



INDIE BOUND IN ACTION

The best part about this program, as I read it, is that it's really not just about us. I'm thinking that it may be a trend--that it's the independent bookseller in a community who is getting things moving. I can say that I've had a lot to do with getting things done here in Bucksport, Maine, albeit with a LOT of help, and I know Camden, Maine, has a bookseller who is moving and shaking things in her downtown. I expect your wider perspective agrees. -- Andy Lacher of BookStacks in Bucksport, Maine

I was excited to learn about the IndieBound program unveiled at BEA. Our store is currently struggling against a nearby Borders store and a strained economy. Since we are located in a shopping center, high gas prices has affected our traffic. I have been rallying the cause of supporting local businesses as a way to counteract the effects of globalization on our local economy. This material will help me make the case. -- Kevin Roberts of Azizi Books, Matteson, IL

I received a call earlier from Ellen Shapiro at the Golden Notebook in Woodstock, NY. She told me she was thinking of canceling her ABA membership--until she received the Literary Liberation Box today. She said it was exactly what she was looking for, and she loved all the materials. She had already scheduled a meeting (before she knew about the box) with some of her independent retail neighbors for this evening to discuss building an independent business alliance in Woodstock, so she's taking the IndieBound materials with her tonight! -- Paige, ABA staffer

We are SO THRILLED about IndieBound. We're having an all-staff meeting on Sunday, 6.22 and Becky can hardly wait to present the new program. Not to mention how this will supercharge our local alliance efforts. -- Mary Yockey of Anderson's Bookshops, Napierville, IL

Morley Horder at Eagle Harbor Book Company in Bainbridge Island, WA, called to say he took some of the IndieBound materials to the Bainbridge Downtown Association, their burgeoning Local First movement. He said they were floored, and would love to use the materials in their efforts. He's planning to present IndieBound in conjunction with Bainbridge Downtown to a group of 150 Bainbridge Island businesses. -- Paige, ABA staffer

I was just starting to read about IndieBound when I received a call from our local Jaycee chapter. They're sponsoring a 5k race and asked if we'd like to put any flyers, coupons etc. in the participants' goody bags. I thought it may be a good way to start spreading the word about IndieBound. [This store received 700 rally cards and Indie Next Lists to give to participants] -- I Know You Like A Book

Last weekend there was a street festival in Los Feliz Village with some music stages and tons of vendor booths (all of which were independent business in the neighborhood.) I was thinking how cool it would have been if there was an Indiebound booth. I passed out decals to many of the owners that were at the booths. Natalie Freidberg (she was on the panel at BEA for Green Retailing) was excited to hear about it, so I dropped off a bunch of decals at her store a few days ago. -- Guinevere Platt, Vroman's Bookstore in Pasadena, CA

As soon as I got back from BEA, I went to the website and downloaded the "Here's What You Just Did" poster. I printed one for every business in my block, then delivered them with the Declaration of Independents, a button, and a window sticker. Each business had their own personalized poster and they were VERY excited! The next day there were requests from other businesses...nothing like the power of a good idea. -- Barbara Theroux, Fact & Fiction in Missoula, MT

For help spreading IndieBound in your community,
email Paige Poe at paige@bookweb.org