematic. A superior job of merchandising with style and vision.

Second Prize, $200: Eagle Harbor Book Co.
Fabulous replication of the WineTrails mountains and Holiday Books design, both inside and out, catalog titles in mounds and the mortified-by-thoughts-of-The Big Burn snowman to boot!

Wild Card, $200: Sage Book Store has developed a reputation for their catalog-themed window paintings, but the addition of images and signs promoting other local businesses showed an indie spirit that reaches beyond the walls of the store. Go Shelton!

Honorable Efforts, $100:
Inklings Bookshop, for their eight-ad Yakima Herald campaign and catalog-leading newsletter with six specific title plugs; Read It Again, for their First Friday postcard, Wenatchee World ad, open house party and in-store display; and Bethel Avenue Book Company for their tree-hugging Bear.

The Grandma Who Came from Her Life
Shelf Awareness put the spotlight on Heidi Durrow for its Jan. 6th trailer of the day. Durrow charmed booksellers at the fall show Feast of Authors, and when you meet grandma Rosemary in the video, you’ll see where she got it. Check out Fun Fact 46 for a little real-life inspiration behind The Girl Who Fell from the Sky.
By desk, she's mild-mannered Laura White, Author Events Coordinator at the Duck Store, University of Oregon. But when the sales floor calls, she becomes CAPTAIN INDIE, bold and true, able to handsell to a stranger in a single conversation!

Member Notes

**Local Finalists for WNBA Pannell Award**

Two Washington bookstores, Parkplace Books in Kirkland and Third Place Books in Lake Forest Park, have been nominated for a 2010 WNBA Pannell Award. Pannell Awards are sponsored by the Women's National Book Association and the Penguin Young Readers Group and are given to stores that "excel at inspiring the interest of young people in books and reading." A jury of five book industry professionals will pick the winners. Each winner will receive a check for $1,000 and a framed piece of original art by a children's book illustrator.

**ABA's E-Fairness Action Kit**

New Tools for Idaho and Washington Stores

As states ring in the new year faced with significant budget shortfalls, there is a tremendous opportunity to win victories for sales tax equity around the country. ABA has launched a new E-Fairness Action Kit (E-FACT) that provides booksellers with crucial, state-specific tools to help them in their e-fairness outreach efforts.
"Local Books" On The Go
iPhone App for All Places Books

Board President, Libby Manthey recently sent us this note:

"We just downloaded this on Kate's iPhone. It had all our store info, connected to our website-a picture of the store, plus could dial our phone."

Library Thing, a bookie social-networking site has just released an iPhone app that provides a new way to find, "how much bookishness there is around you." Resource Shelf has a helpful checklist of all the app has to offer.

Classifieds

Popular Bookstore in downtown Ashland, Oregon, a vibrant tourist town known for its Shakespearean theatres. Thirty years operated by same owners, this successful bookstore is the mainstay of downtown Ashland. Gross sales of $1,125,000 in 2009 and approximately $200,000 in net profits per year. Excellent long-term lease on 4,000 square foot historic building, which includes a coffee house. Contact Sheila Burns or Karen Chapman: 541-488-0029

2010 Calendar

| Jan 23-26 | Seattle Gift Show |
| Jan 24, 25 | PNBA Annual Board Retreat, Portland |
| Feb 3-5   | ABA Winter Institute, San Jose |
| Feb 28    | NWABP Meeting, Lake Oswego, OR |
| May 25-27 | Book Expo America, New York City |
| Oct 7-9   | PNBA Annual Tradeshow, Portland |

If you don't see photos or images in this version of our newsletter, try viewing it from our website. We post the newsletter to our website within a few days of emailing it.
Many Cuts, Few Disputes
PNBA’s Executive Director Delicately Proposes 2010 Budget to the Board

When the PNBA Board of Directors met for their annual two day retreat in Troutdale, Oregon on January 24th and 25th, the most immediate duty was to respond to the fact that the Association lost approximately $65,000 in 2009. Board members were presented, and approved, many cut-backs to achieve a balanced budget for 2010.

One important item in the summary of the budgetary process is that PNBA office staff will not be cut, preserving the team that will continue to focus on a new project, devised to produce revenue for the Association and increase customers for our member stores. NorthwestBookLovers.org will launch this spring.

Click here to read Executive Director, Thom Chambliss' summary of the meeting. The official record can be read on our website: Sunday's minutes, Monday's minutes.
Book Machine Makes Impressions
Village Books Reprints Local Classic

Village Books has put their Espresso Book Machine to work and republished *Impressions of the North Cascades: Essays About a Northwest Landscape* under its own imprint, Chuckanut Editions.

Impressions, originally published in 1996, is a collection of essays, reminiscences, and reflections on Washington State's North Cascades from 16 contributors. It was a strong seller before going out of print, and now has new life, with sales nearing the 100 mark for the $16.95 reprint since November.

Because of the in-house success, Village Books has decided to make *Impressions of the North Cascades* available to other regional bookstores. Stores around the Northwest can now order copies through Partners West with standard discounts.

If you would like more information on the installation of the Espresso Book Machine at Village Books or about Impressions of the North Cascades, please contact Lindsey McGuirk, Village Books Digital Marketing & Publishing Manager, 360-733-1599.

For more on Village Books' acquisition of their Espresso Book Machine read this story at Future Perfect Publishing.
In January, the American Independent Business Alliance released 2009 survey numbers that showed locally-owned independent business sales were higher than general retail averages for the 2009 holiday season. The survey of nearly 1,800 independent businesses found sales for independents up 2.2%, in comparison to U.S. Department of Commerce numbers illustrating general retail sales up 1.8% in November and down 0.3% for December.

Additionally, the survey showed stores in cities with strong "Buy Local" campaigns reported stronger sales than stores not associated with those efforts. Click here to review the entire AMIBA announcement.

Northwest Double Spotlight
We Can't Recognize One Without the Other

If you've been following the success of Rebecca Skloot's new book, The Immortal Life of Henrietta Lacks, you might know that Skloot was recently interviewed on NPR's Fresh Air, that her book is on the New York Times bestseller list and that reviewers are uniformly gushing about it. Take Dwight Garner, who, in a New York Times review, wrote that while he was reading the book he had to put it down on occasion. "Ten times, probably," he writes. "Once to poke the fire. Once to silence a pinging BlackBerry. And eight times to chase my wife and assorted visitors around the house, to tell them I was holding one of the most graceful and moving nonfiction books I've read in a very long time."

The reviews are that good. You could call Skloot lucky, but that belies the fact that she spent ten years researching her book. If there's luck at play, it's in Skloot's genes. She's the daughter of Portland poet, memoirist and two-time (2006, 2009) Pacific Northwest Book Award winner Floyd Skloot. We emailed with the elder Skloot last week. He is one proud papa. He had just broken the news to "Becca" that she was #7 on PNBA's Bestseller List. As they were speaking Rebecca found out she would debut at #5 on the NY Times bestseller list. "It's so thrilling!," Floyd wrote. "And I'm happy beyond measure about her success--she worked 10 years on this book with commitment, passion, integrity, and produced a brilliant work. But that readers are seeing it, and embracing it--that doesn't always follow, and I'm overjoyed."

Floyd was reluctant to speak for his daughter or to take her spotlight, but he tells us that she was born in Springfield, Illinois. When she was eleven, the family moved to Portland, where she went to middle and high school. She graduated from Portland's Metropolitan Learning Center at 16. She then took courses at Portland Community College while working for several years as a veterinary technician (her childhood dream had been to become a veterinarian). Rebecca first heard about Henrietta Lacks and the HeLa cells in a biology class at PCC.
She eventually moved to Ft. Collins, Colorado to study in Colorado State University's pre-veterinarian program, graduating with a major in biology. Floyd says it was there, "while satisfying a language requirement by taking creative writing classes, that her interests in science and writing coalesced."

Rebecca became a science journalist, publishing in big venues like *The New York Times Magazine* and in *O, The Oprah Magazine*, all the while working on Lacks' story, and the history of cellular research. Lacks was a poor Southern tobacco farmer who died of cervical cancer in 1951. Her cells were taken without her knowledge and the HeLa line, as they're called, have become essential to scientists researching cancer and have been used to help cure polio. All the while, the Lacks family had no idea this was happening.

Rebecca was characteristically dogged in getting the Lacks family to talk with her. She called Henrietta's daughter every week for months and months. When they finally did get to know each other, they became friends, which became part of the story. Rebecca interviewed dozens of Lacks' friends and cousins and other family members, piecing together Lacks' story. "I felt such a duty to tell the story and tell it well and do justice to all sides of the story," Skloot told the LA Times.

Floyd says nothing Rebecca does surprises him. "It delights me, as she has always done, but doesn't surprise me."

As we know at PNBA, Floyd is also both successful and prolific, though under the radar compared to Rebecca. He says he just finished a new collection of poems, which he sent to Tupelo Press, which published his PNBA-award-winning poetry books, *Approximately Paradise* and *Selected Poems: 1970-2005*. His new work is his seventh full collection of poems. Floyd is also working on new essays that will lead to another memoir about what he says is his usual mix of subjects--"memory, illness . . . reading and communication."

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**Symbiosis**

"...independent bookstores have always meant a lot to me. In the last 30 years, I've really worked with small bookstores all over the west and gotten to know a lot of the owners. As long as those bookstores keep going, I feel like I can too."

--Jack Nisbet, in his reply to A Book for All Seasons' Jaqueline Haskins when asked what winning the PNBA Book Award meant to him.

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**Twenty Years, Two Million Books**

And Counting...
Celebrate National Children's Book Week, May 10-16, 2010, by hosting a new children's book drive. Collect new children's books and help local kids in need learn to read. This easy event allows you to sell more books AND support Northwest literacy. Page Ahead will send you promotional materials, publicize the event and coordinate getting the books to the kids who need them. They are also working with authors and illustrators to help drive even more traffic into your store.

Page Ahead Children's Literacy Program has distributed 2 million new books to 600,000 children in need across Washington State, and organizers are now eager to get stores from other PNBA member states on board. If you would like to support the program and utilize the program to help sell more books, contact LeAnne, 206-461-0123.

Opening or Buying a Bookstore?
Next Paz & Associates Session in March

Bookstore Training and Consulting Group Paz & Associates will offer their next workshop retreat March 15-19 near Jacksonville, Florida.

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.

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

Member Notes

Sad News in a Letter from The Dalles
Dear Friends,

As many of you already know, the oldest bookstore in Oregon has suffered a devastating loss. Our beloved owner, Philip, passed away last Thursday after a long and exhausting battle with pancreatic cancer. While we are certainly hanging our heads low in grief, we are also comforted by the knowledge that Philip is finally pain-free. The love and support flowing in from our community has been incredible...we have the best customers in the world! In the hands of Philip's family, the bookstore will continue to flourish and carry forward his legacy.

Warmest regards,
The Staff at Klindt's Booksellers and Stationers
Celebration of Life scheduled for February 20, 2010, 2PM, at The Dalles Civic Auditorium

Klindt’s Booksellers
315 East 2nd Street
The Dalles, OR 97058
541-296-3355
info@klindtsbooks.com

Local Stores, Globally Aware
Kudos to all PNBA members who found a way to help in the wake of the Haiti earthquake disaster. Inklings Bookshop, Yakima, Washington partnered with World Vision, advertised their plan to draw in more customers, and donated 10% of January 23rd sales. Sage Book Store became an official donation center for Shelton, Washington and experienced "wonderful response."

Vintage Books Thanks Their Vancouver, Washington Neighbors
Debbie Buck summarized donation efforts: "I'd like to start by sending out a big thank you to everyone. With your help, we were able to donate a total of 321 boxes, 4 bags and some stacks of books to various community programs including the VA hospital, Clark County Jail, Safe Choice Domestic Shelter, Northwest Children's Outreach, a couple of daycare programs, soldiers in Iraq and Afghanistan, along with almost 800 books to the Vancouver and Evergreen School Districts."

And this great idea from Debbie in the same newsletter: "Have lots of packing peanuts, bubble wrap or other packing material around the house that you aren't sure what to do with? Well, we'd love it if you brought it to us! We try to use recycled material when sending books out across the country and worldwide."

Eagle Harbor to Celebrate 40th!
"Imminent Gala" 40th birthday party, Saturday, Feb. 27th, 11am-3pm. Treats, speeches, games, prizes, and something about George and Pegge dressed as giant birthday cakes. Check out the store's history and look for more party details to come.

Small Press Month Celebrated at PNBA Stores
When Book Publishers Northwest's Rosemary Jones contacted the PNBA office to tell us that no Northwest indie had shown interest in co-hosting a Small Press Month local showcase, we had a feeling that the lines of communication may have just been a bit frayed. When we helped recirculate the request two PNBA stores immediately stepped forward, which is good news, because as Jones emphasized, "The idea behind Small Press Month is to promote the connection between small press and independent bookstores."

Celebrate Small Press Month with BPNW at Third Place Books, in Lake Forest Park, WA, on March 13th or Edmonds Bookshop, Edmonds, WA, March 27th.

Book Awards Shelftalkers
Download, Add Comment, Display!
Classifieds

**For Sale by Owner:**
North Central Idaho Book Store. Forty year established Grangeville, Idaho retail business in prime downtown main street location. Under current ownership for thirty years. New & used books, topography maps and gift items. Owner wishes to retire and sell the business, equipment, fixtures and inventory. Building is available for lease or sale. Good opportunity for supplemental or second income. Turn key ready. Qualified, serious buyers with capital may email rroie@mtida.net or call 208-983-2187, evenings, for information and appointments.

**Lindon Bookstore Closing, Store Items for Sale:**
After a rent squeeze and major bridge construction-forced closure last June, and a subsequent move and relaunch later in the summer, Enumclaw, Washington's Lindon Bookstore is calling it quits, for good this time. Contact lindon@skynetbb.com, (360) 825-1388, if interested in any of the below listed items.

- 3-roll gift wrap cutter (for 18" wide gift wrap)
- espresso machine, La San Marco, older, but in good running order
- 2 "buddy bars" and stools
- coffee grinder
- commercial refrigerator
- card racks
- acrylic easels
- wire leaners
- printer/fax machine
- computers
- life-size Santa (leaning against a lamp post [working], reading a book.)
- assorted furnishings.

**Bookstore Wanted:**
Former Elliott Bay Bookstore space in Seattle offering 2,000 up to 20,000 RSF of Quality Retail Space. 17 ft. high ceilings, beautiful brick walls and wood floors. Space can be subdivided, and the Elliott Bay Café is staying in the basement. Call Frank at MaKensay RE Services Inc., 206-623-9300.
2010 Calendar

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<td>Feb 28</td>
<td>NWABP Meeting</td>
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<td>Mar 23-27</td>
<td>Public Library Association Conference</td>
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<td>May 10-16</td>
<td>Children's Book Week</td>
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<td>May 25-27</td>
<td>Book Expo America</td>
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<td>Oct 7-9</td>
<td>PNBA Annual Tradeshow</td>
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<td>Nov 4-6</td>
<td>PubWest 2010</td>
<td>Santa Fe, New Mexico</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.
Third Place Is The Place
ABA and PNBA Team Up for Spring Forum

Robert Sindelar and his staff at Third Place Books, Lake Forest Park (just north of Seattle), invite PNBA members to a special spring forum with the American Booksellers Association, to be held on Tuesday, April 13th.

The day will begin at 10:30 with "Techniques and Tactics for Online Website Promotion," with ABA Chief Operating Officer, Len Vlahos. "From hyperlocal searches and affiliate marketing to advanced analytics and beyond, learn how to build a meaningful relationship between your website and search engines and your community." In other words, increase your audience and your sales!

At 12:00, ABA CEO, Oren Teicher will lead an open discussion on pressing industry issues. Attendees will help guide the agenda of the session, so booksellers are encouraged to come with questions and ideas. Lunch will be served during this part of the program.

The day's events will wrap when the Third Place staff guides a 2:00 introduction to their Espresso Book.

Len Vlahos

Robert Sindelar
Machine operation, or 'Ginger' as they like to call her.

If you plan on attending, please RSVP to ABA's Jill Perlstein by April 5th.

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**Indies Choice Finalists Announced**

Voting Now Open to ABA Member Booksellers

The American Booksellers Association has unveiled the finalists for the 2010 Indies Choice Book Awards. Booksellers at ABA members stores will cast ballots to choose the winners in eight categories--Adult Fiction, Adult Nonfiction, Adult Debut, Young Adult, Middle Reader, New Picture Book, Most Engaging Author, and Picture Book Hall of Fame--throughout the month of March.

The Indies Choice Book Awards reflect the spirit of independent bookstores and the IndieBound movement. The winners, to be announced in April, will be honored at BookExpo America 2010 in New York City.

Notables from the Northwest: Border Songs by Jim Lynch and Listen to the Wind by Greg Mortenson.

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**Book Groups See Progress on Patriot Act**

from Chris Finan, President, ABFFE

WASHINGTON, D.C., March 3, 2010: The Campaign for Reader Privacy (CRP) today declared that progress is being made in the fight to restore the safeguards for the privacy of bookstore and library records that were eliminated by Section 215 of the Patriot Act. While Congressional action last week extending Section 215 and two other expiring provisions for a year without any changes was viewed
in some quarters as a setback for civil liberties, the Campaign believes that developments in 2009 have laid a strong legislative foundation for securing significant new protections for library circulation and bookstore sales records when the debate over re-authorization resumes later this year.

"For the first time since passage of the Patriot Act in 2001, the House and Senate leadership agreed on the importance of protecting reader privacy," Barbara Jones, director of the American Library Association's Office for Intellectual Freedom, said. "In a few months, we will pick up the fight where we left off. We think we will have a good chance of winning the changes that we have been pursuing for more than eight years."

When Congress passed the Patriot Act, it incorporated a sunset provision, insuring that the portions of the law posing the greatest threat to civil liberties would expire unless periodically renewed. A major battle over reauthorization took place in 2005 and early 2006, and a number of important changes were made. Congress granted bookstores and libraries receiving Section 215 orders the right to consult an attorney and challenge the orders in court. But concerns remain about the law's potential chilling effect on First Amendment rights and reader privacy because the government retains the right to secretly search the records of anyone who it believes is relevant to a terrorist investigation.

Last year the Senate and House Judiciary Committees passed re-authorization bills that provided additional protections for bookstore and library records. The House bill prohibited the use of Section 215 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 contact or known to the suspected agent. The Senate bill provided enhanced protections for library patrons.

Unable to consider the legislation before the December 31 expiration date, Congress voted a two-month extension. Changes in the mood on Capitol Hill resulting from the failed attempt to bomb an airliner over Detroit on Christmas Day and other developments convinced supporters of Patriot Act reform that the timing was inopportune for debate over a full reauthorization measure. The one-year temporary extension (the new expiration date is February 28, 2011) will provide breathing room for the Campaign for Reader Privacy and others seeking greater protections for civil liberties to realign and reinvigorate their lobbying efforts.

The Campaign believes that the proposed protections for bookstore and library records do not pose an impediment to anti-terrorism or law enforcement activities and remains confident that Congress will move forward on this important legislation this year.

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 shoulder.
Montana Book Award Announced
PNBA Shortlister Stands Atop Mountain

Winner of the 2009 Montana Book Award is Hotel on the Corner of Bitter and Sweet by Jamie Ford. Hotel was recently a finalist for a 2010 Pacific Northwest Book Award.

The Montana Book Award is an annual award that recognizes literary and/or artistic excellence in a book published during the award year. Eligible titles will be set in Montana, deal with Montana themes or issues, or be written, edited, or illustrated by a Montana author or artist. The Montana Book Award was founded by the Friends of the Missoula Public Library in 2002 and winners are selected by a committee of individuals representing areas throughout Montana. This year's honors will be celebrated on April 8th as part of the Montana Library Association Conference in Bozeman.

Four honor books were also announced: The Big Burn by Timothy Egan, The Selected Works of T.S. Spivet by Reif Larsen, The 600 Hours of Edward by Craig Lancaster, and Stick Horses and Other Stories of Ranch Life by Wallace MacRae.

Behind Every Good Man...

"Robin will read aloud from selected paragraphs. Could be really embarrassing, but I might go. I should. Only once every 15 years or so does he come out with a book."

--Donna Cody in her "Friends, Family, Anybody" invitation to her husband Robin's (Cody of Ricochet River, Voyage of a Summer Sun, PNBA Award fame) launch party for Another Way the River Has.

Our Voices, Our Book
The Pacific Northwest Reader

"It's finally on press and books are due out west by mid-April." So says Carl Lennertz--editor of the project through Harper's Delphinium imprint--regarding The Pacific Northwest Reader. The PNW Reader features state-specific essays from booksellers, librarians and other NW book industry folks in the PNBA family.

Partners/West will be the sole supplier of the book Pacific Northwest Book Award winner Jess Walter (The Zero) calls "A wonderful collection by a group of writers whose keen eyes for place and story bursts from these sharp essays."

The Pacific Northwest Reader, Harper/Delphinium Books
$10.95, 9781883285418
available only from Partners/West

A Portion of the Proceeds from the sale of this book will benefit ABFFE, American Booksellers for Free Expression.

Blogging Up a Storm
PNBA Stores Have Socially Committed Followers

Last Friday's Shelf Awareness published an article about Twitter's top-ranked bookstores. No surprise that Powell's is #1, but we loved seeing that Liberty Bay Books (Poulsbo, Washington) is #16, with more than 2,200 followers. Way to go, Suzanne Droppert! Recent Tweets covered wild weather (perfect for ducking into a bookstore), eating and shopping with the locals on Bainbridge Island, and a favorite DK produced YouTube video (pretty clever).

Other member bookstores noted were Village Books (#22) and Third Place Books (#33).

Tuesday Treasure Hunt!
Something Fun from Inklings' One Book A Day Campaign...

"For this week here are the things you must do to compete in the Treasure Hunt! This is a hunt for ALL ages. We will be sure to give a book the winner will love.

The code for this week's Treasure Hunt is the title of a well-known children's book. Collect all the items required, line them up in the order you collected them and decipher the title! When you have figured out the title, go find the book. Write down the last sentence in
the book, and bring it and all the other 'items' you collected to the front counter. If you are the first to complete the hunt, you will win a FREE book!

Here are your instructions:

1. Go to Inklings Bookshop and ask for the first clue to the Treasure Hunt. They will give you a small slip of paper and an "item."

2. Go to the Summitview Library and ask for the second clue.

3. Go to Boehm's Chocolates and ask for the third clue.

4. Go to the Cake Decorator's Shop and ask for the fourth clue. (They don't open until 10, so keep that in mind.)

5. Find the rose bushes between Starbucks and Inklings. Search the bushes for the fifth clue. Try to keep its location a secret and put it back when you are done.

6. Figure out the title of the book. Find it in Inklings, write down the last sentence on a piece of paper. Be the first to bring it and all the other clues to the front counter and WIN! Winners after first place will also receive a small prize, so be sure to bring the kids for a great adventure!

*All clues and answers are located in and around Chalet Place."

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**Book Awards Shelftalkers**
Download, Add Comment, Display!

![The Crying Tree: A Novel by Naseem Rakha](image)

*2010 PNBA Book Award Winner*

(Please individual author photos on [2010 Book Awards page at PNBA.org](https://www.pnba.org))

**BookScan Reporting**
Fast + Free + Easy

In order for the ABA to produce our weekly PNW Bestsellers List, at least fifty Northwest stores need to report weekly sales. Several years ago, almost 70 Northwest stores were reporting. In recent months, the number of reporters has fallen to close to 50,
which is unfortunate. If your store uses ANY computerized inventory control system, reporting can be incredibly easy. The easiest method might be that offered by Book Scan, who has provided the information below. If this system does not work for your store, please contact ABA via their Indie Bestseller FAQ page, or by contacting Jeff Wexler. All of us at PNBA will be grateful, as will your fellow bookstore owners and managers.

--Thom

"Nielsen BookScan is a central clearinghouse for the US book industry. Every week BookScan tracks nationwide sales of over 300,000 different titles from 13,000 retail locations, including more than 400 independents. BookScan facilitates a way to report sales to the ABA and to the regional associations through ABA. A few keystrokes and a minute of your time is all that it takes to transmit your sales data. Reporting not only helps your association, but your business as well.

BookScan is used extensively by publishers to figure out what and where different genres and authors will sell. An author's future can be partly dependent on their BookScan numbers. Publishers know that independents are a vital segment of the book industry. A few of the independent market's strengths are the ability to raise little known jewels like Water for Elephants or The Help to nationwide blockbusters, create buzz around new and regional authors, and draw attention to older titles. By adding to the regional charts and the BookScan data pool, stores increase the independent market's visibility to the book industry.

By reporting to the ABA through BookScan, you give the Northwest indie market a stronger voice in the book universe.

BookScan is compatible with the following point of sale systems: Booklog, Anthology, WordStock, IBID and IBIDie, SQ1 and iMerchant, and Books in Store. Please contact Rachel Ehrentreu, 813-366-2162 for further information."

Milestones
Three Stores Celebrating Big Anniversaries

Happy anniversary to Vintage Books (35 years), Canyon Way (40) and Eagle Harbor (40)!

Eagle Harbor kicked off what will be a year-long celebration with a party February 27. Festivities included an open-mic; a meet-and-mingle with Bainbridge authors, booksellers and bookstore owners past and present; special story times; and a cakewalk every 1/2 hour.

The store got a big nod from its community when Bainbridge Island's mayor and city council proclaimed Feb. 27, 2010 as Eagle Harbor Book Company Appreciation Day.

In Vancouver, Becky Milner, Vintage Books' owner, says they're keeping their celebration low-key and
Becky and Alec Milner focusing on thanking their "wonderful customers on an on-going basis." As testimony to the wonderful customers part, Milner tells us one customer brought the store an "amazing fruit-covered custard pie" to thank them.

We asked Milner about the store's longevity, and she said she attributes it to "stubbornness" and "a passion for what we do." She says she's grateful to get to work with terrific people every day. "We've seen young children grow, and now come in with their children," she says. "We've grieved at deaths, rejoiced in births and love welcoming new people to our shop almost every day."

We asked what makes Vintage Books unique. Milner says: "The eclectic nature of our shop. We have new books, recent used, very old and vintage books, out of print hardcover and paperback. Ephemera: pamphlets, newspapers, magazines, ads. Our low key atmosphere was once described as 'scruffy charm.' We can live with that."

Talk about scruffy charm, Canyon Way Bookstore and Restaurant (Newport, Oregon) and its owners Ed and Roguey Doyle have been in business since 1971 and just got email last June. Longtime employee Kate Scannell says she had to drag Roguey Doyle "kicking and screaming" into the twenty-first century.

Scannell took a break from baking bread and muffins, serving a lunch rush and meeting with Norton rep Dan Christiaens to talk with us over the phone. (Ed and Roguey were out of town). One of the reasons for the stores staying power, Scannell says, is that customers have seen the same three people behind the counter for 40 years. "Everyone knows we love books and love to read and can make great recommendations," she says.

One of the store's bestselling books of the last forty years has been *Jonathan Livingston Seagull*, whose author Richard Bach is a Newport local. Scannell says *Amy's Eyes* by Richard Kennedy has also been a big seller.

Canyon Way doesn't have any big plans for it's big anniversary. "Nope," Scannell says. "We're taking suggestions."

**Member Notes**

**Rediscovered Relocating**
The Rediscovered Bookshop is moving to downtown Boise in June. Co-owner Laura DeLaney says the lease is signed and everything is a go. "We'll be at 180 N. 8th Street right in the thick of things: independent coffee, independent record store, the works." Look for a YouTube video with shots from the new store in April.

**New Home, Same Duties for Weiner**
Abrams rep, Andy Weiner has moved across SF Bay. His new address:
1006 Ventura Ave.
Albany CA 94706
Phone: 510-558-8563
New Owner for Book Dock
Patricia Piper is the new owner of the Book Dock, Harbor, Oregon. She takes over for Cynthia Voortman and Sharon Pellow, who had the south coast store since early 2008. Piper can be contacted at bookdock@nwtec.com or 541-469-6070.

Closures
PNBA has learned of two recent store closures. Spokane's Children's Corner has shut its doors, though the accompanying Whiz Kids toys remains open, under new management. The bookstore had operated since 1972.

Marysville, Washington's BookWorks is closing after more than 20 years. Owner, Mary Burns' Facebook page simply states "The BookWorks is closing at the end of March."

2010 Calendar

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<tr>
<th>Date</th>
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<td>Mar 23-27</td>
<td>Public Library Association Conference, Portland</td>
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<td>Mar 27</td>
<td>BPNW Small Press Celebration, Edmonds</td>
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<td>April</td>
<td>National Poetry Month</td>
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<td>May 10-16</td>
<td>Children's Book Week</td>
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<td>May 25-27</td>
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<td>Oct 7-9</td>
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<td>Nov 4-6</td>
<td>PubWest 2010, Santa Fe, New Mexico</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

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LIBRIS, Good for You?
Collecting Some Thoughts from Jack Nisbet
Member Notes
Calendar

The PNBA Home Office Has Moved!

338 W. 11th Ave. #108
Eugene, OR 97401-3062

Phone, fax and email are unchanged.

Roll Out the Welcoming Mat
PNBA Goodwill Tour Hits Puget Sound

On Monday morning, April 19th, the Bookstore Tour Blog 2010, starring PNBA Executive Director, Thom Chambliss and Book Travelers West sales Rep Kurtis Lowe, goes live! Thom and Kurtis will be visiting 30 stores within the greater Seattle and Puget Sound area of the PNBA region--in just four days! Monday through Thursday, April 19-22, they will share comments from store owners, managers and staff, store photos, and maybe even a short video or two. Learn more about your fellow booksellers, what they are doing to meet the demands of the marketplace, and what they would like to see from PNBA and their fellow independent booksellers. It should be exhausting for Thom and Kurtis and a lot of fun for you!
State of Love
DIY Attitude Serves Newport Author

"I have a philosophy of sustainable literature."
--Matt Love

A typical Google search on Matt Love will lead you to his On Oregon column, at Powell's.com, to a New Yorker review of the new album by Portland band Richmond Fontaine, whose frontman Willy Vlautin is one of Love's favorite novelists.

In Jamie Passaro's recent article for the Eugene Register Guard she asks Love about the common thread between all of his web hits--his home state and almost exclusive muse, Oregon. Read all about Love's love, and how he uses it to fuel his personal philosophies and professional life, in Oregon Will Never Run Out of Stories.

ABA Adds Advocates
New Member Relations Department Ready to Help

In the April 1st issue of Bookselling This Week ABA announced that two Member Relations Managers had been added to the team. Members within the PNBA region are now represented by Elizabeth Nichols. In speaking about her new charges, Nichols says, "They've made a great choice by joining ABA, and I'll do whatever I can to help them get the most out of their membership." She can be contacted, any time, at 1-800-637-0037 ext. 6614, elizabethn@bookweb.org.

Alexie Adds a PENN/Faulkner to the Mantle
Northwest Favorite Produces Another Classic

Sherman Alexie's War Dances was recently announced the winner of the 2010 PENN/Faulkner Award for Fiction. Nearly 350 titles published in 2009, representing 90 houses, were nominated for this year's honor.

The PEN/Faulkner Award is America's largest peer-juried prize for fiction in the United States. Alexie will be honored along with finalists Barbara Kingsolver, Lorrie Moore, Lorraine M. Lopez and Colson Whitehead at the Folger Shakespeare Library in Washington D.C. on May 8th.

"It's in! Looks Beautiful!"
---Carl Lennertz, Editor

The Pacific Northwest Reader is on its way west and soon to be on your shelves. Story contributor and Powell’s employee Gigi Little has been featuring teasers on her ut omnia bene blog and those posts are now being picked up by Reading Local: Portland.

Partners/West will be the sole supplier of the book Pacific Northwest Book Award winner Jess Walter (The Zero) calls "A wonderful collection by a group of writers whose keen eyes for place and story bursts from these sharp essays."

The Pacific Northwest Reader, Harper/Delphinium Books
$10.95, 9781883285418
available only from Partners/West

A Portion of the Proceeds from the sale of this book will benefit ABFFE, American Booksellers for Free Expression.

Not for Capitalism nor for Curtsy

"What I think the gentleman did not appreciate was just how unlikely it is to meet a proper capitalist in an apron."

--Brad Craft in a post titled "In Answer to Your Question" on his Used Buyer 2.0 blog, on a customer seriously misjudging that he’d be "...glad to see the Elliot Bay Book Company closing."

Indies Choice: The Winners Are

In
ABA Member Booksellers Tab the Best of 2009

After more than four weeks of bookseller voting, the American Booksellers Association has unveiled the winners of the 2010 Indies Choice Book Awards

The Indies Choice Book Awards reflect the spirit of independent bookstores and the IndieBound movement. The winners will be honored at a Celebration of Bookselling Lunch at Book Expo America in New York City.

BEA and Beyond, Take Advantage of Paz Resources
Free Session in NYC and a Customized Newsletter for Your store
ABA will sponsor the seminar "Introduction to Retail Bookselling" on May 24th in NYC, a day prior to their BEA Day of Education. The session will be taught by the Bookstore Training Group of Paz & Associates and is free to any ABA member.

In addition to their BEA class, Paz is facilitating a regionally-customized newsletter marketing service. The bi-monthly four-page, 20-title print newsletter can be customized for the PNBA region and your store. And the real beauty--there's enough publisher co-op available in each issue to cover many or all of your costs! Program details, along with a training video, can be found on the Paz & Associates website. They've also mocked-up a customized Northwest version of the flyer (see the Book Awards feature on the back page) to indicate what can be done to add regional flare.

Here's all you need to do to get started:
* Major publisher accounts active and in good standing: Co-op credits will be dropped right in.
* Supply store details and branding materials to Paz.
* Pick a local printer: finished files will be supplied to you for each issue.

At $248 per issue and an average co-op payout of $750, the math sounds pretty good.

Great News in the Great Lakes Region
Good for You Too?

This testimony was shared by a GLiBA bookseller in their March Broadside newsletter:

I just had a happy experience I want to share with GLiBA members.

I tried LIBRIS insurance a couple of years ago and couldn't get what I considered a simple apples-to-apples quote and abandoned the process in frustration. I also have an allegiance to my local agent who I have been with for 30+ years. When I got back from Winter Institute 5, I got a call from someone at LIBRIS who said they now have a program - an outgrowth of Indiebound - that allows booksellers to contract with LIBRIS and still retain their local insurance agent. So I said OK I'd let them quote me, but I asked them to contact my local agent and talk with him so they could speak their "insurance language" and compare their quote to what we have now. I got a call
yesterday from my agent who said LIBRIS could save us $2,000 a year (that's TWO THOUSAND!) and that it was a good policy backed by a good company (Traveler's) and he didn't see any reason why we shouldn't switch. So I am switching.

Obviously everyone might not have the same experience, but I thought it was worth sharing mine and letting people know it might be worth a try/quote.

Carol Besse
Carmichael's Bookstores
Louisville, Kentucky
2009 PW Bookseller of the Year

Collecting Some Thoughts
Sitting Down with Jack Nisbet

Spokane teacher and naturalist, and winner of a 2010 Pacific Northwest Book Award, Jack Nisbet celebrated his honor with a visit to Leavenworth, Washington in February. He spoke to a standing-room-only crowd at an event hosted by A Book For All Seasons at the town's library. While in Leavenworth, Nisbet found time to speak with Jacqueline Haskins, A Book For All Seasons staffer and a graduate student in the Whidbey Writers Workshop low-residency MFA.

JH: You've just won the PNBA Book Award, honoring your book The Collector as one of the top books of 2009 written by a Northwest author. Tell us what winning this award means to you.

Nisbet: I'm really appreciative of this award. Sometimes writing awards can be pretty random, but independent bookstores have always meant a lot to me. In the last 30 years, I've really worked with small bookstores all over the west and gotten to know a lot of the owners. As long as those bookstores keep going, I feel like I can too.

JH: The Collector describes the journeys of explorer and botanist David Douglas through the Pacific Northwest, just 20 years or so after Lewis and Clark reached the Pacific. How did you first become interested in David Douglas?

Nisbet: If you do natural history in the Northwest, you run into David Douglas immediately. There have been other books written about him, every couple of decades, but nobody had looked at Douglas from an inland Northwest perspective. I knew the country, I had worked extensively with the fur trade, and I had a lot of tribal contacts that I thought could inform Douglas' story.

JH: Your admiration and respect for Douglas' independence, enthusiasm and knowledge really come through in The Collector. Were there aspects of Douglas' character that you did not admire?

Nisbet: Oh, yes, he's famous for whining about his health. His energy drove a lot of people to distraction, and he could be a difficult personality...
to be around. After his first return trip to England in 1829, his great friend and mentor William Jackson Hooker wrote a line that goes something like: "Many of us, including Mr. Douglas, wish he were back in North America ..." But at the same time, Douglas had a great capacity for close friendships. He became close friends with many of the fur traders, especially the Scots, and always seemed to get along well with kids.

JH: Is there anything you discovered after The Collector was published that you wish you could have included?

Nisbet: That's always the case. Usually when a book comes out is when you really start learning about the subject. I recently saw a letter about Douglas' death, from a friend of Douglas, that would have been wonderful to include in the book. But I don't fixate on those things. Douglas is a huge subject, there will always more to find out about him and what he saw in the Northwest.

JH: Is there anything you discovered about Douglas that you deliberately chose to leave out of The Collector?

Nisbet: Any writer chooses what to put in a book. I made sure I included a lot of things that fit my particular slant. Of course I try to be balanced, but nobody's really balanced, especially with a subject like Douglas who did so many contradictory things. For example, what others who have written about Douglas saw as troubled or manic, I often saw as humorous, because I think he had a great sense of humor.

JH: You say you had a particular slant; can you describe it?

Nisbet: Douglas was really excited by the natural and human communities that he saw here in the Northwest, and I am too. That's what I try to emphasize and bring forward in my writing.

JH: Tell us a bit about your own travels to research The Collector. Any exciting adventures?

Nisbet: Many of Douglas' routes are the same routes pioneered by David Thompson, the subject of my previous biography, so I'd been visiting these areas for years. The real adventure for me was going to these sites in the same week during the year that Douglas had visited them. I'd often be astonished by how much that he found was still there. It's easy to find examples of where natural environments have been ruined, but as I re-visited these sites of Douglas's, I found lots of places that looked really good, and that was a very positive experience.

JH: That's wonderful to hear. I know that the natural world is very close to your heart. Which came first for you, being a naturalist or being a writer?

Nisbet: I was a naturalist from the time I was a kid. I'm still not much else. Going out and looking at things, at the natural and human world together, is what I do. Writing came later; much later.

JH: What is your favorite part, and what is your least favorite part, of writing a book?
Nisbet: Writing *The Collector*, the research was an exciting couple of years. And also, like most writers, I really enjoy the editing process, the shaping process. The first draft was really fun to write. But my first draft was 400 pages. I had to take it down to 300 pages. My wife Claire helped me with that, and she's really good at what she does. I tend to be easily distracted by all these little stories about Douglas, but many of them had to come out. To make the story flow, to make it work, it's all about what you leave out. That was hard for me. But my wife was wonderful at helping me with that. And the stories I had to cut--that's what I share with people now when I give talks about the book.

JH: What would you say to a young person just starting out in writing?

Nisbet: Just starting out in writing? I'd say go figure out something else to do. Go do something else you're really passionate about. If that leads back to writing, fine. The power of writing is using your brain as a filter for what you're passionate about. So go live something, and live it hard. Then think about writing about it.

JH: What is next for you? Are you already at work on another book?

Nisbet: I do have a few ideas in mind, but I'm not sure which one I'm going to do next. I think it's a common problem for writers, how to transition out of such an all-consuming project. It's not necessarily a good idea to jump into the first thing that interests you. What might be next for me is a museum exhibit on Douglas. His story has so many visual aspects--the natural world, tribal artifacts, artwork of all kinds, plants and trees--it might be a great way to get people who aren't readers excited about Douglas and about what he loved.

Yeah, The President Recommended These
Prepare the Kids for the Obama Girls Book Club

After President Obama's March 25th stop at Prairie Light's Books in Iowa City, the Midwest Booksellers Association put together a little promotion for their stores. The President picked a couple of books for his girls, *The Secret of Zoom* and *Journey to the River Sea*. The author of *Zoom*, Lynne Jonell sent some materials to MBA to help make the most of the lucky endorsement given she and River Sea author, Eva Ibbotson. Download an 8 ½ x 11 table top sign or a half-page shelftalker, courtesy of MBA and Lynne Jonell.
Member Notes

Open Books Celebrates 15 Years!
"We're as shocked as anyone." So says Christine Deavel, who along with her "partner-in-all-things," John Marshall, opened Seattle's Open Books: A Poem Emporium 15 years ago. Read how Seattle Times book editor, Mary Ann Gwinn, was welcomed inside, out of the rain for a recent visit and tour.

And revisit a couple of great Footnotes columns contributed by John and Christine over the past couple years:
"Saying No" by John Marshall, Aug. 2008
"What Do You During The Day?" by John Marshall, Jan. 2009
"Boundaries" by Christine Deavel, May 2009

Loeser Moves to Phoenix, Phoenix Books & Audio, that is
Longtime School Specialty rep Chuck Loeser is the new National Sales Manager for Beverly Hills-based Phoenix Books & Audio.

Chuck Loeser
National Sales Manager, US & Canada
Phoenix Books & Audio
4527 152nd PL SE
Bellevue, WA 98006-2585
T: (425) 401-9934
F: (425) 401-8573
C: (425) 681-4175
e-mail: chuck.loezer@phoenixbooksinc.com (Effective 5/1/10)
e-mail: cloeser@live.com (until 5/5/10)

Wookie Cookie for the Road
Muriel Johnson spied retirement in San Diego and decided to sell Tree House Books, a children's specialty store in Ashland, Oregon. Thrilled that she found a buyer, here's what Book Travelers West rep, Kurtis Lowe had to say:

"Muriel is an owner/buyer who brought so much knowledge both obscure and practical to her work that I always came away more informed about my own list. She really showed how a children's bookstore could serve local educators, book fairs and schools while promoting fun books and selling them hand over fist. Her large orders for Grunt: Pigorian Chant from Snouto Domoinko de Silo (Workman) were astonishing to me, and she had great fun promoting The Star Wars Cookbooks from Chronicle. These books were often in the window and one of her most asked questions: 'Can I see that Star Wars Cookbook?' Who doesn't want to taste a Wookie Cookie? Muriel will be missed, but I am glad that the store will live on!"

New owner, Jane Almquist, can be reached at the store: 541-482-9616.

Book Awards Shelftalkers
2010 Calendar

April    National Poetry Month
April 14-21 Get Lit! Festival, Spokane, WA
May 10-16 Children's Book Week
May 25-27 Book Expo America, New York City
Oct 7-9   PNBA Annual Tradeshows, Portland
Oct 7-10  Wordstock Festival, Portland, OR
Nov 4-6   PubWest 2010, Santa Fe, New Mexico
Nov 4-7   The Nature of Words festival, Bend, OR

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.
Harnessing the Whirlwind

2010 Goodwill Tour Memories and Miles Come Into Focus

For four days in April, PNBA Executive Director Thom Chambliss and publishers rep Kurtis Lowe pinbaled the Puget Sound area, visiting as many bookstores as they could—and then a few more. Details from the trip will be shared with members in the following weeks. Until then, here's what Thom had to say upon first collecting his notes and his thoughts.

We had a blast. A fast & furious blast, to be sure, but a wonderful time. I was very impressed by the high quality of stores, the inventive styles of displays, and the almost universal charm of the greetings we received from store staffs. This was a fabulous tour and it gives me inspiration for doing more.

If you haven't seen the photo log, visit Kurtis Lowe's Book Travelers West web page. Select the Thom & Kurtis Album to see the photos from each day of our tour, and click on Tour to see the listings for each store and the information we obtained at each stop. To see the entire list of stores, more or less in reverse order in which we visited them, go to the bottom of the Tour page and click through to the Archive. We apologize for not having videos yet (I am still trying to learn the editing process), and for the fact that the listings are not in
the order in which we visited your stores. They are NUMBERED in the proper order, but we have not figured out how to get those numbers to list in order. Hey, we're in the BOOK business!!

Without Kurtis' dogged pursuit of this Tour, it would never have happened. He not only researched, designed and planned the entire tour, he also designed and produced the web pages about the tour, uploaded all the photos, wrote and inserted most of the photo titles, mapped our entire route, got us out of bed at the necessary time every morning, and drove from location to location without so much as one parking ticket! The man is amazing. I hope that you will all feel comfortable thanking him for his (un-recompensed) devotion to PNBA.

Our first day on the road, we stayed close to Seattle proper, visiting sixteen stores between 8:30 am and 7:30 pm. The second day was much less ambitious, seeing "only" nine stores--although we traveled farther, starting in Seattle and ending with our last store visit in Bellingham, before driving to Anacortes, where we stayed the night so that we could catch the 5:30 am ferry to Lopez Island on the morning of our third day! After Lopez, we hopped over to San Juan Island, then to Orcas Island, and finally landed back in Seattle--a mere five stores that third day, slaves to the ferry schedule. On our last day, we took the morning ferry to Bainbridge Island and saw ten more stores, wending our way south to Olympia. After dropping me at SeaTac on Thursday night, Kurtis swung by to see two more stores on his own, before allowing himself to finally get home after dark. A mere forty-two stores in four days.

--Thom

Fahrenheit 451 Proves Devastating
Recovery Effort Underway for Great Northwest

A crew of staff and volunteers has begun the sad and arduous process of removing debris from the ashes from the fire that destroyed Portland's Great Northwest Bookstore on May 2. Thousands of ruined books will be heaped into a donated dumpster and pulped. And the clearing of the rubble may not be the biggest burden. The demolition of what's left of the 1890 structure may run into the tens of thousands of dollars according to owner, Phil Wikelund.

Wikelund and crew are planning to host a benefit and book sale and an account has been establish to help defray the expense of the demolition.

Phil's Fire Fund
Care of On Point Community Credit Union
P.O. Box 3750, Portland, OR 97208
Routing: 323075880
Account: 1005903
After-Party
Bookshop Forced to Come Up with New Name

"I just do not wish to have to keep apologizing for the name of the shop. I don't wish to continue dodging all the negative energy associated with the words 'Tea Party,' even though I chose it with the highest intentions!"

--Tea Party Bookshop (until the new name is unveiled) owner, JoAnne Kohler

Read the Salem Statesman Journal article here.

Book Talk Radio
Connecting with the Community via Local Media

"My segment is within a long running morning show called 'A Second Cup of Coffee,' where the community calls in to 'buy, sell, rant, or rave.' It is a community message board -- if you need snow tires, want to sell an appliance, you're running for office, advertising an upcoming event. Most everyone in this small town tunes in." -- Libby Manthey, Riverwalk Books

Read the May 6 Bookselling This Week article Radio & TV Partnerships Reach Indie Customers.

The PNBA Home Office Has Moved!

338 W. 11th Ave. #108
Eugene, OR 97401-3062

Phone, fax and email are unchanged.

A Bookstore Makes it a Better Place
Residents of Historic Oregon Town Want Their Own
When so many of our friends have closed their shops in smaller cities and towns over recent years, it's easy to believe that residents must not cherish or even recognize the value of what they are losing.

With 35,000 citywide residents, more than 1,000 downtown employees, and a marketplace of 411,247 potential customers in a 10-mile radius, historic downtown Oregon City is a great place for businesses (180, in fact, including 17 new in just over 12 months). But there is at least one type of business that's not represented. "Good things are happening in downtown Oregon City," said Lloyd Purdy, Downtown Manager. "Our goal is to reach out to, welcome, and embrace new businesses and entrepreneurs. Oregon City residents tell us they're ready for a general purpose bookstore or an entrepreneur looking to fill a literary niche."

That niche has been vacant for more than two years after Oregon Book Company closed it doors--for reasons other than viability, says Main Street Oregon City's Patty Fowler. MSOC is a nonprofit, volunteer-led organization that works with downtown business owners, property owners and downtown stakeholders to make downtown Oregon City a better place to work, live and visit.

And if they're successful in placing the right bookstore, they will have.

Visit BlueCollarCreative.org to watch a fun promotion and recruitment video. Then, just maybe, get your business plan together...

---

**Why My Books Don't Have Batteries**

by Kristine Kaufman

My father died about 10 years ago--but I can bring him immediately to mind simply by opening one of the many books I have from his library. He wrote his name inside each one, usually followed by the date, and each still carries the scent of his pipe tobacco that infused his whole library. Noting when he bought a particular book tells me something about who he was at that time--a whole biblio-biography laid out for me on the shelf. Some of these books we read together; reading a few lines is enough to conjure up the vision of the two of us in the big yellow reading chair, and bring back the sound of his voice. No electronic book will ever do that.

Now, not every book is destined to become a family heirloom. Some might be loaned to friends, some read and then donated to schools or libraries, others destined for a garage sale table. But each of those books will get a second chance at life with a new reader--not just erasure with the delete key.

My books don't have batteries because I value the heft and feel of them, the crack of spines and the smell of ink. I love used books that speak of a continuity of readers, and I love new books for the feeling
of being the first explorer inside those pages. Their presence on my shelves shows me where I’ve been, and, if yet unread, offer the promise of something new happening to me tomorrow. What marvelous technology to pack all that on paper between two boards!

Thank you for being people who also care about books. And thank you for continuing to look to the Goose to find them.

See you in the stacks,
Kristine

Kristine Kaufman owns Snow Goose Bookstore, in Stanwood, Washington. This piece originally ran in Honk, the store's customer newsletter.

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Living Now Awards Announced
Books for Better Living

The Living Now Book Awards recognize three winners in each of 30 lifestyle categories. For a complete list of the 2010 honorees, including PNBA member NW Trillium Press for their charming Minnie Rose Lovgreen's Recipe for Raising Chickens, visit this year's Independent Publisher feature.

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This Is Not Your Pursed-Lipped, Pinned-Back, Shushing Librarian's Library

This place looks like a vacation destination.

On May 7th Shelf Awareness ran a plug about a library in the Netherlands that underwent a radical physical and philosophical redesign inspired by "how retail stores appeal to their customers."

Have you ever seen a retail store this cool? Library Or Bookstore: New Netherlands Branch Blurs The Line.
Member Notes

Nine Not Enough for Time Enough
On May 1st Karla and Peter Nelson celebrated the 10th anniversary of their store, Time Enough Books, at the port of Ilwaco, WA, at the mouth of the Columbia. Bookselling this Week gave the Nelsons and the store some nice birthday coverage in the April 29th edition.

2010 Calendar

May 20   BPNW Meeting, Seattle
May 25-27 Book Expo America, New York City
Oct 7-9   PNBA Annual Tradeshow, Portland
Oct 7-10  Wordstock Festival, Portland, OR
Nov 4-6   PubWest 2010, Santa Fe, New Mexico
Nov 4-7   The Nature of Words festival, Bend, OR

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.
BEA Signals Healthier 2010 for PNBA
by Brian Juenemann, Marketing Director

There are a lot of variables to consider when it comes to the question I so frequently hear throughout June. "How was BEA?" Depending on the audience and my mood, I can moan about my landlover's constitution versus the flights, drool as I recall a great restaurant that Urban Spoon dug up, or rant over what in the world 60 million dollars in alleged upgrades went towards at the bookseller hotel (I swear, there are gold-plated toilet seats on one of those floors that commoners cannot access). As my wife said after seeing a commercial the other night, "See, even Best Western has free wi-fi." The beer was still generally east coast bad but, amazingly, I found three good cups of coffee within view of the front doors of the hotel, and only one was a
Starbucks! Funny aside: looking for a vaguely located recommended cafe, started in the wrong direction and walked the entire square block--three Starbucks. Obviously a Northwest model that worked in NYC, so where are the McMenamins?!

In the end, all of the logistical and peripheral details pretty well blend together until I can't specifically recall one year from the next. But the catalogs that result from these trips, they tell a story that's more reliable than my memory. Last year was like a Jim Harrison novella, lean and mean. This year's developing story, which seemed to hit its stride at BEA, looks like it might have a few more characters. Too cryptic? Read what Thom has to say below. You'll like it.

-Brian

Good News for Catalog Users
from Thom Chambliss, Executive Director

As you may remember (February Footnotes), PNBA lost a lot of money last year, and, in our efforts to devise a balanced budget for 2010, we came up with the need to cut our costs for distribution of the Holiday Books catalog, which totaled about $30,000 in 2009. The final budget approved by the Board in January called for cutting that cost to a total of $15,000 for 2010, by reducing the maximum amount of insertion costs that we could refund to any one store from $0.04 per catalog to $0.02 per catalog. The good news is that our budget cuts have worked. In fact, we are looking better than we had hoped, also due to the fact that our income programs are performing better than expected--the publishers are coming back. Because of these improvements, and because I believe that the widest possible distribution of the holiday catalog is one of our most important needs, I have decided to improve the co-op available to member stores for insertion of the catalog to a maximum of $0.03 per catalog in 2010. This increase will save the average store, which inserts about 20,000 catalogs, approximately $200 in total insertion costs, compared to what they would have paid had we stuck with the $0.02 maximum reimbursement.

We certainly appreciate your support of the holiday catalog and hope that even more stores will use it this year than last. Those who do use it tell us that it regularly brings in new customers and sells a lot more than just the featured books.

-Thom

Look for your Holiday Books guide order form to arrive in your inbox next week!

Going 3D to Help ABFFE
A Sideline that Moves!

Booksellers are responding
enthusiastically to an introductory offer of free 3D bookmarks from emotionGallery, a company that has promised to make a contribution to the American Booksellers Foundation for Free Expression for every bookmark that it sells to independent bookstores. To give booksellers a chance to become familiar with its products, emotionGallery, a French company, is giving new customers 144 bookmarks as well as a compact display that includes a battery-powered cylinder that revolves to reveal the bookmarks in full motion.

ABFFE President Chris Finan said that the response to emotionGallery's offer bodes well for ABFFE's new affiliate program. The program was launched at last year's BookExpo when 2020 Vision USA of Sarasota, Florida, announced that it would contribute $1 for every pair of reading and sunglasses it sold to independent bookstores. Sales were strong over the next 12 months, raising more than $12,000 for ABFFE. Go to the June 9 *Bookselling This Week* story to find out how to order.

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Benjamin Franklin Awards
IBPA Announces 2010 Winners

In what has become an eve of BEA tradition, the Independent Book Publishers Association announced the most recent winners of the Ben Franklin Awards on May 24 in New York. Winners were named in 50 categories covering content and design. View them all, including several from the Northwest, [here](#).

---

Greetings from the Biblioracle
(Say it in that Wizard of Oz Voice)

*Each year, somewhere around 175,000 books are published. That's over 14,000 per month, approximately 3,350 per week, 480 per day, 20 per hour. According to the N.E.A., the average person reads zero books per year, so if you're going to read a book, it better be a good one. And that's why you need the Biblioracle...*

---

2010 Moby Awards
No Whales, DJs or Baby Slings?

Nope, just *The Best and the Worst of Book Trailers*. You have to love an award that leads with "Trailer Least Likely to Sell the Book" on its own web page (and don't bother trying to watch it as "somebody" got grumpy and took it down). You can, however, watch one of the finalists in the "Best Low Budget/Indie" category, [A Common Pornography](#) from Portland writer and Powell's' own, Kevin Sampsell. Gluestick optional.
A standard tradeshow regulation, rolling carts were again banned from the BEA show floor this year. However, the "smugglers tote" seemed to be a popular alternative.

In this exclusively obtained photo, Fulcrum Publishing's Haley Berry prepares to stow away to a lunch destination not affiliated with the Javits Center food court.

Unfortunately, her superiors caught on and Haley was forced to choose between the chicken caesar or the chicken club wrap.

Give Me the Number of a Good Agent

Five-year-old amidst her tools of the trade: "Dad, I made three books in, like, ten minutes."

Dad: "Wow, you're like a young James Patterson."

When My Husband Ran the Shop
A Simultaneous Rant and Ode to the Trade

I'm just browsing.
I'm just killing time.
Do you have a restroom? My son needs to poop.
Do you have this used in a paperback?
(holds up a book just released in hardcover that day)
Where is the free parking?
Can I get change for the meter?
What do you sell here?
 Do you have any free maps?
Can I use this water bowl over here for my dog?
Is this all you have for a Christian section? God!
I need a Band aid.
Can my kids stay here while I'm eating next door?
How do I know the price?
Is there a restroom here? (Many, many, many more times today.)
Do you have _________?
(insert obscure, possibly fake book title (?) to look cool in front
Can I make you a deal on this book?
Have you seen my wife?
Do you have maps?
(looks at map, writes directions, incorrectly folds map, leaves it on the sofa)
Where is your Red Tail Hawk section? You know, the bird.
Where am I?
Can I bring my dog in your store?
Do you sell coffee?
Is this a library?
Was Abraham Lincoln really a vampire hunter?
Do you have Under The Dome in softcover?
Is my mommy there? I miss talking to her. (our daughter Laura)
How come this town has three book stores?
I can get it cheaper on Amazon?
Can you describe the lay of the land around here?
Will my car get towed if I leave it in front of your store all day?
I'm looking for a book that has the word "free" in the title.
Mom, I have to poop!
Do you have a chicken section? Goats?
Have you seen my children?
Do you carry newspapers? (I show him the Hood River News)
That's not a newspaper.
Do you have any way so that I don't have to pay these meters?
There's a hair on this sofa.
Mom, can I have this Clifford book? No, Clifford gets on my nerves.
Are all these books donated to you, so I can I just take one?
Do you buy books? No, but we'll take certain books in for store credit. So you buy books? No. Just trade for credit. I want money.
If I bring in some books can you tell me what they're worth so I can sell them on eBay?
I never knew there was a library here. There is, but it's on the next street over. What is this? It's a bookstore. Oh, I don't read.
Can you watch my children while I eat at the bagel shop?
Are these books for sale, or do you just collect them?
Come on, it will just take a minute. No, reading is stupid.
Have you read all these books? When do you watch TV?
Are you hiring? No. I like books. So do I. I promise not to get in the way. I could just read or something.
Are you hiring? No. Good! Can I use your company's name? Why?
I have to tell the Unemployment Department I can't find a job.
Do you have women in here?
I need quarters for your stupid parking machines.
Can I buy a stick of your gum (seeing my personal pack behind the counter)? No, that's not for sale. But you can buy a book.
No, I hate books.

These are the actual journal notes of Charlie Christensen, who bravely stepped in to run the Book Stop (Hood River, OR) during his wife Cynthia's two week absence due to pneumonia and laryngitis. Cynthia's now back in action and Charlie is probably looking forward to getting back to his easier gig in the hospital's emergency room.

The PNBA Home Office Has Moved!
Member Notes

Good Luck, Tanya
Tanya Gorrie, who had been the Book Department Manager at Jerrol's Book & Supply in Ellensburg, Washington, has left the book business to take a full-time job with county government (better pay and benefits, duh) at the county jail. We wish her well. Her replacement at Jerrol's is Michele Bradshaw, michele@jerrols.com.

Things are Good in the New Hood
The June 2 edition of Shelf Awareness reported that Elliott Bay's first month in the new Capitol Hill location was, by any reasonable account, a major success. "Business is great. Our sales are up. Reading attendance is up," said manager Tracy Taylor. The good news came from the Capitol Hill Seattle Blog, where the 40% sales increase was reported!

Village Books Turns 30 and Chuck Turns Author
All this month, Bellingham's Village Books is celebrating 30 years in business, and you can read all about it. Via the store's Espresso Book Machine, co-owner Chuck Robinson has published It Takes a Village Books: 30 Years of Building Community, One Book at a Time. Read more at Bookselling This Week. And watch the KVOS interview here.

Tigress Overcomes Tea Party
Following up on our note in last month's Footnotes, the Salem bookstore known as Tea Party Books will formally become Tigress Books as of July 1. Find out how the name came about at Willamette Live.

The Pacific Northwest Reader
Harper/Delphinium Books
$10.95, 9781883285418
available only from Partners/West

A Portion of the Proceeds from the sale of this book will benefit ABFFE, American Booksellers for Free Expression.

Available from Partners/West
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<th>Date</th>
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<td>June 24</td>
<td>NWABP meeting</td>
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<td>Aug 21</td>
<td>Northwest Author Fair</td>
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<td>Oct 7-9</td>
<td>PNBA Tradeshow</td>
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<td>Oct 7-10</td>
<td>Wordstock Festival</td>
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<td>Seattle Bookfest</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

Holiday Plans
Boneshaker is Locus Winner
That Extra Indie Effort
Sign Up for the Show
Member Notes
Classifieds
Calendar

Got Holiday Plans?
Catalog Orders Due Aug. 6th

Don't put it off too long! Store plans for distribution and in-store quantities of your 2010 Holiday Books guide need to be turned in to the PNBA office in just a couple of weeks.

Titles are still trickling in to join an already amazing lineup. Travel, food and wine, fiction masters and new voices, YA icons, charming memoir, and even a Children's Poet Laureate. And all of that just from the Best of the Northwest!

Formulate your strategy, call your newspaper, fill out your form, and get it in. You do not want to miss out on the greatest campaign of the year.

Contact Brian with any questions regarding the program.
Boneshaker Wins Locus Award
PNBA Not Alone in Recognizing Priest

Cherie Priest's *Boneshaker* was awarded a 2010 Locus Award for Best Science Fiction Novel. Winners were determined by the readers of *Locus* Magazine and announced on June 25 as part of the annual Science Fiction Awards Weekend, held at the Science Fiction Museum and Hall of Fame in Seattle.

Next year will be the 40th anniversary of the *Locus Awards*, a reader's poll started in 1971 as a guide for *Hugo Award* voters.

They Say the Indies are Important
And They're Proving It

Grove/Atlantic introduced the 30-years-in-the-making Vietnam epic, *Matterhorn*, at ABA's 2010 Winter Institute. Booksellers rewarded the move with vigorous response, including an April Indie Next List nomination. *Bookselling This Week* interviewed Publisher, Morgan Entrekin, who said of the indie's recognition and effort, "They've proved yet again how important they are in launching a book that's not obvious. Marshalling support from that community is critical, not only in selling to customers but in convincing the media and larger world that this is a worthy book."

And what can Northwest indies hope to reap from Grove's promised 10-12 month (hard to believe, but true) marketing campaign for *Matterhorn*? Author Carl Marlantes will be a featured speaker at the Saturday Book & Author Breakfast at the PNBA Fall *Tradeshow*, and the book is slated to be a Best of the Northwest title in your 2010 holiday catalog.

Let's not forget to express our thanks.
Member Notes

Oasis of Reading
Congratulations to Island Books for winning the annual Mercer Island Rotary Citizen Achievement award for contributions to the community. Read the Seattle Times story, with some words of acceptance, of sorts, from Owners Roger and Nancy Page.

It's No Mystery; They're 20
July 1st marked the 20th anniversary for Seattle Mystery Bookshop. Our favorite part of the Shelf Awareness anniversary story was this:

"Five years ago the store moved about 30 yards from 'a dark and mysterious corner' of the Broderick Building to its current space, which is larger and has more light and visibility."

Kind of like escaping from one of their favorite books.

After 30 Years, Still a Blast
Cannon Beach Book Company broke cake with customers on June 30th to celebrate three decades in business in Cannon Beach, OR. Check out a little bit of store history and an interview with--always colorful--owner, Valerie Ryan, over at NWBookLovers.

McKeon Resigns from Board, Quits Job, Leaves State
Okay, maybe putting it that way is a little dramatic, but it is a big deal. Cheryl McKeon is no slouch as a bookseller, and she has served the Pacific Northwest indie book world admirably. Stroll through the NWBookLovers goodbye and from there, right on into the Third Place Books Blog for a career recap and a whole lot of praise.

Powell Out, Powell In
As of the middle of this month, Emily Powell has taken over as President of Powell's. Emily becomes the third Powell at the helm, succeeding her father, Michael, who led the store since purchasing it from his father 1981. Bookselling This Week collected several articles, new and archival, that show where the move fits into the Powell's master plan.

When My Husband Ran the Shop
A Simultaneous Rant and Ode to the Trade

Originally published in June Footnotes (Thank you, Cynthia!), this hilarious account was picked up by Shelf Awareness, where it spawned a follow-up article as well as a load tweets and retweets. It has taken on a little life of its own, so we decided to give it another run this month.

These are the actual journal notes of Charlie Christensen, who bravely stepped in to run the Book Stop (Hood River, OR) during his wife Cynthia's two week absence due to pneumonia and laryngitis. Cynthia's now back in action, and Charlie was probably thrilled to get back to his easier gig in the hospital ER. Enjoy--again.
I'm just browsing.
I'm just killing time.
Do you have a restroom? My son needs to poop.
Do you have this used in a paperback?
  (holds up a book just released in hardcover that day)
Where is the free parking?
Can I get change for the meter?
What do you sell here?
Do you have any free maps?
Can I use this water bowl over here for my dog?
Is this all you have for a Christian section? God!
I need a Band aid.
Can my kids stay here while I'm eating next door?
How do I know the price?
Is there a restroom here? (Many, many, many more times today.)
Do you have _________?
  (insert obscure, possibly fake book title (?) to look cool in front of friends with no chance of having to actually spend any money)
Can I make you a deal on this book?
Have you seen my wife?
Do you have maps?
  (looks at map, writes directions, incorrectly folds map, leaves it on the sofa)
Where is your Red Tail Hawk section? You know, the bird.
Where am I?
Can I bring my dog in your store?
Do you sell coffee?
Is this a library?
Was Abraham Lincoln really a vampire hunter?
Do you have Under The Dome in softcover?
Is my mommy there? I miss talking to her. (our daughter Laura)
How come this town has three book stores?
I can get it cheaper on Amazon?
Can you describe the lay of the land around here?
Will my car get towed if I leave it in front of your store all day?
I'm looking for a book that has the word "free" in the title.
Mom, I have to poop!
Do you have a chicken section? Goats?
Have you seen my children?
Do you carry newspapers? (I show him the Hood River News)
  That's not a newspaper.
Do you have any way so that I don't have to pay these meters?
There's a hair on this sofa.
Mom, can I have this Clifford book? No, Clifford gets on my nerves.
Are these books donated to you, so I can I just take one?
Do you buy books? No, but we'll take certain books in for store credit. So you buy books? No. Just trade for credit. I want money.
If I bring in some books can you tell me what they're worth so I can sell them on eBay?
I never knew there was a library here. There is, but it's on the next street over. What is this? It's a bookstore. Oh, I don't read.
Can you watch my children while I eat at the bagel shop?
Are these books for sale, or do you just collect them?
   Come on, it will just take a minute. No, reading is stupid
Have you read all these books? When do you watch TV?
Are you hiring? No. I like books. So do I. I promise not to get in the way. I could just read or something.
Are you hiring? No. Good! Can I use your company's name? Why?
I have to tell the Unemployment Department I can't find a job.
Do you have women in here?
I need quarters for your stupid parking machines.
Can I buy a stick of your gum (seeing my personal pack behind the counter)? No, that's not for sale. But you can buy a book.
No, I hate books.

The PNBA Home Office Has Moved!

338 W. 11th Ave. #108
Eugene, OR 97401-3062

Phone, fax and email are unchanged.

Classifieds

Executive Director, MBA
After 23 years as Executive Director of Midwest Booksellers Association, Susan Walker is moving on in January, 2011. A job posting and description can be found on MBA's website.

The Pacific Northwest Reader
Harper/Delphinium Books
$10.95, 9781883285418
available only from Partners/West

A portion of the proceeds from the sale of this book will benefit ABFFE, American Booksellers for Free Expression.

Available from Partners/West

2010 Calendar

Aug 21 Northwest Author Fair, Lincoln City, OR
Oct 7-9 PNBA Tradeshows, Portland, OR
Oct 7-10 Wordstock Festival, Portland, OR
Oct 23, 24 Seattle Bookfest, Columbia City, WA
Oct 28-30 Montana Festival of the Book, Missoula
Nov 3-7 the Nature of Words festival, Bend, OR
Nov 4-6 PubWest 2010, Santa Fe, New Mexico
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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Constant Contact
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In This Issue

NW Book Lovers!
Show Highlights
Promoting the Handsell
Literacy Re-launch
Be the Customer
Member Notes
Classifieds
Calendar

Introducing NW Book Lovers
A New Home Page for You and the Entire Book Loving Northwest

We're ready to roll it out! NW Book Lovers is a public blog featuring PNBA member stores, libraries, Northwest books and authors, and everything literary in the Northwest. With fresh, original content, NW Book Lovers champions a behind-the-scenes indie store kind of vibe.

NW Book Lovers isn't just for PNBA members; it's for anybody who cares about book culture in the Northwest. We hope our stores will promote it to their customers (Look for ads you can use on your website and in your newsletters very soon) and that all of our members will help us pass it on.

The new site features National Headlines, which we update every day, and a store directory (booksellers: if you'd like to update your info or add a description of your store, e-mail Jamie). One Nightstand is the most interactive part of the blog, where anyone can comment on what you're
reading. We’d love to have you regularly contribute (all you have to do is click on "WHAT'S IN YOUR STACK?" and follow the prompts-no need to provide an image, we'll take care of that). Regional Reprints is where we highlight news by or about our stores and local authors, and we link back to your blogs and websites!

So send us your news, your reviews, what you're reading--the blog is by and about you and your favorite local authors. The more voices here, the better.

NW Book Lovers continues to be a work in progress, and we'd love to hear your comments, ideas and suggestions. Let us know what you think.

Fall Show Countdown
Make Your Arrangements Now!

PNBA's annual tradeshow will be held on Thursday, Friday and Saturday, October 7-9, at the Portland Airport Holiday Inn Hotel and Conference Center. We look forward to seeing you!

Exhibitor, Bookseller and Librarian Registration

Drum Roll, Please...
Your Show Maestro Unveils (most of) His 2010 Creation

With most of the author presentations now confirmed, it's safe to say we're in for a pretty awesome fall show, right to the end. We have a new event set for closing day, the Award Author Luncheon, featuring seven Pacific Northwest Book Award-winning authors! Enjoy the appearances and a lunch for just $5, provided you order from PNBA before the show. Tickets will also be available on site, through the hotel, for about $12. Not hungry or out of pocket cash after a previous evening at Flirts Lounge? Skip lunch and attend the event for free! It will be held on the show floor on Saturday starting at noon. All seven authors will sign copies of their new books following the presentations.

Our traditional events are also looking very strong, starting on Thursday with the Celebration of Authors at noon, followed by the Nightcapper that same evening. (In between, a slate of educational sessions, not quite
Friday's Book & Author Breakfast features a roster of Northwest Favorites, with Bonny Becker (A Bedtime for Bear, Candlewick), Jonathan Evison (West of Here, Algonquin), Nancy Pearl (Book Lust to Go, Sasquatch Books), and Ivan Doig (Work Song, Riverhead/Penguin). Friday night's Feast of Authors includes a number of national (and international!) authors, as well as some great regional friends. We were offered a lot of top-notch children's authors this year, so you'll meet several at the Feast. This event has sold out the last few years, so we recommend that you order your tickets early.

We need 20 volunteers to work the Feast, so if you'd like to help out and receive a free dinner, contact PNBA. The Feast shift runs from 4:45 until somewhere around 9:00. Please indicate the three authors with whom you would most prefer to work.

On Saturday morning the featured speakers at the Breakfast will be Steven Johnson (Where Good Ideas Come From, Riverhead/Penguin), Ingrid Law (Scumble, Dial/Penguin), Karl Marlantes (Matterhorn, Atlantic Monthly Press), and David Wiesner (Art and Max, Clarion/Houghton). Day two on the exhibit floor offers sixteen authors who will sign books from 9:45 - 11:45 am (this list is still being confirmed and will be posted soon). Simultaneously, a group of booksellers will offer their help in setting up a store Twitter account, producing and maintaining a store blog, and will teach you the basics of Facebook. Finally, the Award Author Luncheon will feature a diverse group of previous PNBA Award winners talking about their latest books. After they have signed books, the show will conclude.

Make your plans to arrive on Thursday, October 7 and to stay through Saturday afternoon. And remember, exhibitors are there to sell their new books. Please bring as many orders as you can for the reps, so they will continue to provide us with the tradeshow for years to come. Without your orders, we would not be able to produce a show!

--Thom

CHIRP if You Want Deals
Candlewick Recognizes the Art of the Handsell

This past March, Candlewick launched a program to recognize independent booksellers' collective skill at handselling. The Candlewick Handselling Indie Recognition Program (CHIRP) provides discounts on rep-chosen titles, as well as shelf-talkers and tip cards. Read the full story at Bookselling This Week.

Executive Director's tip: Consider taking advantage of this deal with your rep at the fall show. The authors of two of the seasons featured CHIRP titles will be promoting those books at the show: Bonny Becker, A Bedtime for Bear, Breakfast and Patrick Ness, Monsters of Men, Feast. What better time to emphasize to the reps and pubs what a good offer and commitment to the show can do!
The L Word
Literacy Committee Asks for Your Input

In past years, PNBA has matched member store contributions to local literacy programs, up to $500 a year. The program was suspended by the PNBA Board of Directors in 2009 due to shrinking donations to the literacy matching program (these funds come from literacy stamps trade show attendees purchase, which entitle them to free books in the autographing areas and from donations at the autographing stations).

The Board charged the Literacy Committee with making a plan which would better support the dual purposes of the grant: increasing the reading populace and spurring sales at participating stores.

The literacy committee (Jamil Zaidi, Elliott Bay Book Company; Maggie Freitag, Parnassus Books; Mary Glysteen, Eagle Harbor Book Company; Carolyn Kulog, Betty's Books; and Kira Porton, A Children's Place) has come up with the following ideas for increasing the matching grant program's benefit to member stores and their local communities and improving awareness of and participation in the program.

1. Make the program more visible to booksellers: article in Footnotes, encourage participation through PNBA registration, volunteers on site to promote literacy stamps and cash donations at tradeshow.

2. Raise the price of the literacy stamp, and arrange for more visibility and understanding of the purpose of cash donation boxes at the show. Booksellers receive many free books at the show and the amount for the literacy badge stamp, or amounts donated in cash drop box could be higher while still being much less than the value of the books given away.

3. Provide examples and suggestions of how stores can use the grants, qualifying community partners, and provide boilerplate kits to help stores publicize their donations.

4. Provide a reminder to stores via Footnotes (and interest group email list?) of deadlines for application.

5. Issue matching grants in the form of gift certificates to participating stores to encourage business and community support for members and to avoid stale checks.

We would like to hear your questions and concerns before making our proposal to the board. Please email Jamil with your ideas.
Self-Critique can Lead to Big Improvements
Manager Surfs Own Site and Doesn't Find All He's Looking for

When Robert Sindelar, Manager at Third Place Books, wanted to buy Cheryl McKeon a going away gift when she left the store for a family move to California, he ended up on a bit of an indie store adventure. While looking to purchase a gift card to a store in her new hometown, he discovered that not all online processes are created equal—which left him to consider his own store's efforts. His evaluation turned up some good advice for any store, which he shared in Bookselling This Week.

We're Just Sayin'...

Palahnouac? Best suggestion for a mash-up of the author's names or their book titles wins a free ticket to the Feast of Authors. Email Brian. Winner and credible suggestions to be published in September Footnotes.

Oregon Days of Culture
Add Your Store Offerings to the Mix

The Oregon Cultural Trust is promoting Oregon Days of Culture, Oct. 1-8, and they are inviting you to be part of the experience. Concerts, lectures, exhibits, and, of course, literary events—the Cultural Trust wants the state abuzz in cultural exchange. You can list your store events at the ODOC website by clicking the "Register to submit your event" link at top right. Within a few keystrokes, you'll be adding your offerings to the calendar, contributing to your state's cultural vibrancy, and maybe just reaching some new customers.

Member Notes
From Selling Books to Studying Them
After nearly ten years at Portland Press, Jamie Daniels is departing for South Hadley, Massachusetts, where she has accepted a scholarship to Mount Holyoke College. Jamie's replacement is Jacob Burd, who brings many years of independent book experience as a buyer in several Washington and Colorado stores. Jacob can be reached at (206) 297-1304, ext. 288 or via email.

Rediscovered Up and Running After Move
Laura and Bruce DeLaney have completed their move into the heart of downtown Boise from the spot they've occupied a few miles outside of the hub since opening in 2006--not that long ago, but enough time for the Boise Weekly to refer to Rediscovered Bookshop a "Boise independent bookstore mainstay."

Name Change Official, Logo Unveiled, New Signs on the Way
As of a Sept. 18 celebration, the unplanned odyssey of the once Tea Party Bookshop, now Tigress Books, will finally be complete. Though big-time media attention hasn't necessarily resulted in a big-time jump in sales, owner, JoAnne Kohler is happy where things have ended up. "The name feels really good. It suits me, and it suits the store." Turns Out There's a Lot in a Name.

Third Placer Finds New Place
Cheryl McKeon, who was a bookseller at Third Place Books and PNBA Board member before moving to California last month is now working at Rakestraw Books in Danville.

The PNBA Home Office Moved This Spring:
338 W. 11th Ave. #108
Eugene, OR 97401-3062
Phone, fax and email are unchanged.

Classifieds

General Manager Wanted
Trails End Bookstore, Winthrop, WA, is looking for a general manager who has book industry experience and would be comfortable as a buyer, employee manager, salesperson, and in making executive decisions. The manager would execute store goals, maintain budgets and add his or her own mark while owners travel. Salary is $30k-$35k, possible profit sharing, depending upon experience and years in the industry.

To apply send resume and letter of introduction here.

Executive Director, GLiBA
The current director of the Great Lakes Independent Booksellers Association is retiring following their fall tradeshow, Oct. 8-10. Interested parties can view the job posting here.
Featured in Your 2010 Holiday Books Guide!

The Pacific Northwest Reader
Harper/Delphinium Books
$10.95, 9781883285418
available only from Partners/West

A portion of the proceeds from the sale of this book will benefit ABFFE, American Booksellers for Free Expression.

Available from Partners/West

2010 Calendar

Aug 21  Northwest Author Fair, Lincoln City, OR
Sept 16  BPNW Fall Promotions Meeting
Sept 13-17 Opening a Bookstore Workshop, Jacksonville, FL
9/25-10/2  Banned Books Week
Oct 7-9  PNBA Tradeshow, Portland, OR
Oct 7-10  Wordstock Festival, Portland, OR
Oct 28-30  Montana Festival of the Book, Missoula
Nov 3-7  the Nature of Words festival, Bend, OR
Nov 4-6  PubWest 2010, Santa Fe, New Mexico
Nov 20, 21  Seattle Bookfest, NE Seattle

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

The Fall Tradeshows will be upon us in just over two weeks! It's time to get serious about registering. The schedule is packed with education and author events and some great parties. All we need is YOU!

We have some wonderful authors coming to this year's show. Check out these links to the show program to see complete details:

- Celebration of Authors
- Terra Communications Party
- Nightcapper
- Friday Book & Author Breakfast
- Feast of Authors
- Saturday Book & Author Breakfast
- Award Author Luncheon
Buzzing About the Floor
2010 BuzzBooks Candidates Set

You know it's always fun--and you might just win a cash prize! Seven lucky books will be in competition to win your endorsement as the BuzzBook you'll go back to the store and talk about.

**Little Princes: One Man's Promise to Bring Home the Lost Children of Nepal** by Connor Grennan; William Morrow:
A true tale of the power of optimism, love, and dedication to overcome greed, violence, and hate. And it is an unforgettable account of children, families, and the man who strove to reunite them.

**A Householders Guide to the Universe: A Calendar of Basics for the Home, Garden, Kitchen, and Beyond** by Harriet Fasenfest; Tin House Books:
Takes up the banner of progressive homemaking. Streetwise and poetic, fierce and romantic, the book provides not only a way out of our current economic and environmental logjam but also an analysis of how we got there in the first place.

**The Crossbones (Skeleton Creek III)** by Patrick Carman; Scholastic:
Ryan and Sarah Have solved one mystery...only to find themselves trapped by another. At first it seemed that The Crossbones was a secret society limited to Skeleton Creek, but new facts are being unearthed--with new dangers attached.

**Caribou Island: A Novel** by David Vann; HarperCollins:
The prize-winning author of *Legend of a Suicide* delivers his highly anticipated debut as a novelist--a tale of a marriage unraveling under the forces of rage and regret, set against the backdrop of the unforgiving Alaskan wilderness.
Living Through Personal Crisis by Ann Kaiser Stearns, PhD; Idyll Arbor:
This book is about the small and large crises that are part of everyone's life. It shows those in the mourning process how to successfully grieve for their loss and regain a rewarding life. Also for families and friends.

River House: A Memoir by Sarahlee Lawrence; Tin House Books:
An exquisite blend of memoir and nature writing, River House is a young woman's story about returning home. Living her dream, riding some of the most dangerous rivers of the world, led Lawrence back to the place that she least expected—her family's ranch in remote central Oregon.

A Lonely Death: An Inspector Ian Rutledge Mystery by Charles Todd; William Morrow:
Truly a tour de force, A Lonely Death features the battle-fatigued WWI veteran and Scotland Yard inspector Ian Rutledge. Clever and determined, Rutledge must unmask a vicious killer by putting his job, his reputation and his life on the line.

They already all sound good, but you'll have to save your votes for the show floor and the official personal pitch. Happy buzzing!

10 Reasons for Librarians to Attend the Fall Show from Robin Beerbower, Salem Public Library
For the past two years the Pacific NW Booksellers Association has been inviting librarians to its annual tradeshow held in Portland. The show takes place October 7-9 at the Portland Airport Holiday Inn and is again welcoming librarians. Last year I attended for the first time and was amazed at what was offered and how helpful it was for collection development, author programming, networking, and education. Read all 10

Gross, Patti, Really
Watermark and PNBA Should be Proud
In honor of its Worst-Case Scenario Handbook: Gross Junior Edition, Quirk Books (Chronicle) sponsored a contest inviting booksellers to submit recipes for the grossest possible smoothie. Watermark Book Company's (Anacortes) Patti Pattee came up with the concoction, and believe it or not, author Dave Borgenicht, he drank it.

NW Book Lovers Building Momentum
Northwest Book Lovers is a public blog featuring PNBA member stores, libraries, Northwest books and authors, and everything literary in the Northwest. With fresh, original content, NW Book Lovers champions a behind-the-scenes indie store kind of vibe.

NW Book Lovers isn’t just for PNBA members; it’s for anybody who cares about book culture in the Northwest. We hope our stores will promote Northwest Book Lovers, and their part in it, to their customers. We have produced ads that can be used on your website and in your newsletters—three versions featured in this very newsletter! And if you don’t grab them here and now, you can be sure we'll be reiterating, and soon.

The new site features National Headlines, which we update every day, and a store directory (booksellers: if you’d like to update your info or add a description of your store, e-mail Jamie). One Nightstand is the most interactive part of the blog, where anyone can comment on what you’re reading. We’d love to have you regularly contribute (all you have to do is click on "WHAT’S IN YOUR STACK?" and follow the prompts-no need to provide an image, we’ll take care of that). Regional Reprints is where we highlight news by or about our stores and local authors, and we link back to your blogs and websites! And NW Voices is just that—original essays by and interviews with authors and literary figures from the PNBA region.

So send us your news, your reviews, what you’re reading--the blog is by and about you and your favorite local authors. The more voices here, the better.

NW Book Lovers continues to be a work in progress, and we'd love to hear your comments, ideas and suggestions. Let us know what you think.

Your 2010 Holiday Books guide Buyers List of titles is now available! Download the pdf here, or shoot a request for an Excel version to Brian. For those who got to work with the preliminary list, corrections and additions are highlighted in yellow.

Partners West has also released their special terms for 2010 catalog titles: 43%, 60 days, penalty free returns!

Additionally, look to take advantage of publisher show specials, including many catalog books, at the 2010 tradeshow in Portland.

This year's theme-title for the Holiday Books guide and supporting promotional materials is Immi's Gift, from Peachtree Publishers. It’s a warm and generous story with gorgeously festive illustrations. Even without the catalog cover exposure, this is a book that will do the handselling for you—but have fun assisting! As tradition dictates, we'll unveil the final cover design at the 2010 PNBA Tradeshow. Stop by the Title Showcase booth to
browse the entire selection of featured catalog titles.

And the Award for Best Store Sale Goes to...
Very Clever, Duck Store

In honor of the classic bookseller's tale of the customer who came in and asked for a book--you know, the one with the blue cover--here's what they came up with at the University of Oregon this summer.

2010 Washington State Book Awards Announced

*Border Songs*, Jim Lynch  
*The Big Burn*, Timothy Egan  
*Naming Nature*, Carol Kaesuk Yoon  
*Inseminating the Elephant*, Lucia Perillo  
*The Magical Ms. Plum*, Bonny Becker  
*Before You Were Here, Mi Amor*, Samantha Vamos  
*Brutal*, Michael Harmon

Categories and author details in Mary Ann Gwynn's *Seattle Times* column from Sept. 10 (thanks, Shelf A).
Managing for Love and Profit

The Art & Science of Retail Bookselling

"If you'd like to know you're focusing efforts where they'll make the most difference ... or would like to see an employee gain a 'big picture' perspective of retail bookselling, please join us." Details on this important and affordable workshop from Paz & Associates.

Member Notes

Inklings Makes Its First Decade
Early on she knew she had a good thing going. Six years in she had to expand the store. In her ninth year at the helm of Yakima's Inklings Bookshop's, Susan Richmond was elected to the PNBA Board of Directors. Oh, the places she'll go! Bookselling This Week paid their respects not with a gift of aluminum or tin, but with a 10th anniversary profile.

Evel Knievel Did it. Why Not a Bookstore?
...and, Books, too! has jumped the Snake River! It's true. Judi Wutzke has moved the store from Lewiston, ID into a 1,200 ft. larger Main Street storefront space on the opposite bank, in Clarkston, WA. Need to find them? 918 6th St., Clarkston, WA, 99403.

Last Season for Davis
We can hardly believe it, but Reid Davis (Sterling, Beautiful America, Imagine, Sheridan House, Ecosystem, Bookmasters) is really calling it quits. "After 48 years of serving Booksellers in the NW, I am retiring at the end of the year. To all the many buyers I have called on over the years, I say a Big Thank You. It has been a pleasure working with you, and while I will miss the travels to see you, other Happy Trails await me. I hope to see you all at the show in October." --Reid

Square One is Done
After 23 years, West Seattle's Square One Books has closed its doors, succumbing to the usual package of forces--a new B & N, bad economy, high rent. Owner of the past eight years, Gretchen Montgomery told friends and customers in a farewell letter: "I believe that a new, independent bookstore is needed in West Seattle and that one could succeed in a more favorable spot. I wish I could be the one to move and start again, but I cannot, and I hope that someone is willing to give it a try." We hope so, too.

Taking the Store to New Customers
"We've been trying to get people that go to the mall to come to our store for years." So when officials from Spokane's River Square Mall approached her, Chris O'Harra decided it was an opportunity she should not pass up--despite the location being just three blocks from the main store! It all makes good sense when you read the story at Bookselling This Week.
# 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.
In This Issue

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NWBL: Spread the Word
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Holiday Books Guide Ships
Store Catalogs Likely in the House

The press run started on Monday following the show, and by Thursday morning, one million holiday catalogs were somewhere in the process of being boxed, palletized, staged, and shipped to your towns. We got word (very excited, very good word) that some stores were cracking open boxes on Monday (Oct. 19). Store promo kits are on the way next week, so plan your displays (here are some ideas from PNBA).

This year's theme-title for the Holiday Books guide and supporting promotional materials is Immi's Gift, from Peachtree Publishers. It's a warm and generous story with festive illustrations. Even without the catalog cover exposure, this is a book that will do the handselling for you--but have fun assisting!
Rainier Library Receives $16,000 in Books
Michael Pritiken Rural Library Project Yields 40 Boxes

The Nisqually Valley News said it well: "It's not every day a library receives a gift of $16,000 worth of books."

Special thanks to program coordinator, Colin Rea, of Veneta, Oregon's Fern Ridge Public Library; Linda Berentsen, of Olympia, Washington's Orca Books, who nominated the library based on the recommendation of Rainier School District librarian and technology coordinator Steve Coker; the team of volunteers who collected the books at show's end; and all of our donating publishers. Well done.

Take This Buzz Back to the Store
BuzzBooks Winner is a Local Handsell

This year’s winning title in the annual Tradeshow BuzzBooks competition is *River House: A Memoir*, by Sarahlee Lawrence, published by Tin House Books.

About 140 attending booksellers and librarians made the rounds to hear the pitch for seven competing titles, then voted for the book they felt most inclined to buzz about, themselves, back in the store or library. Three of the voters then won randomly drawn $200 prizes.

An exquisite blend of memoir and nature writing, *River House* is a story about coming home. While living her dream, riding some of the most dangerous rivers of the world, Sarahlee Lawrence's journey led to the place she least expected--back to her family's ranch in remote Central Oregon.

*River House: A Memoir*  
by Sarahlee Lawrence  
Tin House Books  
$16.95  
978-0-9825691-3-9

Look for an upcoming original feature by Sarahlee Lawrence at NWBookLovers.org.
Winners of the $200 participant prizes were:
Art Shotwell, Northwest-Books.com, Anacortes, WA
Laura White, The Duck Store, University of Oregon, Eugene, OR
Anna Okrasinski, Third Street Books, McMinnville, OR

Book Lovers: Spread the Word
Making NWBookLovers Part of the Everyday

A seminar presented by PNBA staffers on Education Day at the tradeshow drew about 35 attendees who were given a physical and philosophical tour of the new public blog site, Northwest Book Lovers. Since the session, several audience members have contributed to the site with updated store details for the "Find a Store" feature and with book review contributions to "One Nightstand." Now they're helping to spread the word.

Susan Richmond, of Yakima's Inklings Bookshop, waved the flag in her latest version of The Inkspot, the store's customer e-newsletter. She touts the "wonderful new website that is intended for you, the reader, we, the booksellers, and they, the publishers." Works on a lot of levels, check.

She says that she's made it her new homepage and encourages her store's book lovers to do the same, "or at least visit it several times per week," noting specifically "One Nightstand" as a place, "where you can share short reviews, notes about what you're reading, or a favorite line from a book." She makes it sound so easy and rewarding! And she should know. She's personally contributed more than once.

Richmond goes on to encourage customers to use "Find a Store" to locate stores in other Northwest towns and, "perhaps have a gift certificate sent to a relative there." She generally champions the fun of, "reviews, interesting articles about authors, and a fabulous list of other booksy links."

Make Northwest Book Lovers a regular part of your literary life, and share this great resource with all of the book lovers you know. That should be more than a few.

Sketchy Breakfast
If you attended Friday’s Book & Author Breakfast at the show, this lineup should look familiar. PNBA is lucky to have in our possession, not just the presenting authors, but a few sketches of audience members as well. We’re working on a plan to put them up somewhere you can all enjoy them--and help us identify some of the subjects. One of them might just be you. If you had that funny feeling of being stared at while carving your pancakes, it was probably this guy, as he refers to himself in this self portrait, "An Ornament At Any Gathering."

Brad Craft
Speed Reading?
Awards Committee in the Crunch

With only days left until the Book Awards nomination deadline and new submissions coming in still every day, we thought Sallie Tisdale's Oregonian piece about judging the National Book Awards was, in several ways, quite apropos for our own committee members: "By August, I long for bad writing. For easier choices."

Hang in there, guys. And, THANK YOU for exercising such discerning taste for us all.

Feeling A Bit Bored?
Join the PNBA Board

The PNBA Board is in need of three new members, for service starting spring 2011. Board members may serve a maximum of two consecutive two-year terms. The President of the Board will appoint a Selection Committee in the next month or so, which will review possibilities and send a recommended list of candidates to the Board for consideration at its January meeting. The Board's final list of candidates will then be sent in February to the membership for a vote.

If you would like to be considered as a candidate for a position on the PNBA Board, please submit a short essay describing why you would like to serve on the Board and what qualifications you believe you would bring to the job, to the Selection Committee Chair, Libby Manthey, PNBA's Immediate Past President and owner of Riverwalk Books in Chelan, WA. All such submissions will be held in confidence by the Selection Committee.

The PNBA Board meets at least three times a year, once over two days in January for the annual Retreat, at which big-picture concerns of the Association are debated and courses determined; once in the spring for a half-day meeting; and once in the fall, usually immediately preceding the show, for another half day. Board members also communicate throughout the year, primarily via email, to discuss issues that arise after and before the regular meetings, and to help set the agendas for the upcoming meetings.

Any owner or employee of a current (2011) PNBA member store may be a candidate for the PNBA Board. PNBA Board members receive NO pay for their participation on the Board, but all reasonable expenses to participate in the Board meetings and activities are reimbursed by the PNBA.

Small Press Month Planning
BPNW Looking Ahead to Next Year
by David Ash
When is it worthwhile to host an author event with a first-time or self-published author? When you do it in bulk!

Last March, two PNBA-member bookstores bravely participated in a last-minute experiment sponsored by Book Publishers Northwest (BPNW). With very little notice, Third Place Books and the Edmonds Bookshop agreed to host group author events with writers from small local publishers and self-publishers to celebrate Small Press Month.

David Ash of Basho Press, the BPNW organizer, was hoping that at least four authors would step forward for the events. Fourteen signed up for both days! They got cozy, shared three to a table, and had a marvelous time selling their books. Several said it was the best book signing they had ever done, and many said it was the most fun.

The fun seemed to have spread to the cash register too. With that many authors spreading the word of their signings, customer traffic was up for a March Saturday at both stores. Authors were even buying each other’s books, because building a relationship is the foundation of bookselling.

BPNW is starting to plan similar events for Small Press Month in March 2011. They’re looking for venues within and beyond the Puget Sound region; authors can carpool and room share. They can't promise 14 authors—or you may not want that many!---but if you are interested in hosting an event, write to BPNW or David Ash with questions, ideas, or offers. After all, being small and independent is something we have in common.

Member Notes

Book Publishers Network and Basho Press--Hardcore!
We're not worthy. When Sheryn Hara took a tumble over a stray cord in the lobby of the Holiday Inn and separated her shoulder the night before the show floor opened, no one would have blamed her if she packed it in and put someone else in charge of her BPNW booth. Fat chance. She was back on the floor, smiling through the pain, to start the show.

And her sidekick in the adventure? Haiku master, David Ash, who whisked her to the emergency room and waited out the entire night alongside her. (He did ditch the jester hat after several people tried to get him to help cheer up sick patients.)

One Purple Heart and One Medal of Valor, please.

Another Legend Calling it Quits
Last month we informed you of the impending retirement of Reid Davis, at year's end. Well, in case you missed the cake party at the show, we have another retirement to note. Jim Harris writes of he and his wife, Madie: "We’ve worked in the book business since 1972 as book retailers, book reps and book wholesaler reps. That's more than half of our lives. But now we want to stop and smell the roses while we can."
A former PNBA President, publisher of PNBA's monthly newsletter and driving force behind the development of a spring show, Jim will continue to represent his client publishers until June of 2011, including one final Seattle Gift Show in February.

**He's Not a Famous Gangster; His Name Justs Sounds Like One**

He's a longtime indie bookseller, and now **sweet pea Flaherty** is a store owner. And we thought becoming the Northwest's Emerging Leaders representative was just a way to help plan the parties. Check out "The Reign of sweet pea" at NWBookLovers.

**E-Readers as Advertisers for Indie Stores?**

Diana Portwood of **Bob's Beach Books**, Lincoln City, Oregon, had her spirits lifted by this transaction: "A local, but not a regular, came in for *The Hunger Games* a minute ago. She'd decided she had to have it after reading a sample chapter on her Kindle, so she came in and bought it here."

**Feed the Body as Well as the Mind?**

**Village Books'** Chuck Robinson and **Liberty Bay Books'** Suzanne Droppert each contributed to a *Bookselling This Week* article on the Pros and Cons of Bookstore Cafés.

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### 2010, 2011 Calendar

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<td>Nov 17</td>
<td>PNBA Book Awards Shortlist</td>
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<td>Nov 18</td>
<td><strong>BPNW</strong> Meeting, Seattle</td>
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<td>Dec 8</td>
<td><strong>BPNW</strong> Meeting, Seattle</td>
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<td>Jan 5</td>
<td>2011 <strong>PNBA Book Awards</strong> Announced</td>
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<td>Jan 19-21</td>
<td><strong>ABA Winter Institute</strong>, Washington DC</td>
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<td>Jan 30, 31</td>
<td><strong>PNBA Annual Board Retreat</strong>, Troutdale, OR</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.
Push Those Holiday Books
In Your Store and the Greater Northwest

All around the region customers are opening their papers to find your catalog, so we know you're ready for the holidays. Stock is continually rolling in, displays are growing, and you have begun to formulate handsells for your favorites. Maybe those pitches live only in your head. Maybe you've already written them down for a shelftalker or staff pick. Either way, it's time to share.

We need your endorsements for the holiday season to become Face Out features on NWBookLovers! If you've already typed and saved them, please, copy, paste and share. If they're filed in your noggin, write them up. You'll get your shelftalker blurb for the store, NWBL will get a relevant plug to share, and you'll get your name in lights. (Okay, you'll get review credit and a link to your store. But, come on, link-backs are a legitimate shout-out!)
And keep an eye on what your fellow booksellers are saying about their favorite books. Nobody can read every book, but collectively, we can get close.

*Check out the enhanced electronic Holiday Books guide.* Link to it or embed it on your website and give your customers one more way to browse and get turned on to the great titles in your holiday displays!

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### The Merits of NWBL

**We Love a Good Plug**

_from Brad Smith:_

Making its official debut launch at this year’s show was a new project of the PNBA--The NW Book Lovers blog. It’s our aim to make this the preeminent place-to-go for readers, librarians, and booksellers in the Northwest. If you love independent bookstores, you can help make this goal a reality by making it your browser’s home page, contributing comments to what you read on the website, or by contributing your own original content. It's easy to do. Get in on the ground floor of this exciting development and start participating today.

On your visits to NW Book Lovers you can expect to discover reviews of great books, intriguing interviews with NW authors, and interesting stories from booksellers and librarians around the region. If reading is your passion, you can ditch Amazon as a place to dialogue about your latest reads. Free yourself from corporate dominance, come to NW Book Lovers to declare your independence and join in the conversation.

We have high hopes this project will help independent bookstores remain vibrant and relevant in today’s changing and very challenging environment.

*Brad Smith is the owner of Paulina Springs Books, in Sisters and Redmond, OR. He is a PNBA Board member and the Book Awards Committee Chairman. This letter to customers was published in the October edition of his store newsletter, Cyberpassages.*

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### Tradeshow Stats and Projections

**We’re Built on Words, but We Need the Numbers**

Every year, as soon as we get back from the tradeshow, industry media starts to ask us for statistics from the show. These requests always come a few days earlier than we can supply the answers--not only because we’re too busy while at the show to simultaneously encapsulate the experience, but because many of the numbers are supplied to us by Greg Holmes, our on-site show coordinator. Greg schedules, trains and oversees all of the volunteers for every event we produce at the show. And Greg has a full-time job before and after the show, which means it can take a while before we see his final report.
Many of our members seem to be interested in knowing how the show went, although those who attended already know what they thought of it! Here we give you a few items that might be of particular interest, most of them because they show trends or improvements from previous shows.

Greg reported that we had the "highest [attendance] number we have ever had for the first day lunch" (the Celebration of Authors), at 148. That event seems to have found its home, and we heard from a number of participating authors that they loved it. For Education Day, Greg says, "Attendance started stronger this year and kept going--it built gradually during the day, did not drop off after lunch, and did not peak until the end of the day. The growth is NOT entirely due to librarians--most of the workshops [not just librarian-aimed sessions] had higher attendance compared to those held at the same times last year." He goes on to say, "Attendance works out to about 690 [total head count at all education sessions]--a healthy increase over last year and continuing a five-year trend. This is our best attendance for educational sessions since 2000." [His emphasis!] Here's the recent comparison:

2005 (Portland), 17 sessions, 460 attendees  
2006 (Portland), 17 sessions, 490 attendees  
2007 (Bellevue), 15 sessions, 510 attendees  
2008 (Portland), 17 sessions, 550 attendees  
2009 (Portland), 21 sessions, 605 attendees  
2010 (Portland), 21 sessions, 660 attendees

Greg also points out that the meal events, as a group, attracted the highest numbers in several years, with 172 at the first breakfast, a sold-out Feast (180, NOT counting authors), and 139 at the Saturday breakfast. Plus, he says, the Nightcapper was up from 160 attendees last year to 220 this year. Changing that event from a traditional signing style to the "cocktail party" format has really improved attendance. And again, the authors RAVED about it. Greg concludes, "As far as the hotel itself, the only comments I heard were that the place is a little run-down and that the service at the restaurant was good. People were generally happier with the food this year than last. The facility [staff] did a great job of accommodating people who needed special meals. Attendees still complained about the coffee."

Because we have to sign contracts about two years out, we will be back at the Holiday Inn at PDX for next year's show (Thurs-Saturday, October 13-15, 2011). However, the hotel is remodeling all of the guest rooms, hallways and the bar this winter, so you will see some physical improvements next year. Plus, one of our volunteers at this year's show has assured us that she has a connection that will allow us to bring a coffee cart to the show next year, with something closer to the kind of coffee that you Northwesterners have come to expect!

In addition, at the Board's insistence, we are talking with the sales staff at several facilities in the greater Seattle area, asking for bids for the 2012 show. The Board will be considering those bids at their meeting next January, and--if all goes well--we will have a venue chosen for that show soon after. We will let you know, through Footnotes, as soon as we have a contract.

Let us know what you liked and didn't like about the fall show, and don't hesitate to offer suggestions for improvements. We will share your ideas
with the Board and the Education Committee, wherever appropriate, and do our best to improve where we can. It's our goal that all our members enjoy the shows, want to come back every year, and share with your colleagues who did not attend just what they missed.

**Pannell Award Nominations**

**Share a Deserving Store—Even if it's Yours**

The *Women's National Book Association* wants to know about bookstores in the United States that excel at inspiring interest in reading, as well as creatively bringing books and young people together. They will present the annual WNBA Pannell Award to two bookstores—one a general bookstore and one a children's specialty bookstore—at the 2011 BookExpo America. Each recipient will receive a check for $1,000 and a framed piece of original art by a noted children's book illustrator.

To nominate your favorite bookstore (even your own!) that works within the community to instill the love of reading in young people, please provide the following:

1) Name of store
2) Address and phone number of the store
3) Contact, including email
4) A sentence or two describing why the store is deserving of the award
5) Your name and affiliation to the nominated store.

Please send your nomination to Chair, Valeria Tomaselli. Deadline for nominations is Jan. 14, 2011.

The Pannell Award was established in 1981 by WNBA, a century-old national organization of women and men who work to promote reading and to support the role of women in the book community.

**Put This Ad To Work for NW Book Lovers and You**

**Three Sizes to Choose from—Drag Them Off and They're Yours!**

Let customers in on your NW indie bookselling community by inviting them to experience NW Book Lovers. Place these ads in your newsletters and on your websites, link to NWBookLovers.org and your customers will be enjoying NW book coverage that will keep them informed, energized and coming back to your store! Ads are also available on a dedicated NWBL art page at PNBA.org.
Holiday Ephemera
New Designs from IndieBound

This year's new designs feature taglines and graphics focusing on indie bookstores' unique ability to make readers feel at home. Old favorites have been updated with the new tagline "Cultivate Community."

The designs, which are available for posters, gift tags, bookmarks, and a Wish List counter card, can be downloaded and used as is, or they can be customized with the store name, logo, and other details.

Materials are available in the Bookseller DIY section on BookWeb to all ABA member stores. Still need a password? Go here.

2010 National Book Awards
Winners Announced

Nov. 17, New York City:

Fiction
Jaimy Gordon, Lord of Misrule (McPherson & Co.)

Nonfiction
Patti Smith, Just Kids (Ecco, HarperCollins Publishers)

Poetry
Terrance Hayes, Lighthead (Penguin Books)

Young People's Literature
Kathryn Erskine, Mockingbird (Philomel Books, Penguin Young Readers Group)

National Book Foundation: 60 Years of Honoring Great American Books

Rediscovered Does Part to Get NWBL Discovered
Boise Shop Plugs the Blog, Itself in the Process

Here's a good idea. True to the usual format of a weekly paper, the Boise Weekly runs a lot of arts coverage. So when local store and advertiser, Rediscovered Bookshop, tipped them off to NWBookLovers, they were more than happy to run an editorial promo. And what do you know--Rediscovered got a little free coverage in the process.

Member Notes
Tea Party Becomes Tigress; Salem Becomes Monmouth

This, from owner, JoAnne Kohler, after Tigress Books moved one town over,
just months after changing its name:

Hurray! We are now re-opened and ready for a great holiday season!

The shop is located at 111 S. Warren St in downtown Monmouth. We are just of the main street, right by a number of other cool little shops. If you are coming in from Salem, make a right at the traffic light by Burgerville, and come into town. On the right, you will see the town park (which has great concerts all summer), and on the left, there will be Rick's Place Coffee Shop, an Ice Cream Parlor, and Crush Wine Bar on the corner - make a left onto Warren Street, and there we are!

Eagle Harbor Holds E-Book Forum
The store's goal was to shed light on the available e-book platforms and to assure readers that there is a place for e-books in the independent bookselling community. Read about it at Bookselling This Week.

Chronicle Gets Creative
PW reports that as of Jan. 1, Chronicle Books will handle retail and library distribution for the two trade divisions of The Creative Company.

Feed the Body as Well as the Mind, Pt 2
Here's part two of the Bookselling This Week article we shared in October about store cafés, featuring Village Books and Liberty Bay Books.

Classifieds
Now On NWBL

PNBA classified advertisement listings will from now on be featured on the NW Book Lovers blog. NWBL greatly broadens the options and the audience for NW book related postings. Current PNBA members are eligible for free classifieds. Contact Jamie for guidelines and scheduling.

2010, 2011 Calendar

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<td>AMIBA's America Unchained</td>
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<td>Dec 8</td>
<td>BPNW Meeting, Seattle</td>
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<td>Jan 5</td>
<td>2011 PNBA Book Awards Announced</td>
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<td>Jan 19-21</td>
<td>ABA Winter Institute, Washington DC</td>
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<td>Jan 30, 31</td>
<td>PNBA Annual Board Retreat, Troutdale, OR</td>
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<td>Feb 5-8</td>
<td>Seattle Gift Show</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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The Goods on Google
Should You Be in the eBooks Game?

On December 6th, Google launched its long anticipated eBook program. That same day, the American Booksellers Association announced "Independent Bookstores Now Selling Google eBooks." This column is a collection of information and resources to help you understand the program and determine whether it's right for your store.


"Google eBooks now allows us to remain the store of choice for our loyal customers who are reading digital, and to serve new customers."

---Libby Manthey, Riverwalk Books

Riverwalk is one of the many stores nationwide that have opted to sell Google eBooks through the IndieCommerce program. ABA lists all participating stores for reference. And to hear what some of the
participating booksellers are saying: "Now We're in the Game," at *Bookselling This Week.*

2011 Book Awards
Shortlist Soon to be Whittled

On November 24th, PNBA announced 19 finalists for the 2011 Pacific Northwest Book Award. Over the past three weeks we have published Awards Committee reviews for each of those Shortlist titles in the *Face Out* feature at Northwest Book Lovers.

On January 7, PNBA will announce up to six winners for the 2011 award. Expect *NW Voices* interviews with each of the winners to run throughout January and February.

Holiday Catalog Reporting
Forms are Available to Download

Sales reports and reimbursement claims are due in the PNBA office by Jan 12. A hard copy sales sheet and mail and insertion reimbursement instructions are available on the catalog page at PNBA.org.

Electronic sales reports help immensely with the compilation of the year's total sales and the maintenance of sales archives. Please contact Brian for the 2010 Excel spreadsheet.

And, continue to watch for features and reviews on many of your favorite titles from this years Holiday Books guide at *Northwest Book Lovers*!

NW Writing Royalty Team Up for Cause
Duncan and Bass Need Northwest Indies to Spread the Word
David James Duncan and Rick Bass are brilliant Northwest writers and dedicated environmental activists who have teamed up on a new book, *The Heart of the Monster: Why the Pacific Northwest & Northern Rockies Must Not Become an ExxonMobil Conduit to the Alberta Tar Sands*.

The authors have committed their time, expertise and personal passion to *All Against The Haul*, a nonprofit coalition "working to stop the construction of a permanent industrial corridor for oversized loads to the Alberta Tar Sands through Oregon, Washington, Idaho, and Montana." Read more.

All Against the Haul has determined that, upon its release next week, *The Heart of the Monster* will be available to the brick and mortar market through only Partners-West distributors and the independent bookstores of PNBA!

The issue is a big one and it’s about to tip (Sunday *New York Times*, Dec. 11). The authors are proven, and they are our own. They come together in *The Heart of the Monster*, and your store is the place.

*Watch for the authors to weigh in later this month at Northwest Book Lovers.*

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Three PNBA Booksellers Win Wi6 Scholarships
We're Going to DC!
Three Northwest booksellers will attend the ABA's 2011 Winter Institute with a whole lot of help from publisher sponsors. Thirty one scholarships were awarded nationwide, providing up to four nights' stay at the host hotel, complimentary Wi6-sponsored meals, and $350 travel credit.

Congratulations to our booksellers and thanks to their sponsors:
Sylla McClellan, Third Street Books, McMinville, OR--Grove/Atlantic
Tegan Tigani, Queen Anne Ave. Books, Seattle--Macmillan Children’s

Small Business Health Care Tax Credit
Administration Releases New Affordable Care Act Information

Small businesses currently providing health care for their workers may receive immediate help with their premium costs, as an estimated 4 million small businesses are eligible. The Health Care Tax Credit is worth up to 35 percent of a small business’s premium costs.

To ensure that small businesses know about the credit and how to claim it, the Administration has undertaken a nationwide educational campaign to reach small employers and their tax preparers. Special features have been added at whitehouse.gov, healthcare.gov, and irs.gov.

Thanks to Small Business California and NCIBA for the tip on the credit.

Member Notes

Wholesaler Holiday Hours
Posted at Bookweb

Mountaineers Books is 50
Happy birthday to Mountaineers! Read all about it, from 1960 to today, in the Dec. 1 issue of Shelf Awareness.
Classifieds
Now On NWBL

PNBA classified advertisement listings will from now on be featured on the NW Book Lovers blog. NWBL greatly broadens the options and the audience for NW book related postings. Current PNBA members are eligible for free classifieds. Contact Jamie for guidelines and scheduling.

2011 Calendar

Jan 7 2011 PNBA Book Awards Announced
Jan 12 HC Sales/Reimbursement Claims Due
Jan 20 NWABP Meeting
Jan 19-21 ABA Winter Institute, Washington DC
Jan 30, 31 PNBA Annual Board Retreat, Troutdale, OR
Feb 5-8 Seattle Gift Show

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STAY PLUGGED IN with book news and trends delivered direct to your desktop.

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