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The 2011 Pacific Northwest Book Awards were announced on Jan. 7 and are now being celebrated with in-store promotions and events.

Shelftalker cards featuring the well-honed comments of your Awards Committee are available on the 2011 winners page at PNBA.org. Just click the individual book cover for its card, or print the entire batch with the link at the bottom of the page.

The rolling banner, seen above, celebrating our four Northwest books and one Northwest icon is also available for store use. Just drag it onto your desktop and then plug it into your newsletters and your website for at least the next couple of months. Link to the PNBA site feature, where your customers can read the committee responses or to the series of essays by our winners in NW Voices at Northwest Book Lovers.

And finally, events are being planned at PNBA stores for each of the 2011 honorees (save possibly Brady Udall who’s headed out of the country for a few months). This year, we asked our winners to select a hometown favorite at which to be presented the cash honorarium and famous PNBA award plaque. Their choices are as follows, and we will promote details as they become available.

Sarahlee Lawrence, Paulina Springs Books, Sisters, OR.
Anthony Doerr, Rediscovered Bookshop, Boise, ID.
Karl Marlantes, Third Place Books, Lake Forest Park, WA.
Nancy Pearl, Elliott Bay Book Company, Seattle, WA.

Authors may be available for secondary celebrations. If interested, please send word to the PNBA office, and we will pass along your request.

2011 Holiday Catalog in the Books

Sales figures from catalog campaigns are essential in letting us know what kind of year it’s been, but your comments and enthusiasm are what really fuel our fire and help us when we’re planning for next year.

"The HC was a success, so glad you called and got us reintroduced to the program." --Maria Papp, Gulliver’s Books, Fairbanks, AK

"We continue to be amazed that so many people think that we did the catalog ourselves. It does bring new people to our store and they are excited to go shopping with their marked-up catalog in hand." --Jack Wolcott, Grass Roots Books & Music, Corvallis, OR

"Best December in the 8-year history of our store." --Carolyn Olsen, Sage Book Store, Shelton, WA

Editor's note: Sage included a coupon in their catalog for a mystery gift, good on the night of Shelton’s First Friday event. 137 coupons were cashed in that evening! That’s a lot of bodies in the store on a Friday night.
"Our use of the catalog this year was wildly successful! And, I blush to say, rather unexpected. We really had no idea when we decided to use it that it would bring us as many sales as it did. We could tell the difference starting the day of the insertion, and the increases held steady throughout Christmas.

December was our best month ever at the store. We were up more than 6% for the month. In this economy! With ereaders everywhere! In the face of online competition and discounting! We think a lot of that success was directly due to the holiday catalog." --Roberta Dyer, Broadway Books, Portland, OR

Running from the Borders
by David Ash

There were several articles the other day saying that, after having been extended a line of credit of up to nearly a billion dollars last year, Borders Group Inc., the nation's second largest bookstore chain, is bankruptcy bound.

It is not the first time we've seen a story like this. Rumors abounded of the chain's demise just last year. Shares of the stock sold for $25 five years ago; it is currently below $1. Time will tell whether Borders will successfully reorganize or begin a "going out of business" sale.

As a small press publisher, how does this news impact my business? Frankly, it gives me a small, satisfied smile. I know, I know. We've seen too many beloved neighborhood bookstores pass on recently. The thought of losing 674 bookstores at once should fill a publisher with dread. So why am I content to let Borders die? Well, at the risk of sounding petty, because Borders had already declared me dead.

Three years ago, my series of humorous haiku gift books was starting to hit bookstore shelves. I sent copies to the Borders corporate headquarters for consideration and heard not a word of reply. But at least one could go to a Borders store and enter the words "David Ash" and "haiku" into their kiosks and see a picture of my book titles. They were listed as being unavailable--maybe they could order one for you--but at least they were in the system, somewhere. Last year, that changed. Typing "Haiku for Coffee Lovers" showed a status of "Out of Print." My wife, who recently reorganized dozens of cases of haiku books in our basement, would beg to differ.

Today, if you go online to Borders.com, you won't even find that. The search turns up nothing. You'll find books by another guy if you type just my name, but you won't find any proof that my books exist. The business decision behind this is so simple, even I understand it: We're too small to bother with. But other businesses have at least some flexibility. Barnes & Noble may not yet want me on their shelves or invite me for events in their stores, but they'll at least list my books on BN.com. IndieBound still hasn't put my last four titles online despite twice sending the info more than a year ago, and, although my entire canon may not be represented, I at least appreciate the bone they've tossed with the first eight. Borders, however,
took their bones back, padlocked the cupboard, and declared it empty.

But this poor dog is doing alright, thank you. Last year, Basho Press turned a profit. After two years of selling mostly out of the trunk of my car, independent bookstores have now sold more of my books than I have. And my 5,000th copy went out the door last year. I may be a Chihuahua, but I'm still barking. Though unlike a certain spokesdog of yore, I'm not urging you to make a run for the Borders. Let them go, I say. I take a morsel of comfort in knowing that being big and focusing primarily on all things big is not an automatic recipe for success. And unlike several major banks with a controversial bailout, Borders is not too big to fail.

My hope lies in small, independent bookstores. In H.G. Wells's *The War of the Worlds* (the book, of course) the invasion of the Martians was foiled not with armies, but with bacteria. The economic infrastructure of publishing continues to evolve, but smaller systems can adapt to change easier than larger ones. Small hasn't gone away. Heck, small just might laugh all the way to the bank, because, like laughter, small can be infectious.

*David Ash is CEO of Basho Press, a member of Book Publishers Northwest, and a member, sometimes contributor, and major supporter of all things PNBA.*

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**ALA Announces Newbery and Caldecott Winners**

*Two Debuts Bring Home the Prizes*

On January 10th, the American Library Association announced the winners of the Newbery and Caldecott Medals for 2011. Read the Seattle Times wire story about the ceremony and the winners here.

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**Member Notes**

*Sweet Goodbye*

*Trail's End Bookstore*, Winthrop, WA, changed hands in October. Outgoing owners Brian and Amy Sweet shared some parting sentiments. They thanked their "board of directors," that is, all the people and organizations that guided them on their eight-year journey. The list included PNBA, ABA, Paz & Associates, Partners West and the, "...nearly 100 independent bookstores that we visited during our time as booksellers." Believe it or not, the Sweets are off on a one-to-two-year bicycle ride, starting in San Diego, riding east to Washington, DC, before flying to Portugal and riding through Europe. You can follow their adventures at their As Far As We Can Go blog and can reach them this way.

*Read It Again, No More*
Wenatchee, Washington's Read It Again Books has closed after an 11-year run. Owner Lori Lawrence said, "It was a great run and a prosperous year for us. Unfortunately there were other issues that were beyond our control."

**New Traveler in the Territory**

Book Travelers West has announced that Matt Wickiser will now be serving PNBA accounts in Montana and Idaho that were previously on the route of Phoebe Gaston. Phoebe is taking over northern CA and Hawaii for the retiring Craig McCroskey.

Matt Wickiser  
Book Travelers West  
1995 Pennsylvania St. Apt. 4105  
Denver, CO  80203  
matt@booktravelerswest.com  
Phone: 614-282-9116  
Fax: 800-440-0818

**ABFFE Address Change**

Bookselling This Week reported that the American Booksellers Foundation for Free Expression has a new address. Other contact info remains unchanged.

**Will Fremont be Somebody's Place?**

As seen in the NWBL Classifieds, Seattle's Fremont Place Book Co. is for sale. The 1,100 sq. ft. shop has been in business for more than 20 years. Contact Sharon McCrae at 425-772-3300.

**Networking for Liberty**

We learned in BTW that Poulsbo, Washington's Liberty Bay Books was recently lauded in a Business News Daily article for its social media mastery.

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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.
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.

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In This Issue

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Footnotes
News and Ideas from the Pacific Northwest Booksellers Association

February, 2011

It's Nice to be Liked

It's now easier than ever to keep up on all of the great posts at Northwest Book Lovers. Join us on Facebook to receive daily alerts on the independent Northwest's literary news.

Currently, you can peak in on Jonathan Evison at his West of Here release party, learn how new bookstore owners run the shop and keep their kids happy after school, how Algonquin's movable release dates sometimes make for a pleasant surprise, why you short story lovers should read Volt, and how Willy Vlautin ensures you'll never look at an El Camino in the same way.

Recent features include original essays from winners of the 2011 Pacific Northwest Book Award, including Nancy Pearl, Karl Marlantes and Anthony Doerr, whose "Books, Memory and the Twelve Bright Stars Scratched Across
Above the Treeline Among Forum Features
Spring Meeting in Seattle

ABA and Above the Treeline will be guest presenters at PNBA's Spring Forum, hosted by Third Place Books in Lake Forest Park (Seattle), Thurs, March 31. The PNBA Board will convene on the previous afternoon.

The Thursday lineup will include educational sessions with ABA staff (likely eCommerce and/or eBooks), an ABA member forum, ABA sponsored lunch, Edelweiss Interactive Publisher Catalog session with Above the Treeline's Joe Foster, and a PNBA General Membership Meeting. Plans are also in the works for an evening dinner/party.

Details to come.

IBPA and Ingram Team Up
New Programs Bring Small Guys to the Big Time

Ingram Content Group has designed several new programs that will give the Independent Book Publishers Association's more than 3,000 member publishers the opportunity to take advantage of Ingram's marketing and distribution reach, Lightning Source on demand services and electronic catalogs.

As IBPA president Florrie Binford Kichler told Shelf Awareness, "Having books available through Ingram significantly levels the playing field for our publishers."
ABFFE Looking for Bookstores
Share Your Views on Free Speech Issues

NEW YORK, NY, February 3, 2011: The American Booksellers Foundation for Free Expression (ABFFE), the bookseller’s voice in the fight against censorship, announced today that it is co-sponsoring a new program that will bring media lawyers and reporters to bookstores around the country to discuss important free speech issues, including censorship, source confidentiality and the impact of the Internet on press freedom. Read the full release.

Book Award Presentations
Winners Set to Appear at PNBA Stores

Several winners of 2011 Pacific Northwest Book Awards have confirmed dates at their favorite PNBA stores for celebratory events. Each winning author was asked to select his or her hometown store for an award presentation. Here is the current schedule, and we hope to announce additional events soon.

Sarahlee Lawrence: Paulina Springs Books, Sisters, OR, Mar 2.
Karl Marlantes: Third Place Books, Lake Forest Park, WA, Mar 12.

Authors may be available for secondary celebrations. If interested, please send word to the PNBA office, and we will pass along your request.
your desktop and then plug it into your newsletters and your website. Link to the PNBA website feature, where your customers can read the committee responses, or to the series of essays by our winners in NW Voices at Northwest Book Lovers.

Additionally, shelftalker cards featuring the well-honed comments of your Awards Committee are available on the 2011 winners page at PNBA.org. Just click the individual book cover for its card, or print the entire batch with the link at the bottom of the page.

Customer Blunders
Every Store Has It's Own List

Jill Miner, owner of Saturn Booksellers in Gaylord, MI has hatched a project. She is planning to produce an oversized poster under the theme: "The Top 10 Things That Are Deeply Uncool (but that people have actually done) At Indie Bookstores."

Nothing mean spirited, and beyond the usual research in store and buy online offenders, Miner is looking for the gems that customers will recognize as faux pas and get a laugh from too.

Her current favorite, too lengthy for a poster, involves a family who carried out their entire Christmas gift-opening tradition in the cookbook section of the store, well beyond closing time. Oh, and none of the gifts were books. Miner also got a kick out of the Book Stop's list, which we first ran last June as "When My Husband Ran the Shop."

Email your doozies to Jill Miner and maybe it will end up on the poster she plans to make available to "anyone who shares my snarky sense of humor."

Spring Bookseller School
Next Session in March

Registration is now open for the workshop retreat Opening a Bookstore: The Business Essentials. This program offers an opportunity to immerse yourself in the book industry, and gives you the strategies and contacts to help you launch a successful independent bookstore. Plan to attend the next intensive program, from March 21-25 on Amelia Island, near Jacksonville, FL. The week will include key topics such as start-up costs, profit-making practices, choosing a computerized management system, and selecting opening inventory.

Co-sponsored by the American Booksellers Association, the workshop is offered in spring and fall each year and is facilitated by Donna Paz Kaufman and Mark Kaufman of The Bookstore Training Group of Paz & Associates. ABA members are eligible for a $100 discount on tuition. For details, visit the Paz site or call 800-260-8605.
Member Notes

**From a Familiar Face to a Familiar Face**

Jim Harris just had his last hurrah at the Seattle Gift Show and has now handed over the following accounts to Chuck and Mary Loeser: Axiom International, Epicenter Press, Five Star Publications, GS Sales, and MindZone. It is expected that Heritage House and Black Heron Press will soon join this list. Contact Chuck Loeser or Jim Harris with questions regarding the transition.

**Bozeman's Country Bookshelf Begins New Era**

Ariana Paliobagis dreamed of having her own bookstore since she was a kid. *Bookselling This Week* asked a few questions of the employee-turned-new owner to find out just what some of the nuts and bolts of that dream might be.

**From NWABP:**

"Just to let you know...the board has been looking into hiring an Executive Director who will be responsible for the day-to-day operation and setting the strategic direction of NWABP. One of our biggest problems is maintaining consistency in the organization because we change officers and directors from year to year. We need an individual who has a more encompassing role. All board positions are volunteer, and time is an issue for every director who also has to earn a living. The ED would be a paid position and we hope to offer compensation based on that individual's ability to generate membership and growth for NWABP. The committee assigned to investigate our options has drafted a job description which we will post after board approval. We'll keep you abreast of our progress."

**Bookstore "Taps" to Play Again**

We learned from *USA Today*, of all places, that Port Orchard, Washington's Bethel Avenue Book Co. is closing its doors. The article cites E-books as a determining factor.

**New Traveler in the Territory**

*Book Travelers West* has announced that Matt Wickiser will now be serving PNBA accounts in Montana and Idaho that were previously on the route of Phoebe Gaston. Phoebe is taking over northern CA and Hawaii for the retiring Craig McCroskey.

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Fax: 800-440-0818

**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.

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

Feb 17        BPNW Meeting CANCELED
Feb 24        NWABP Meeting, Lake Oswego
Mar 17        BPNW Meeting, Seattle
Mar 30        PNBA Board Meeting, Seattle
Mar 31        PNBA Spring Forum, Seattle
May 23-26     Book Expo America, NYC
Oct 13-15     PNBA Tradeshows, 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.
Spring Forum Schedule Set
Some Work and Some Fun in Seattle

Join your fellow PNBA booksellers at our host store, Third Place Books, Lake Forest Park, WA, for a day of learning and connecting, March 31.

9:15 - 10:00
Sideline Fever, with Sylla McLellan and Wendy Manning

10:15 - 10:45
Northwest Book Lovers: Using Our Group Strength to Promote PNBA Stores, with PNBA E.D., Thom Chambliss

11:00 - 12:30
ABA's IndieCommerce, with ABA's Technology Director, Matt Supko
12:30 - 2:30
ABA Lunch and Forum: Please RSVP with ABA's Elizabeth Nichols to reserve a free lunch.

2:45 - 5:00
Above the Treeline: Eidelweiss, with ATT's Joe Foster

5:15 - 6:00
General Membership Meeting

6:30 - Johnny needs to get home
Food, Drink and Merriment at Vios Cafe and Third Place Pub, with special guest, Jonathan Evison. We're sticking with Third Place, but sliding across town to their Ravenna store. They're reserving a couple sections of the pub for us, and you are encouraged to settle in for dinner or at least drop in for a drink. This is a no-host event, but where else are you going enjoy a bestselling novelist as your dinner company?

Contact the PNBA office if you have any questions about the Spring Forum. See you in Seattle.

Win a BEA Travel Stipend
An Email Could Be Worth $500

If you're a bookseller who has not been to the trade show in the past two years, BEA wants to welcome you back in 2011 with the opportunity to win one of three $500 travel stipends to help defray the cost of your trip. A two-sentence email will put you in the running. Find out how.

Also, all ABA Regular Bookstore and Provisional members that register for BEA 2011 are eligible for a number of free badges. Just follow the link provided in the article and log in to ABA's Bookweb for details.

Back Pocket Advertising
Gift Card Giveaway No-Brainer for One Store
"Cynthia Compton of 4 Kids Books & Toys in Indianapolis and Fishers, Indiana, uses the lion's share of her advertising budget to give away $5 gift cards. And she can rattle off half a dozen reasons why it's a good idea." Read the full article in Bookselling This Week. Compton is smart and funny, and she may just have a terrific idea for your store.

Filling An Empty Box
Here's How You Do It

By now, unless you've been off the planet, I'm sure you all have seen the list of the 200 Borders stores that will be or are already closing. (Here is a list of indie alternatives to those stores.) This week it was announced that possibly 75 more stores might be added to that list. B&N is also shuttering some of its stores around the country. This means that there are many areas that will see a big box store move out. If your community is in one of those areas, here are some action items that you will need to do in the next week:

1) Contact the schools in your area. If they have been ordering from the chain stores, offer to pick up that business by offering the same terms.
2) Contact local organizations that have sponsored events at the other store(s). Offer to take on that service for them.
3) Contact the store to inquire how they are to dispose of fixtures. You may be able to pick up some nice furniture for your store for a very reasonable price.
4) Scout out the staff. There may be some booksellers that could be a good addition to your staff. You never know until you check it out.

This article appeared in the Feb. 25 GLiBA Broadside under the title "Is Your Community Losing a Big Box Store?"

U.S. Out of Our Records!
Support S. 193

"The fight to restore the safeguards for reader privacy that were eliminated by the Patriot Act took an important step forward last week when the Senate Judiciary Committee approved legislation barring the FBI from using the Patriot Act to search bookstore and library records unless they relate to a suspected terrorist or someone known to the suspect." Bookselling This Week breaks it all down and tells you what you can do as S. 193 heads for the Senate.
NWBL on Facebook

It's Nice to be Liked

It's now easier than ever to keep up on all of the great posts at Northwest Book Lovers. Join us on Facebook to receive daily alerts on the independent Northwest’s literary news.

Currently, learn how Rediscovered Books is finding success in its new location in downtown Boise. Find out about a bird bum in Antarctica--and that bird bum’s big book. And, read a new NW book recommendation every day in "Face Out."

Join us on Facebook today!

This rolling awards banner was designed for store use. Just drag it onto your desktop and then plug it into your newsletters and your website. Link to the PNBA website feature, where your customers can read the committee responses, or to the series of essays by our winners in NW Voices at Northwest Book Lovers.

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Member Notes

Teenage Liberty

Liberty Bay Books is 16-years-old. Yes, a teenager. To celebrate, Poulsbo's finest is offering 16% off on all purchases during the month of March.

"Everyone enjoys us saying Happy Birthday to us!" --Suzanne Droppert
Happy Retirement, Ruth
"I would love to continue as a member of PNBA, but I am in the process of liquidating The Book Shoppe to retire after almost thirty-one years in business. This has been quite an adventure, and I wish we could have found someone to take over, but that has not occurred."
--Ruth Oie, The Book Shoppe, Grangeville, Idaho

It's Official, Fremont Place Closing
Henry wanted PNBA folks to know he has bookcases, etc., for sale and to check out items on the store's website and then call him at 206-547-5970, or send an email. Here's to 22 years, Henry.

Bookseller Wanted
"You like to read and like to talk to people about books. You also are very comfortable with computers, and are polite and friendly even with the most challenging customer. You don't mind standing on your feet all day and harbor no visions of sitting at the counter reading."

Third Street Books, McMinnville, Oregon, is looking for a part-time to full-time bookseller and is "especially interested in candidates who have website management experience." Visit the store's website for details.

New Line for Murray
John Murray will now represent Beautiful America Publishing, upon the retirement of Reid Davis. Contact John, 503--612-0458, if you have any questions.

Our Industrious Volunteers
The March 9 edition of Shelf Awareness gave us this news: "Ali McCart, owner of Indigo Editing & Publications, has added Kristin Thiel as a new business partner. In addition to editing services, Indigo runs the annual Sledgehammer 36-Hour Writing Contest, publishes the quarterly Ink-Filled Page literary journal and hosts monthly writing workshops."

Ali and Kristin have been working the PNBA tradeshow for several years now. McCart has taken over coordination of all author events the past two shows. Thiel has done everything from stuffing bags to schlepping stacks, but you probably recognize her from cheerfully greeting you at the BuzzBooks table.

Ecklund's a Winner--and He's Gone...
Patricia Nelson wrote to let us know that she will be replacing John Eklund as the Northwest representative in a "big territory reorganization" for TriLiteral, the company that represents Harvard, MIT, and Yale presses. Nelson also covers the Southwest and California, and is happy to add the NW, where she has family ties. Welcome, Patricia.

Unlucky us--Eklund leaves his accounts in the NW just as he was named PW's Rep of the Year for 2010. Good luck, John.

Everything Must Go in Moscow
BookPeople of Moscow's Bob Green has announced his retirement, starting
with an all-day St. Patty's celebration. "BookPeople of Moscow, books and building, are for sale! All books in stock 30% off! Sale continues until all the books are sold or the business is sold. Create your future! Buy your own business."

Classifieds
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Groupons Good?
Thanks, from Your ABA Rep
Book Lovers on Facebook

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New Matching Literacy Grant Program
Brings Recipients and Reward Back to Your Store

At their March 30 meeting in Seattle preceding the Spring Forum, the PNBA Board of Directors approved a new process for implementing the Matching Literacy Grant program that the Association has used for more than a decade. Instead of directing PNBA to hand over a check to the literacy group, which could be used in any way that the literacy group chose--including buying books from a competitor--the new program will provide a store credit to the literacy group to redeem at the store that sponsored the donation. This new process will require each store to do more paperwork in order to be reimbursed by PNBA, but it will also assure that the money (or books) donated by the store is matched by a reciprocal purchase at that same store.

For a member store to participate, you must follow the same process as in the past, by filling out a request for a matching grant and submitting that request to PNBA. The Literacy Committee will review all properly submitted
applications and approve those that meet the guidelines for a matching grant. Then, PNBA will issue a "gift certificate" to each recipient literacy group in the amount of the approved grant. The recipient's gift certificate will be sent by PNBA to the member store, which will then present it to the literacy group and invite the group to the store to select the books they would like to receive as their match. A store employee will then ring up the sale of those books, and send the cash register receipt to PNBA, with a signed and dated statement from the bookstore employee and a representative from the literacy group, assuring that the books have been received. Upon receipt of that statement and cash register receipt, PNBA will send to the bookstore a reimbursement check for the amount of the matching grant.

The Literacy Grant Request form and the Literacy Grant Reimbursement form are posted on the Bookstore Programs page at PNBA.org.

Why People Love Coming Into Bookstores
(And Will Continue to)

"Instant coffee didn't kill coffee shops. Canned spaghetti didn't kill Italian cafes. Yet the media keep reporting that eCommerce and eReaders will kill the indie bookshop. We need to keep correcting the message."

So begins the article in Paz & Associates April Indie Bookstore Entrepreneur newsletter. Paz sites research that suggest that customers do find value in "experiencing something real, something authentic." And they give you three pointers for taking advantage of your customers desire for a sensory experience

An additional note from the Paz camp; they have teamed with ABA to offer a free seminar, "Introduction to Retail Bookselling," in NYC on May 22, the Sunday preceding BEA.

The Scoop on the Groupon
One Store's Experience and Review

Jonathon Welch, Talking Leaves...Books, Buffalo, NY explains why he's not so sure all of the up front commotion is really worth it for your bookstore in the long run. His "Groupon in a Bookstore" article appeared in the April edition of New Atlantic Independent Booksellers Associatoin's NAIBAhood News.

NAIBA also ran a bookseller piece on a summer program "that brings customers in repeatedly, builds a sense of community, generates tons of goodwill and it costs nothing, and takes next to no time set up and run." And there just may be no catch...

Your ABA Rep Thanks You for Coming
Sometimes, where you think you’re going isn’t where you end up...

Welcome Your Questions and Feedback

ABA's Northwest region Member Relations Manager, Elizabeth Nichols would like to thank those of you who attended the IndieCommerce Demo and Q&A session at the PNBA Spring Forum in Seattle and encourages your follow-up. Contact Elizabeth with forum feedback or questions regarding any ABA program, including Winter Institute and Book Expo America’s Day of Education.

NWBL on Facebook

It’s Nice to be Liked

It's now easier than ever to keep up on all of the great posts at Northwest Book Lovers. Join us on Facebook to receive daily alerts on the independent Northwest's literary news.

Currently, Get some wise business tips from Sage Book Store, read some talk about "the walk" from an author who should know and, as you can each and every day, encounter a new NW book recommendation in "Face Out."

Join us on Facebook today!

Member Notes

Montana Two-For-One

Bookselling This Week talked with Chapter One Bookstore owners Shawn Wathen and Mara Lynn Luther about the possibility of some updates upon the store's 37th anniversary. Luther said, "Chapter One has aged very gracefully, but every now and then we want to try something new."

At first, we thought she might be talking about her old bosses, former owners, Russ and Jean Lawrence. Turns out, BTW just linked the previous week's article, where the Lawrences checked in from Peru, at the end of the Chapter One anniversary story. Two stories, the same great Hamilton, MT bookselling legacy.

Vintage Goes Modern

For years, Vintage-Books.com has been the online headquarters for searching the Vancouver, WA store's ample used inventory--beach reads to Oz classics.

As was reported in the store's March newsletter, "Ta-Da!" Vintage has now added a second website. Vintage-Books.net is a new books shopping site. Customers can order traditional books for home delivery or in-store pick, or they can select a Google ebooks download. Whichever website or format they choose, they'll be supporting their local.
Sage Advice on Increasing Your Sales
Northwest coastal art, nonagenarian cookbook authors, busloads of seniors and even psychics! Shelton, Washington's Sage Book Store employs myriad methods for success. Visit a Store at NWBL.

"Darn it I am going to make money in 2011 or just plain have fun trying." -- Carolyn Olsen, owner, Sage Book Store

This One Goes to Eleven
And the plans are to go well beyond. Tacoma's King's Books will focus the store's 11th anniversary celebration on its Wayzgoose festival this month.

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

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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.
The 7000 mile journey that changed their lives.
Indulge in Healthy Chocolate!

CHOCO perfection

- Sugar Free
- All Natural
- 2g Net Carbs
- 14g Fiber
- Gluten Free

chocoperfection.com
In This Issue

Tacoma Bound

NWBL Noteworthies

BEA Benefit Auction

NAIBA Events During BEA

Book Lovers on Facebook

Hopping Stores

Member Notes

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Tacoma in 2012

PNBA Bringing the Show Back North
PNBA's 2011 show will again be held in Portland, at the Holiday Inn at the Portland Airport. This is likely the last time we will see room rates under $100 ($99/night, FREE parking!). Mark your calendar, Oct. 13-15, and make your plans now so you don't miss out.

Last fall at their show meeting, the Board of Directors instructed PNBA staff to solicit bids for holding the 2012 show in the greater Seattle area. After PNBA went through a 25% budget cut in 2009, the challenge was to find a location that could offer the proper sized exhibit space, a relatively large amount of educational space, and room and catering expenses that would fit our specific needs and budget. We have found that space. Actually, we've been there before, but the facility was totally different back then. PNBA's fall 2012 show will be held at the Hotel Murano in Tacoma, WA, on Saturday, Sunday and Monday, October 13-15.

The Murano is independently owned and features beautiful art throughout the facility. PNBA held a spring show there in 2000, when it was a Sheraton. While the space was good for our events, there were problems with the aging equipment, including one of the elevators not working and the water heater breaking down for almost a full day! Those problems are long gone now, and the new Murano offers an amazingly good deal for PNBA. We are confident that our show attendees will love the facility and appreciate the opportunity to get back to the greater Seattle area, after a relatively long absence, having last been in Bellevue in 2007.

Mark your calendars: Fall 2012, we're headed to Tacoma!
NWBL Noteworthies
Various May Highlights and, Oh, Ursula Le Guin!

So far this month we've visited a fixture of the "Fifth Quadrant" and a "a place where everyone knows your name." We've learned about Pete Fromm's movie in the making and exposed you to awesome fiction and nonfiction Northwest book trailers. And as of the publication of this newsletter, we offer Ursula Le Guin.

In setting up the feature, Jamie spoke with Ms. Le Guin about her "sage status" adding such weight to an important issue that authors just don't talk about. The author, the sage, is so humble that she referred to her essay in terms of "if and when it's published..."

Ms. Le Guin, we would publish your grocery list if you'd allow us.

ABFFE Art Auction
BEA Benefit for Kids

Attendees at BookExpo America will have an opportunity to support the free speech rights of children and young readers when the children's art auction and reception that formerly benefitted the Association of Booksellers for Children (ABC) is relaunched on May 25, as a fundraiser for the American Booksellers Foundation for Free Expression Fund for Free Speech in Children's Books. The event will be held in the Javits Convention Center from 5 to
This year's auction is chaired by author Laurie Halse Anderson, an author who has been a target of censors. Her novel *Speak* has been challenged in schools by people who object to the fact that it explores the subject of sexual assault.

More than 130 artists have donated to the auction and preview is available [here](#). Tickets for the auction and reception can be purchased [here](#).

Also, visit ABFFE at booth #3589 to learn more about selling sidelines that benefit ABFFE via affiliates who contribute a percentage of all sales to independent bookstores. Carolyn Forsman (think [banned books bracelets](#)) is the latest affiliate to sign on to benefit free expression.

### NAIBA Store Events During BEA
**Drop In and See How the East Coast Does it**

The New Atlantic Independent Booksellers Association would like to invite all PNBA booksellers in NYC for BEA to several events happening in NAIBA stores. Greenlight Bookstore, Housing Works Bookstore Café and The Powerhouse Arena are hosting multiple events during the conference and would love to add a variety of regional indie flavor to the crowds. Visit [NAIBA's site](#) for details.

### NWBL on Facebook
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Hanson Leaving Eagle Harbor
Headed North to Join Village Books

Former PNBA President Paul Hanson is giving up island life for village life. Thankfully, you'll still see him at the fall show. Just look closely at his name tag.

"Our esteemed colleague and store manager Paul Hanson has announced that he is leaving Eagle Harbor Book Company. While we are saddened by the news of his departure, we are also excited for him and his upcoming opportunities. After 16 years of helping to build and run EHBC on a daily basis, Paul is moving to Bellingham, WA where he will be joining the lucky staff of our fellow Independent book store Village Books, owned by the wonderful Chuck and Dee Robinson." --The Staff at Eagle Harbor Book Co.

"We're thrilled to have Paul coming to work with us at Village Books. We've known him for years and have had the pleasure of watching him grow in this business. His passion for bookselling, his energy, and his thoughtful approach to all matters will be welcomed here, and we think he'll fit in well." --Chuck Robinson, Village Books

Paul's last day at EHBC will be June 2. He'll start at VB, right away, on June 6. His new email address will be paul@villagebooks.com.

Member Notes
Remembering Kim Ricketts
Book event promoter and former University Book Store employee Kim Ricketts passed away on April 25. Read the obituary Thom composed at NWBL.

Orca Books Part of "Funky Downtown Oly"
A profile in The Seattle Times points out some of the store's fun details, such as, "a spaceship and a spaceman dominate columns in the science-fiction aisle." Far out.

Queen Anne Rules
Seattle's Queen Anne Books has been awarded a 2011 Pannell award from the Women's National Book Association! For more information on the award and the store's merits, read the story on NWBL.

Eagle Harbor Experiences Flood of Used Books
Unfortunately, it's not an influx of inventory. Street work in front of the building caused a flood in the store's Used Book Annex, said store Manager, Paul Hanson. "Turns out there was a 'leftover' underground pipe whose open end terminates right at our Annex wall. When the construction cut off the capped end of that pipe, all the rain runoff was routed right to that spot. Sunday morning the Annex was even more flooded as were the neighbors and it was flowing down the hall to the business in the back of the building. Fortunately, we've only lost about a dozen books but the flooring is all being ripped up and many of the bookshelves have sponged up the waters." Yuck!

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2011 Calendar

May 19 BPNW Meeting, Seattle
May 26 NWABP Meeting, Lake Oswego
May 23-26  Book Expo America, NYC  
Oct 13-15  PNBA Tradeshow, Portland  

If you don't see photos or images in this version of our newsletter, try viewing it from our [website](http://www.example.com). We post the newsletter to our website within a few days of emailing it.
Best Books for Kids Drive
Page Ahead Partnering with Washington Stores

Guided by the fact that literacy is essential to lifelong success, Page Ahead provides new books and develops reading activities that empower at-risk children. --Page Ahead Mission Statement

Page Ahead, with offices in Seattle and Spokane, is hooking up with PNBA stores across Washington state this summer to collect donated books from indie store customers. The Books for Kids Book Drive will provide independent booksellers with the opportunity for increased sales and media exposure, while providing new books for children from low-income families.

Review promotional and logistical details at PNBA.org. To get on board with the program and be listed as a supporter, contact Thom by Monday, June 20.
NWBL Noteworthies
Some Recent Faves

A bookstore that doubles as a wedding chapel and an owner who's known as "Auntie" for a reason.

Lindsey McGuirk's post-game interview with The Seattle Super Seven.

A writer goes from sleeping on the bus station floor to standing at the head of the class and then author's podium.

A letter to an overexcited author proved to be quite a conversation-sparker.

And a humble bookseller who had a day named in his honor.

All in one place, and just a tiny taste. You're not missing out, are you? If there is anything or anyone you'd like to see featured on Northwest Book Lovers, including your store, let us know. Your ideas and your help fuel this thing!
NWBL on Facebook
It's Nice to be Liked

It's now easier than ever to keep up on all of the great posts at Northwest Book Lovers. Join us on Facebook to receive daily alerts on the independent NW's literary news. Join us on Facebook today!

Northwest BookFest Relaunch
Community Partners Making it Happen

Book Publishers Network, of Bothell, will coordinate the refreshed fest and the city of Kirkland and the King County Library will take the lead for the Oct 1 and 2 celebration of the written word in downtown Kirkland.

Workshops, readings, booksignings, storytelling, and even puppetry! For exhibitor and program information contact event coordinator, Sheryn Hara.

Show Planning
October Isn't that Far Off

We are currently compiling a list of all the authors submitted to PNBA for appearances at the fall show and will send that list to the Selection Committee at the end of June. The committee (comprised of one representative from each store that sent at least one attendee to last year's show) will have one week to return the list to the PNBA office. Authors will then be placed based on committee rankings and invitations will be issued. We hope to have a preliminary author schedule posted on the show page the first week of August.

On the education front, PNBA staff and the Education Committee are locking down the old reliables and reviewing new proposals for sessions to be offered on day one of the show. First-timers will have an early morning introduction to the show and reps will pitch their lineups at the always popular Pick of the List. Librarians will enjoy a day of tailored offerings, and, for the first time, author and publisher classes will be split into their own specific tracks. ABA IndieCommerce, including merchandising, QR codes and all the ins and outs of selling eBooks, is on the docket, as well.

If you have any ideas for other panels or presentations that might be appropriate for the fall show, send your ideas to Thom at PNBA or to Education Committee chair, Jamil Zaidi.
**Member Notes**

**Holiday Catalog Time**
The 2011 campaign theme art is booked as well as three front cover features and four for the back cover. All total, seven Best of the Northwest titles--and that's just on the outside! Publisher ad orders are coming in daily and it's time for the stores to queue up for your turn. Catalog order forms will be sent to you before July 1, so keep a look out. Meanwhile, give some thought to your insertion numbers, outlet options, imprints, and any supportive promotional possibilities.

**Test Driving eBooks**
Store responses to Unbridled Books' three-day 25 eBooks for 25 cents promotion have been positive. Village Books used the incentive as a jumping off point for educating their customers via an eBook seminar. Liberty Bay sold 200 eBooks and gained new customers. At Queen Anne Books, they sold more eBooks in the first two days than they had since the store started its IndieCommerce site, says Tegan Tigani. "We had orders from Michigan and Oregon as well as sales to people just down the street." Expanded story at NWBL.

The increased eBook activity helped booksellers from these stores, and others who jumped on the promotion, better learn the promotional and logistical aspects of their store's new sales systems. Practice makes perfect. Bookselling This Week's national take.

**Tigress Books Closing**
"It has been a wonderful three years! I have had tons of fun, and have met many of you and many other very wonderful people, but the economy and the shifting landscape of books, publishing and bookselling has been challenging. I attempted to bring to Salem and Monmouth a diverse and eclectic mix of books and events, all with the underlying aim of making the world a better place." --JoAnne Drake

Last day for business is June 25.

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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.
A Few Well-Circulated Years Later
by Colin Rea

About five years ago, as a bookseller, I wrote an open letter to publishers. I did this because Jamie said that PNBA would give me $50 and that I could write about anything I wanted. Shortly after writing the piece, I took a job with a library, where I still work today. I thought the time might be right to go back and revisit this letter and make some adjustments, additions, and subtractions from an updated perspective. This time, I wasn't even promised any money!

Dear Publishers:

Hi. I work in a bookstore library. Have you ever worked in a bookstore library? Sometimes, I really doubt that you have. Here are a few things you need to know.

There is no "next-DaVinci Code, Girl with the Dragon Tattoo". There never will be. Please stop putting this in your catalogs and on your books. Ditto
Booksellers love hunger wrap—Especially booksellers except librarians who chew their nails. Any book you feel the need to shrink wrap usually retails in the neighborhood of $40-$100, and that thin bit of plastic ensures that the book looks brand-spankin' new before we cover the book with our own plastic. Please, nobody buys a book that expensive without getting to see the good bits inside. And if the good bits happen to be naughty bits, the only way that book won't be returned as severely shelf worn is if you reinforce the binding with bolts, and go with sheet metal instead of cloth. Beautiful, large, full-color books really take a beating when they are repeatedly checked-out, dropped in a return bin, and re-shelved.

Speaking of packaging, stop already with the "creative bindings." Just because there is no writing on the spine (or on the dreaded plastic coil thingy we all thought was cool when we were in, say, 2nd grade...) doesn't mean we're going to face out your book. Really, we won't, on general principal. Putting a protective sleeve of plastic on a dust cover that only goes halfway up the book is hard enough, but when you give it multiple layers, folds, and other origami-like dimensions, we are positively stumped (I'm talking to you McSweeney's... cough... Michael Chabon's Maps and Legends... cough...) And those plastic coil thingies? Those break before the first patron touches the book and make it IMPOSSIBLE for us to place a spine label.

Please, for the love of all that is holy, sacred, named Mike, or otherwise, NO MORE MOVIE COVERS. With the possible exception of To Kill a Mockingbird, the book is ALWAYS better than the film. You have the premium product! Keep it that way. More often than not, those coming into our stores—libraries—even while the movie is still in the theaters—prefer the original cover. It's true. Just ask anyone...

And while we're on covers, please check out what your competitors are doing before you select that 'perfect' stock photo. When books like these release a year or so apart, we notice:

Likewise, those of us who have been around books for most of our lives KNOW you check out your competitors because we understand EXACTLY what you are doing when a new book from a thriller writer comes out with this cover:

Just because we've never actually READ a Nicholas Sparks book doesn't mean we don't know one when we see it!

None of us are fooled by the phrase "paperback original." We all read that as, "See, we paid this author a pretty good amount of money in the form of an advance, and the book wasn't very good, so we knew we'd never recoup that cash by throwing more of it into a hard cover edition. We're hoping that enough people pick this book up on their way to the departure gate to at least get ourselves out of the red."

I see I'm at the end of my allotted word count. In a few months, perhaps I'll continue this letter. I might even get around to writing about author pictures, including but not limited to the cars, dogs, and leather jackets that they inevitably contain. In the meantime, please go to a bookstore, library, shadow a few customers or employees (not too closely,
that's called stalking), read a bit, and then buy check out a book. Hell, buy check out two.

Colin Rea, formerly the buyer at the University of Oregon Duck Store, is now Director of the Fern Ridge Public Library, just west of Eugene. He is the coordinator for PNBA's Michael Pritiken Rural Library Project, and he recently irked Garth Stein.

Show Shaping Up
Attendee Registration Coming Soon!

Selection Committee votes are in and Thom is furiously slotting authors--including Chuck Palahniuk, Cheri Priest, David Guterson, Thor Hanson, Cheryl Strayed and Naomi Benaron--into events over the three-day stretch, Oct. 13, 14, 15, in Portland. Complete preliminary lineups should hit the show page the first week of August.

Kids Book Drive Under Way
Washington Stores Support Page Ahead

Hi Thom,
Thanks for setting this up. We are already having books bought and donated!
--Susan Richmond, Inklings Bookshop, 7/14

The Books for Kids drive officially kicks off on Saturday, the 16th, but the good will is already flowing. Read more about the program at Northwest Book Lovers, the official event sponsor!

NWBL Noteworthies
Some Recent Faves

Tweeting and re-Tweeting for Liberty!

Paulina Springs bookseller Amanda MacNaughton's interview with a very playful and full-of-life Borg.

Two bad marriages, 46 rejections, sixteen re-writes and one new writing
studio for Paula Coomer.

A new place for all things Alexie.

A little store, lots of tiny things, one big experience.

Dirt and supper at the bookstore.

All in one place, and just a tiny taste. You're not missing out, are you? If there is anything or anyone you’d like to see featured on Northwest Book Lovers, including your store, let us know. Your ideas and your help fuel this thing!

NWBL on Facebook
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Fall Bookseller School
Next Paz Session in September

Many cities around the country have lost their only bookstores with the closing of hundreds of Borders locations and smaller mall bookstores. With markets wide open, there are more business opportunities this year than in the past three decades.

Retail bookselling is a unique business that demands attention to many different aspects of the start-up process and ongoing operations. Long-term sustainability requires that owners capitalize on a bricks-and-mortar store's competitive advantages, understand how the industry works, and be able to add their own entrepreneurial energy and creativity. As is the case with any new career, training is a critical part of preparation.

The workshop retreat Opening a Bookstore: The Business Essentials will take place Sept. 12-16, on Amelia Island (near Jacksonville, FL). The week's topics will include strategies for making a profit in retail bookselling, practices for driving sales, creating a magical sense of place with store design and merchandising, buying and managing inventory, and much more.

Co-sponsored by the American Booksellers Association, the workshop is offered in spring and fall each year and is facilitated by Donna Paz Kaufman and Mark Kaufman of The Bookstore Training Group of Paz & Associates. ABA members are eligible for up to a $200 discount on tuition. For details, visit the Paz website.
"Before you summit Yosemite’s Half Dome, be sure that you’re wearing the right gear. In this case, a T-shirt promoting a PNBA bookstore." - Algonquin's Craig Popelars

Amazon Sad
Brown Staffer Funny

Seeking to overturn California’s new law requiring it and other online retailers with operations or affiliates in the state to collect sales tax, Amazon has filed for a referendum and needs to collect signatures from 504,760 registered voters.

A spokesman from the Gov’s office, Evan Westrup told *The New York Times*, "Amazon should be spending less time punishing its affiliates, threatening lawsuits and collecting signatures and more time doing what every other retailer does in California every day." He then added, "Where does Amazon plan to collect these signatures--in front of bricks and mortar retailers that collect sales tax everyday?"

Thanks, *Shelf A*, for sharing this political stand-up routine.

**Member Notes**

**Sasquatch to Join RH Stable**
Effective Jan. 1, 2012, Seattle publisher *Sasquatch Books* will begin a sales and distribution arrangement with Random House Publisher Services.
**Finan Dandy**
ABFFE president Chris Finan was awarded the 2011 Freedom to Read Foundation "Roll of Honor Award" at the American Library Association's national conference in New Orleans on June 25.

FTRF honored Finan for his "distinguished career in both study and activism on behalf of the freedom to read." More at *Bookselling This Week.*

**Wathen Freely Expresses**
And he'll stand up for your right to do the same. The co-owner of Hamilton, MT's Chapter One Bookstore joined the ABFFE Board of Directors in June. Thank you, Shawn!

**AK Booksellers and Librarians Celebrate Free Speech Victory**
Free speech fighters are applauding a U.S District Court judge's decision to block a section of the Alaska Statutes that would have made anyone who operates a website criminally liable for posting, selling, or loaning material deemed "harmful to minors." Read which PNBA members were behind the fight at NWBL.

**NABP Changes**
Northwest Association of Book Publishers has a new website and a new logo. Anyone visiting the NWABP.org address will be redirected to the new site, nabponline.org, where a variety of logo layouts for promotional use will soon be available in the Members Area.

**IndieCommerce Institute**
There may still be slots available for ABA's educational offering on August 10 in Chicago. A quick flight to O'Hare, and you're there! Details.

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In This Issue

Your Presence is Requested
NWBL Noteworthies
Book Lovers on Facebook
ABFFE's Banned Books Read-Out
IB's New Fan Manual
Going ForeWord

Register for the Show, Book Your Room!
The Place Just Feels Empty Without You

PNBA's 2011 Tradeshows are set for October 13, 14, 15, at the Portland Airport Holiday Inn Hotel and Conference Center. The venue is familiar, but this collection of authors and events has never before been seen.
Jane Kirkpatrick, Jim Lynch, Molly Gloss—and that's just part of the Education Day lineup!

Breakfasts will include guests like Cheri Priest and David Guterson, and you'll Feast with the likes of Matt Ruff, Allen Say and former Oregon Governor, Barbara Roberts.

Visit the PNBA show page to see full schedules, register for the show and to book your hotel room. We'll wait for next month to prod you to prep orders, sort out your staffing and dig out your suitcase.

We know how to get ready for a show.

NWBL Noteworthies
Some Recent Faves

Karen Spears Zacharias seriously blows the trailer park girl stereotype off its foundation.

Keith Scribner illustrates precisely why you'd want to read about people in Oregon.

The Fiction Fashionista strikes a pose for good reading.

The Country Bookshelf brings high indie style to Bozeman.

All in one place, and just a tiny taste. You're not missing out, are you? If there is anything or anyone you'd like to see featured on Northwest Book Lovers, including your store, let us know. Your ideas and your help fuel this thing!
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Banned Books Week

Internet Read-Out

ABFFE has launched a campaign to get booksellers interested in participating in an Internet Read-Out of banned books that will occur during Banned Books Week, Sept 24 - Oct. 1. Our hope is that booksellers will create videos of their customers reading short excerpts from their favorite banned books. ABFFE is going to make it as easy as possible for them: all they will have to do is send us their videos and we will edit and post them on a special YouTube channel. We'll also tag them so that the stores can easily link to them. --Chris Finan

Visit ABFFE's Banned Books Week 2011 page for more information, including links to BBW materials from ABFFE and ALA.

Fan of IndieBound?

There's a Manual for That

"A guide to the ins and outs of the movement." That's what ABA's IndieBound Fan Manual is all about, and it's just gotten an update.

Download the new version at BookWeb.org and get up to speed on everything from how the White Box program works to how to customize, download and utilize marketing materials, and tips on how to spread the IndieBound message in your community.
Free ForeWord
Indie Reviews for You

*ForeWord Reviews* was designed "to bring increased attention to the literary achievements of independent publishers and their authors." And it's available free to booksellers and librarians!

Just visit *ForeWord Reviews*, click on the "free subscription" link under "librarians and booksellers" and fill in the corresponding information. It's that easy.

For thirteen years, *ForeWord* has exclusively reviewed books from small presses for a readership of librarians, booksellers, and 125,000 web visitors. Now, for the first time, ForeWord Magazine is bringing the message to the consumer market. If you like what you see in your *ForeWord Reviews* and think your customers might enjoy access to the print magazine, contact Managing Editor, Kimber Bilby.

Gone to Book Show
Back with Free Books

Here's an interesting idea that comes our way from NAIBA. Ever have trouble figuring a way to get to the show while keeping things running at the store? Maybe there's a solution that actually involves locking up.

Check out what Tatiana Nicoli of Boulevard Books & Cafe, Brooklyn, NY came up with after a brainstorm with NAIBA's E.D., Eileen Dengler. "If There's a Will, There's a Way."

Member Notes

**Holiday Catalog Update**
Store orders were due August 10, and the last few publisher deals are being finalized. The title list will be published around September 1. If you are a store or a publisher wanting to get on board, contact Brian ASAP! The door is slowly closing...

**Islehaven Up for Grabs**
"Alas, after 24 years of surviving against all odds, I am now needing to sell/close my bookstore." That's what we've heard from owner, Phyllis Potter, who describes her Lopez Island base as a "literate year-round community with large seasonal influx."

Sounds like a Sound opportunity. View the listing in the Classifieds at NWBL.
**Inklings Goes Proactive**
Inklings Bookshop owner, Susan Richmond shared this bit of strategy with us. What are you doing?

"Today, we started a local radio campaign with the following text and we printed these $10 coupons to give in exchange for Borders Rewards cards. A bit risky for me, but if I do nothing, the result could be dismal when many former Borders customers go to Amazon."

*Booklover? No worries! Inklings Bookshop is still here for you! Come in today, turn in your Borders Rewards card and receive a $10.00 gift card to use in our store! Inklings Bookshop in Chalet Place at 56th and Summitview. A place set aside for books and their friends!*

**Lennertz Leaving to Head World Book Night**
Carl Lennertz' title at HarperCollins is Vice President of Independent Marketing, but we've just know him as our insider indie advocate. The developer of the BookSense program, which has since evolved into IndieBound, and the editor of *The Pacific Northwest Reader*, Lennertz has carried an understanding and appreciation of the indie market throughout his career, and we will sorely miss his partnership. His tenure at Harper is up Sept. 1.

World Book Night launched last year in the U.K. and will debut on our side of the pond in April. For more on Lennertz and the World Book Night global initiative, read *Bookselling This Week*'s coverage.

**ABA's Nichols Moving On**
PNBA's ABA Member Relationship Manager, Elizabeth Nichols left her post as of Aug 10. Until another MRM for the region is hired, please contact Kaitlin Pitcher.

"The Member Relations Department was introduced last March as a way to provide booksellers with a quick response to questions regarding ABA and its many services, as well as to provide assistance in dealing with industry-related issues." --ABA

**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**

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<tr>
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<tr>
<td>Aug 25</td>
<td>NABP Meeting, Lake Oswego</td>
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<tr>
<td>Sept 1</td>
<td>holiday catalog titles released</td>
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<td>Oct 1,2</td>
<td>Northwest BookFest, Kirkland</td>
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<td>Oct 6-9</td>
<td>Wordstock festival</td>
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<td>Oct 13-15</td>
<td>PNBA Tradeshow</td>
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<tr>
<td>Nov 1</td>
<td>Holiday Books guide hits stores</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.
Register for the Show, Book Your Room!

The Place Just Feels Empty Without You

PNBA's 2011 Tradeshow is set for October 13, 14, 15, at the Portland Airport Holiday Inn Hotel and Conference Center. The venue is familiar, but this collection of authors and events has never before been seen.

Jane Kirkpatrick, Jim Lynch, Molly Gloss--and that's just part of the Education Day lineup!
Breakfasts will include guests like Chuck Palahniuk, Maggie Stiefvater and Christopher Paolini (spelling test!). And you'll Feast with the likes of Colleen Houck, our own Eowyn Ivey and Shann Ray.

Visit the PNBA show page to see full schedules, register for the show and to book your hotel room.

See you at the pool!

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**Rural Library Program Recipient Chosen**

A Truckload of Books is Headed to Warm Springs

The recipient of the 2011 Michael Pritikin Rural Library Project will be the Warm Springs library on the Warm Springs Indian Reservation. This is a very small library servicing the approximately 3,000 children and adults living in the Warm Springs region. It is a general library carrying all types of books, but is not associated with the Jefferson County library system. The population is over 90% Native American, and a large percentage of the population is under 18.

The library was nominated by Brad Smith of Paulina Springs Books, with a second by Oregon author Jane Kirkpatrick.

---

**NWBL Noteworthies**

Some Recent Faves

Booksellers by day, authors by night! Check out interviews with bookselling authors Eowyn Ivey (Fireside Books, Palmer, AK) and Christine Deavel (Open Books: A Poem Emporium, Seattle).

And this lively interview with Brian Doyle by Paulina Springs' staffer Amanda MacNaughton, who, we predict, you'll be handselling one day.

Sage-like randomness from Carolyn Olsen and the Sage Book Store crew.

Third Street Books' Sylla McClellan has now got sole!

Send Us Your Recs!

Face Out What You Love
Did you know that NWBL features a new book recommendation from one of our booksellers every day in Face Out and that we link all of the titles and book jackets back to the sales sites for the booksellers' stores or IndieBound? As we get more readers, we hope they'll be clicking on those links and buying their books from you. Tell us what you love, so we can send more customers to you.

NWBL on Facebook

Let's Hike the Likes

Help Us Reach 500 "Likes" by October 1!

Village Books' staffer Lindsey McGuirk recently reminded Village's Facebook fans about NWBookLovers.org and NWBL picked up 25 new Facebook fans that day. Our fans receive a new Face Out every day and news every time we post an author or bookseller essay or interview. We'd love to have a wider reach. Will you help us spread the word on your Facebook site?

ABA at the Show

New Programming

In addition to show floor efforts to increase bookstore membership, the ABA is offering a special presentation in conjunction with staff from the U.S. Small Business Administration on Education Day at the fall show.

The membership drive aims to sign-up non-members for a free trial membership. The special offer is open to any regular bookstore that hasn't been an ABA member in the past two years. The trial runs from the fall until January 31, 2012, and includes all the benefits of membership: an invitation to Winter Institute 7, access to IndieCommerce and Google eBooks™, IndieBound DIY files and in-store POS, the Book Buyer's Handbook, and all of the additional members-only resources of ABA.

The ABA/SBA session will explain how indie booksellers can take advantage of SBA's services, including how to have the best chance possible of securing loans and lines of credit.

Read the BTW tradeshow overview for a full rundown of ABA offerings this fall.
Banned Books Week
Read-Out Tools from ABFFE

The American Booksellers Foundation for Free Expression has released tools to help booksellers participate in the Internet Read-Out during Banned Books Week, Sept 24 - Oct 1.

ABFFE has produced a short video demonstrating how easy it is to record customers reading from their favorite banned books. It has also created written instructions that give a step by step description of the process of posting the videos on the Internet.

The Internet read-out will make it possible for anyone, anywhere in the world, to participate in Banned Books Week. A special YouTube channel will feature videos from individuals, bookstores, libraries, publishers, and other organizations supporting Banned Books Week.

Locally, the staff at Vintage Books in Vancouver, WA has set up a table of banned and challenged books and are asking customers to read from their faves for one-to-three minutes. The staff will record the readings and post them.

Videos can be posted by following directions on the Banned Books Week website. ABFFE will simplify the process for bookstores by taking responsibility for ensuring that the videos are formatted and posted.

To see how easy it is to create a Banned Books Week video, view the ABFFE instructional video and read written instructions. For further information, email ABFFE.

In Other ABFFE News:

ABFFE is in the midst of a three-week online auction featuring more than 70 pieces by leading childrens book artists. The auction is being conducted on eBay, and will culminate during Banned Books Week.

In May, ABFFE became the beneficiary of the auction that formerly benefitted the Association of Booksellers for Children. More than 100 pieces were sold at a silent auction at BookExpo America in New York, raising more than $30,000 to support ABFFE's defense of the free speech rights of young readers.
an impressive network of libraries with which her store co-hosts author events. Read her article, "15 Reasons Why Bookstore/Library Partnerships Are Beneficial," in the August 25 edition of Bookselling This Week.

Member Notes

**ABA Lowers IndieCommerce Fee**
Beginning Oct. 1, the monthly fee drops from $225 to $175. Read more!

**Opening for Bookworks**
The closing of the Borders store in Kalispell, MT spurred Bookworks of Whitefish, MT owner Cheryl Watkins to bring her "quintessential small-town bookstore atmosphere" to town. She hopes to have the new store up and running by month's end. More in the Daily Inter Lake.

**Adios, Vlahos**
The ABA COO started as Executive Director of Book Industry Study Group, Inc. on Sept. 12. See how his ABA cohorts sent him off.

**New MRM Named**
Nathan Halter is the new Member Relationship Manager for the GLIBA, MPIBA, PNBA, SIBA and MIBA regions. He can be reached at 800-637-0037, x6614 or Nathan@bookweb.org.

Classifieds
Now On NWBL

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<td><strong>Winter Institute 7</strong>, New Orleans</td>
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In This Issue

ABA at The Show
Rural Library Recipient
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Calendar

It's Show Time!
See You in PDX

PNBA's 2011 Tradeshow is just three days away.

Education Day
It's pick-and-choose Thursday, as you are free to hop educational sessions as you please. At the PNBA show, you are never tied down with "track" labels. Just because a particular session is listed for librarians doesn't mean booksellers may not attend--please do! All sessions are open to all attendees.
The Celebration of Authors again will feature ten newer authors, each of whom has agreed to do events at your stores. Come prepared with an open mind and a store calendar!

Thursday's Nightcapper party will end the day with more than twenty regional and national authors at a festive reception-style venue. Open to anyone with a show badge!

**The Floor is Open**
Start your Friday over eggs with authors Naomi Benaron, Thor Hanson, Anna Dewdney and Maggie Stiefvater.

Then, hit the floor when the doors open at 9:30. (Don't forget your BuzzBooks card! See below.) Our exhibitors will be awaiting those orders. If you brought two orders last year, bring four this year. It's the orders that keep the publishers coming back--if you want the shows to continue, bring more orders!

Also visit the Holiday Catalog Showcase booth for a tour of featured titles and, rumor has it, maybe even a sneek peek at the whole 24-page package. The press will start running just prior to the show, so some samples might just make it across town.

Friday night, dine with Foxes, Flinns, Kirbys, Karbos, Rays, Ruffs and more than a dozen additional authors at the Feast.

**Welcome to the Weekend**
David Guterson, Chuck Palahniuk, Christopher Paolini and Cheryl Strayed will be waiting for you at Saturday's breakfast table, so head on down.

When you get back on the show floor, turn yesterdays notes into orders for the holiday season. And consider making a stop at the Tech Petting Zoo--young and knowledgeable booksellers showing off the latest book "devices," including iPads, Nooks and smart phones--on the floor from 10-12. You can even get a lesson on how you can help your customers download Google eBooks from YOUR OWN web site.

Four fabulous children's authors (John Agee, Eric Kimmel, Leslie Patricelli and Paul Schmid!) will close out the show with a lunchtime presentation and signing session. If you buy the lunch in advance, it's only $5, compliments of PNBA. Those tickets will be available at the registration desk through Friday at the show. Otherwise, you may purchase one on-site, for about $12.00, from the hotel.

Can't hardly wait!
Feel The Buzz
The Contest is On!

It's an abbreviated tour this year, so we expect a whole lot of completed cards in the hopper. We want to know what caught your attention, and you want to be one of the lucky participants to walk away with $150. That's about round trip's worth of gas from Idaho!

**Glaciers, Tin House Books, January 2012:**
Follows Isabel through a day in her life in which work with damaged books in the basement of a library, unrequited love for the former soldier who fixes her computer, and dreams of the perfect vintage dress move over a backdrop of deteriorating urban architecture and the imminent loss of the glaciers she knew as a young girl in Alaska.

**Right Where You Are Now, Craigmore Creations, now available:**
This book's vibrant illustrations transport young readers millions of years into Earth's past, from the age of flowing lava to the tribes of early Americans. It's more than just a bedtime story, it's an educational adventure. A 2011 Holiday Books guide selection!

**Waiting for Sunrise, Harper, April 2012:**
Vienna, 1913. Lysander Rief, a young English actor, seeking psychotherapy for a troubling ailment, becomes caught up in a feverish affair with a beautiful, enigmatic woman. When she goes to the police accusing him of rape, Lysander is mystified. Only a carefully plotted escape—with the help of two mysterious British diplomats—saves him from facing trial.

**Wire to Wire, Tin House Books, now available:**
While riding a freight car through Detroit, Michael Slater suffers a near-fatal accident—a power line to the head. After a questionable recovery and a broken relationship, he abandons his new home in the Arizona desert, though not before leaving a man for dead. Slater returns to Michigan in a busted-up Ford to reunite with an old train-hopping pal, but quickly discovers that the Pleasant Peninsula of his youth is none too pleasant.
GREEN RIVER KILLER

The Best of the Independent Northwest 2011

Holiday Books

It's all in the neighborhood

NORTHWEST Book Lovers
Local and Independent News and Views

NW Bookseller Recommendations and Reviews
ABA at the Show
New Programs, New Deals

In addition to show floor efforts to increase bookstore membership, the ABA is offering a special presentation in conjunction with staff from the U.S. Small Business Administration on Education Day at the fall show.

The ABA/SBA session will explain how indie booksellers can take advantage of SBA's services, including how to have the best chance possible of securing loans and lines of credit.

The membership drive aims to sign up non-members for a free trial membership. The special offer is open to any regular bookstore that hasn't been an ABA member in the past two years. The trial runs from the fall until January 31, 2012, and includes all the benefits of membership: access to IndieCommerce and Google eBooks™, IndieBound DIY files and in-store POS, the Book Buyer's Handbook, and all of the additional members-only resources of ABA.

And recently added to the deal: Any new member signing up at the show will get an additional entry in the drawing for a Wi7 scholarship!

Visit Table 22 on the show floor.

Rural Library Program Recipient Chosen
A Truckload of Books is Headed to Warm Springs

The recipient of the 2011 Michael Pritikin Rural Library Project will be the Warm Springs library on the Warm Springs Indian Reservation. This is a very small library servicing the approximately 3,000 children and adults living in the Warm Springs region. It is a general library carrying all types of books, but is not associated with the Jefferson County library system. The population is over 90% Native American, and a large percentage of the population is under 18.

The library was nominated by Brad Smith of Paulina Springs Books, with a second by Oregon author Jane Kirkpatrick.

Show Notes

Feast Fill-In
Jay Lake (*Endurance, Green*) had to cancel his scheduled Feast appearance for health-related reasons. In his place, Mary Robinette Kowal will appear to promote her book *Shades of Milk and Honey*. Kowal is the Vice President of Science Fiction and Fantasy Writers of America, a professional puppeteer, and also performs as a voice actor. She lives in Portland with her husband Rob and over a dozen manual typewriters.

**Tickets**
As of this moment, there are a limited number of tickets available for the Feast, Friday and Saturday breakfasts and the Saturday buffet lunch. See the Registration Desk at the show.

**High-Five for Thirty-Five**
Hood River's Waucoma Bookstore is 35. If you see current stewards Muir and Jenny Cohen (since 2008) at the show, wish them another 35. It could happen. They're young.

**Book Travelers West: Merrymakers!**
Visit BTW island, Tables 15-21 on the show floor, for tie-in companions to your holiday book displays. Also new to the Travelers, Sprout Greetings--cards from Sandra Boynton. Pocket displays available.

### 2011 Calendar

| Oct 12 | PNBA Board Meeting, Portland |
| Oct 13 | PNBA *Tradeshow*, Portland |
| Oct 14 | PNBA *Tradeshow*, Portland |
| Oct 15 | PNBA *Tradeshow*, Portland |

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In This Issue

Catalog Picks
Holiday Checklist
Calendar
Classified Information

Season for Sleepers
My Not-So-Obvious Catalog Favorites
by Brian Juenemann

Some books are just born to be the poster books for the gift buying season: big-name author releases, coffee table books, any book with anything or anyone in a Santa hat.

Other books may not make the poster, but they will make tailor-made
Here's a holiday stack that I might haul to the checkout.

*Science Ink: Tattoos of the Science Obsessed* is displayed in the "Art & Design" section, but it is much more than a collection of cool tattoos. Here we get the beautiful and intense art, a lesson on its science-based inspiration and meet the individuals who not only committed themselves to the images on their bodies, but also to the disciplines that inspired them.

*Aelian's On the Nature of Animals* is a second-century Roman encyclopedia of animal behavior from a "writer, collector, and moralist" who based his entries on observation and "many other good stories that he had heard and read." The earnest delivery makes the smart entries seem that much more ahead of their time and the kooky ones that much more entertaining. Read the *Did You Know?* bullet points on the back cover and just try to ignore the rest of this gem.

A "Best of the Northwest" fiction pick, *Brand New Cherry Flavor* is lush, debauched, philosophical and profane. If you are a fan of Hollywood Noir, Lizbeth Salander-tough female leads (one little dragon tattoo, pshaw!), challenging moral codes, black magic, the simple beauty and ugly truth of human nature--any or all--you'll love this sexy and imaginative book. And in case you missed it, here's the NWBL "NW Voices" column from *BNCF* author, Todd Grimson.

Another NW pick, *Drylands, a Rural American Saga*, is the portrait of Adams County, Washington, its landscape beautiful and bleak, and its inhabitants hanging on to a largely forgotten way of life. The photos of farms and fields are majestic, the towns and people in black and white, a strange yet seamless marriage of the 1950s and 21st Century.

*Books: A Living History* is the textbook from the coolest college class you never got to take. The timeline is fascinating and fun, with archival illustrations supporting and enhancing the facts. This fills a lot holes in the old head sponge and might make for a great certification requirement for booksellers, new and old.
Lisa Loeb's Silly Sing-Along is tre fabu. The book features super fun and easy activities, all the song lyrics from the CD, and is chock-full of whimsical illustrations. Speaking of that CD--good times to come singing "Fried ham, fried ham, cheese and baloney. After the macaroni, we'll have onions, pickles and pretzels, and then we'll have some more fried ham, fried ham!"

Right Where You Are Now is smart, challenging technicolor magic. The lessons on the flora, fauna and geography of our world's former self are delivered lyrically and with kid-friendly relevance. Who here knows what a Nimravid is!

Other Noteables:
Cache: Creating Natural Economies
Thoughtfully and artistically delivered business philosophy.
I've Never Met an Idiot on the River
Fonzie is a sweetheart of a guy.
America's Great Railroad Stations
An amazing tour without the guy sleeping on the bench.
Seeing Trees
Makes me want to go for a lot of very long walks.
The Penguin Anthology of 20th Century American Poetry
Designed to be a keeper.
Wreck the Halls
Eating a whole cake couldn't put a pain in your side like this does.
Ship Breaker
A rescue the girl story I'd have daydreamed as a kid.
Drawing from Memory
An amazing personal story, elegantly delivered.
NWBL Noteworthies
Some Recent Faves

"... I wanted to create a character who was sort of disproportionately affected by mundane and relatively common everyday occurrences." --Portland author Evan P. Schneider talking about his debut novel, *A Simple Machine, Like the Lever*. Like Wes Anderson films? This one's for you.

Sherman Alexie, Jess Walter and Shann Ray, all in gym shorts.

Congrats to the shortlisters for the 2012 PNBA Book Awards! We've been publishing the Book Awards Committee blurbs about these books everyday in Face Out.

"... I think people will always be curious about Alaska, the far north, in the way they are curious about the deep South. Far and deep are words that indicate geographical distance and otherness, which can be real and imagined. There's a long tradition of Southern Gothic writing--I'd even call my work Northern Gothic..." --National Book Award honoree Melinda Moustakis in her NWBL interview.

Send Us Your Recs!
Face Out What You Love

Did you know that NWBL features a new book recommendation from one of our booksellers every day in *Face Out* and that we link all of the titles and book jackets back to the sales sites for the booksellers' stores or IndieBound? As we get more readers, we hope they'll be...
clicking on those links and buying their books from you. Tell us what you love, so we can send more customers to you.

**Join NWBL on Facebook**

Let's Hike the Likes

Our fans receive a new Face Out every day and news every time we post an author or bookseller essay or interview.

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**ABA's Holiday Suggestions**

Annual Preparations Checklist

Updates, re-evaluations, reinforcements, assignments--plan, plan, plan!

ABA offers ideas from store spruce-ups (including new IndieBound Bookseller DIY holiday designs) to publicity and promotion.

[Check out](#) the list and to put it to use.

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**Member Notes**

**She Will Be Mist**

This news from Marti McAllister Wolf in Sequim:

*Well, it's official. Pacific Mist Books will change ownership, effective November 1st. Yaaaahoooooo!!!! (Marti's ready for a break!)*

*The new owner is Vickie Maples. I introduced her to you at the tradeshow. I thank you, as that show was the convincing point for her.*

Welcome, Vickie. And Marti--you say we haven't heard the last from you. We're going to hold you to it.

**A Ruby Anniversary for Grass Roots**

Jack Wolcott and his Corvallis crew celebrated forty years of Grass Roots Books & Music on Nov. 11. The store still sits in its original Second Street location, though it's expanded, on average, every eight years. This year's uncounted expansion was of the virtual variety--a [new website](#).

**Home Base for Travelers Turns 35**

Seattle's Wide World Books & Maps celebrated 35 years in business on Nov. 5 with deals on Lonely Planet "hurts" and perfectly good carrot cake.

**Turn It Up to Eleven**

Longtime BookPeople of Moscow owner Bob Greene announced on 11-11-11 at 11:11, that Carol Spurling and Steffen Werner have
bought the store. Read more at NWBL.

2011, 2012 Calendar

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<td>PNBA Annual Board Retreat, Troutdale</td>
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Profile of an Independent Sales Rep
Oregon Stores, Meet Greg Chickman

In November, Greg Chickman got word that his Oregon territory rep, David Hurlbut, is retiring after working for him at Chickman Associates for 20 years. First thing Greg did, he bought a map. Secondly, he wrote this profile to introduce himself to his new accounts.

Greg Chickman has been an independent commission rep since Jan.
1979. Greg started out covering the Rocky Mountains and after two years relocated to the S.F. Bay Area where he has lived with his wife, Teri, and their boys, Brad & Adam.

In January of 2010 Greg made his first sales trip north of the Columbia. In the last two years Greg has LOVED calling on the stores in the great state of Washington. In January of 2012 Greg will be including Oregon as part of his territory and is very excited for the new challenge.

In the 30 plus years of selling to independent stores, Greg has sold Sterling every year. He also sells book lights, calendars, Bar Charts, journals, bookmarks and just about anything you can imagine in a book store.

Of course Greg loves taking long walks at the beach and fresh air. Greg also discovered in writing this bio that he really enjoys talking about Greg in the 3rd party.

Your very excited new rep,
Greg Chickman

Phone: 650-642-2609
Fax: 650-570-7575
Email: chickmanis@comcast.net

**Short-listed for the Pacific Northwest Booksellers Association’s Best 2011 Books:**

**SHARDS**

**NWBL Noteworthies**

*Some Recent Faves*

We have experienced an action-packed December at Northwest Book Lovers and hope you have to!

"28 Authors, 28 Variations on a List." What a book lovers holiday blast this has been. Just over half-way complete, NWBL already features nearly 100 gift list reading recommendations from an all-star lineup of Northwest authors. And each one is telling us which of your stores is his or her favorite.
Lisa Wells, Anthony Doerr, Laurie Frankel, Pamela Steele, Garth Stein, Peter Hoffmeister, Johanna Wright, Eowyn Ivey, Jane Kirkpatrick, Jonathan Case, Chuck Palahniuk, Christine Deavel, Matt Love, Lidia Yuknavitch, and a dozen more to come, including Jonathan Evison, Diana Abu-Jaber, Chelsea Cain and Colin Meloy and Carson Ellis!

Pick a fight--or respond to one--with Amazon, and the indie business supporters really rally. The site hits were way up and the story comments, too, for two pieces about Amazon’s price-check app that uses your stores as product showrooms. Third Street Books’ Sylla McClellan raised the rallying cry (We Are More Than Your Showroom, Dammit!) and her customers responded (Amazon Ditchers, We Salute You).

Send Us Your Recs!
Face Out What You Love

Did you know that NWBL features a new book recommendation from one of our booksellers every day in Face Out and that we link all of the titles and book jackets back to the sales sites for the booksellers' stores or IndieBound? As we get more readers, we hope they'll be clicking on those links and buying their books from you. Tell us what you love, so we can send more customers to you.

Join NWBL on Facebook
Let's Hike the Likes

Our fans receive a new Face Out every day and news every time we post an author or bookseller essay or interview.

ABA's Holiday DIY
The Christmas Season and Beyond

Bookmarks, posters, web art--the ABA Bookseller DIY shop is loaded with indie-inspired promotional materials for your windows and displays across many holidays. There's always something fresh to spruce-up your space, but if you really loved last year's campaign, you can still go and get it in the DIY archives.

Questions or help with customizations for your store? Contact Greg@bookweb.org.
IndieBound Reader Arrives
Mobile Reading App for Android

"With the release of IndieBound Reader, independent bookstores are taking another major step forward as players on the digital stage." --ABA Technology Director, Matt Supko

Read the entire launch release at Bookselling This Week.

ABA has also created an array of print and online materials to help stores promote the new app. Additionally, stores can expect a promotional piece in the December Red Box featuring a QR code that allows customers to download the IndieBound Reader app right in the store.

The app is also available for download from the Android Market or from IndieBound.org.

iPhone app coming soon!

Pannell Award Turning 30
Help the WNBA Celebrate Right

As you may know, the prestigious Pannell Award for excellence in Children's Book Selling is given annually at BEA by the WNBA. This award recognizes two book stores--one general and one children's specialty shop--who go above and beyond in serving their community and connecting young readers and the world of books. The two winning stores each receive $1000 as well as a framed piece of original art created by a children's book illustrator, which is presented at a the ABA/CBC breakfast during Book Expo.

The Pannell Award is nearing its 30th Anniversary, and in celebration of this important anniversary, the WNBA needs your help in nominating superior book stores. --Quinlan Lee, WNBA

Go here for email nomination instructions or email Brian at PNBA to request a form.
World Book Night Set
Time to Get On Board

World Book Night U.S. will enlist 50,000 volunteer book lovers to give away a million free books across the U.S. on April 23, 2012, to promote love of reading.

Thirty 2012 WBN titles were chosen by a panel of independent booksellers, Barnes & Noble buyers, and librarians through several rounds of voting. Thirty-five thousand copies of each World Book Night title will be printed as special, not-for-resale paperbacks, totaling over a million copies to be distributed nationwide.

The American Booksellers Association is firmly on board and CEO Oren Teicher wants indie stores to do the same: "ABA is delighted to be actively participating in World Book Night. We see it as an extraordinary opportunity to focus the country's attention on books and reading. We encourage ABA members to become involved as book givers, to urge customers to sign-up as book givers, and to create displays of the WBN title selections."

ABA has made resources available to help bookstores promote the April 23 event, and is planning a special presentation on World Book Night as part of next month's Winter Institute.

Review WBN's Information for Booksellers and Librarians page. Read the USA Today story. Join WBN on Twitter and Facebook.

Member Notes

Mary-ly On Her Way
"There is no doubt that Mary Gleysteen is the best bookseller ever to walk the boards of our store, and we will miss her terribly."
--On behalf of the entire staff, John Willson, Eagle Harbor Book Co.

After more than 20 years as the "as the soul and conscience of the store," it was announced this morning that Mary Gleysteen is retiring from the Bainbridge Island bookstore at the end of the year.

Visit NW Book Lovers and read "Saluting a Veteran Bookseller" for some heavy-hearted but beautiful responses from Bainbridge author Jonathan Evison and Algonquin Books' Craig Popelars. It's clear, she's irreplaceable.

Wholesaler Holiday Hours
ABA, bless them, puts the schedules for Partners, Ingram, B & T and others in one place for your convenience.
Third Place Bookseller Going to Wi7 on Publisher's Dime

Emily Adams has been named the winner of the second annual Joe Drabyak Frontline Fellowship and is headed to New Orleans courtesy of Workman Publishing.

Ugh!
"You may have heard about the Macmillan layoffs and I am sorry to say that I have now become one of the casualties of the economy. It has been a pleasure to work with you these many years, some of you as many as 20 years! I will always cherish my memories of working as a sales rep and I look forward to seeing many of you from the customer side of the counter.

My last day with the company will be December 31st. If we have an appt set up prior to Dec 31st I do intend to keep it with you. While I will be checking mail, emails and phone messages I am going to be wrapping things up to turn over to Reed Oros."

--Peggy Lindgren, Macmillan Children's rep

"Hello, greetings to those of you I've been calling on for more than a decade, and those who have worked exclusively with Peggy Lindgren. While Peggy noted that she'll be working until the end of the year, please feel free to contact me with questions as well. I'll be doing my best to answer all of your needs going forward, and while I'd love to be able to be immediately and completely up to speed in representing all of Macmillan's publishers, I hope you will extend me some level of forbearance as this process unfolds. During these difficult times (and I'm aware that they are generally difficult across-the-board in this dynamic industry), please be assured that Macmillan appreciates all your efforts in selling our books, and that those books will keep coming, in all their idiosyncratic glory. I wish you a fruitful and busy holiday season."

--Reed Oros, Macmillan rep

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2011, 2012 Calendar

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<tr>
<th>Date</th>
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<tr>
<td>Jan 11</td>
<td>Holiday Catalog reports due</td>
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<td>Jan 18-20</td>
<td>Winter Institute 7, New Orleans</td>
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<td>Jan 19</td>
<td>BPNW meeting, Seattle</td>
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<td>Jan 26</td>
<td>NABP meeting, Lake Oswego</td>
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<td>Jan 29-30</td>
<td>PNBA Annual Board Retreat, Troutdale</td>
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<td>June 4-7</td>
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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.

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.