

BOOKSELLING **THIS** Week

AMERICAN BOOKSELLERS ASSOCIATION

December 20, 2007

TABLE OF CONTENTS:

• ABA Announces Impressive Roster of Wi3 Presenters	1
• Hotel ABA Begins Selling Out	2
• Friday's <i>Today Show</i> to Feature Independent Bookseller Recommendations	3
• Changing Places at Changing Hands: An ABA Staff Member Becomes a Temporary Bookseller	3
• <i>Bookselling This Week</i> : 2007 Highlights	5
• BTW News Briefs	7
• Customers Come Full Circle After the Storm ...	8
• Bookseller/Librarian Delegation to Visit Beijing Book Fair	8
• Complimentary <i>PW</i> : A Sign-Up Form for ABA Members	8
• October Bookstore Sales Up	9
• Free Classifieds Available to ABA Bookstore Members	9

BOOK SENSE THIS WEEK

• Bestseller Reporting Extended for the Holidays	9
• Did You Miss the Year-End Bestsellers?	9
• Book Crossing: Small Town, Big Service	10
• The Book Sense Holiday Cookbook Bestseller List	10

MARKETPLACE

• Classifieds	11
• Other Advertising	11

ABA Announces Impressive Roster of Wi3 Presenters

December 20, 2007 --

¹ Next month's American Booksellers Association Third Annual Winter Institute ² (Wi3) will feature more than 35 veteran business professionals offering valuable insight at 24 education sessions on topics ranging from authorless events to green retailing to RFID technology. The two day education event, exclusively for ABA member booksellers, will include keynote addresses by Gary Hirshberg, president and CE-Yo of Stonyfield Farms; Danny Meyer, renowned restaurateur, entrepreneur, and president of the Union Square Hospitality Group (USHG); and Stacy Mitchell,

senior researcher for the Institute for Local Self-Reliance (ILSR) and Michael Shuman, vice president of enterprise development for the Training & Development Corporation and co-founder of the Business Alliance for Local Living Economies (BALLE).

"We are especially excited about the caliber of this year's Winter Institute presenters and keynote speakers," said Len Vlahos, ABA chief program officer. "Knowledge is power, and ABA believes our members will gain much from the breadth and depth of knowledge and veteran experience that each of our featured presenters and panelists bring to this year's event."

Educational programming begins on Friday morning, January 25, with a keynote address by USHG President Meyer, author of the *Setting the Table: The Transforming Power of Hospitality in Business* (HarperCollins). USHG includes New York City's Union Square Caf, Gramercy Tavern, Eleven Madison Park, Tabla, Blue Smoke, and Jazz Standard, among others. Each is a distinctive restaurant, distinguished by warm hospitality and consistent excellence. At Wi3's opening session, Meyer will share his insights about what it takes to create excellent customer service with ABA members. (Look for an interview with Meyer in the January 10 edition of *Bookselling This Week*)

Stonyfield Farms President and CE-Yo Gary Hirshberg, the author of *Stirring It Up: How to Make Money and Save the World* (Hyperion, January 2008), will be the featured speaker at the Friday lunch. For the past 25 years, Hirshberg has overseen the growth of Stonyfield Farm from a seven-cow start-up to the world's largest organic yogurt company while remaining true to the business' founding ideals of sustainability and a commitment to protecting the environment. The recipient of five honorary doctorates and numerous other awards, Hirshberg will share the unconventional wisdom that has made Stonyfield Farm an extremely successful business and placed it at the forefront of the movement to save the planet.

The Winter Institute's Saturday lunch will offer keynote addresses by professionals at the forefront of the Localism movement: Stacy Mitchell and Michael Shuman.

In addition to her role as senior researcher for the Institute for Local Self-Reliance, Mitchell is a member of the board of directors of the American Independent Business Alliance (AMIBA) and author of *Big-Box Swindle: The True Cost of Mega-Retailers and the Fight for America's Independent Businesses* (Beacon) and *The Hometown Advantage: How to Defend Your Main Street Against Chain Stores and Why It Matters* (ILSR). She has traveled the country extensively to educate policy-makers and the public about the economic and social importance of locally owned independent businesses.

BALLE co-founder Shuman, author of *The Small-Mart Revolution: How Local Businesses Are Beating the Global Competition* (Berrett-Koehler), has long been an advocate of buying local: A periodic commentator for National Public Radio, he has written articles for *The Nation* , *Weekly Standard* , *Washington Post* , and *New York Times* . In *The Small-Mart Revolution* , Shuman notes how buying, planning, and thinking local is not just a marketing

strategy, but a movement, or small-business revolution, with the capacity to revitalize and improve various aspects of community, including the economy, environment, security, and overall quality of life.

Wi3 Presenters, Moderators, and Panelists

Friday Morning Keynote

Danny Meyer, author of *Setting the Table: The Transforming Power of Hospitality in Business* (HarperCollins) and president of the Union Square Hospitality Group.

Friday Lunch Keynote

Gary Hirshberg, author of *Stirring It Up: How to Make Money and Save the World* (Hyperion) and president and CE-Yo of Stonyfield Farms.

Saturday Lunch Keynote

Stacy Mitchell, author of *Big Box Swindle: The True Cost of Mega-Retailers and the Fight for American's Independent Businesses* (Beacon), senior researcher for the Institute for Local Self-Reliance, and American Independent Business Alliance Board member; and

Michael Shuman, author of *The Small-Mart Revolution: How Local Businesses Are Beating the Global Competition* (Berrett-Koehler), vice president of enterprise development for the Training & Development Corporation, and co-founder of the Business Alliance for Local Living Economies.

The 2% Solution for 2008

Presenter: Chuck Robinson, Village Bookstore (Bellingham, WA).

Authorless Events

Moderator: Oren Teicher, Chief Operating Officer, ABA. Panelists: Valerie Koehler, Blue Willow Books (Houston, TX); Collette Morgan, Wild Rumpus (Minneapolis, MN); Dave Weich, Powell's Bookstore (Portland, OR).

Bookstore Self Audit

Moderator: Oren Teicher, Chief Operating Officer, ABA. Panelists: Wendy Hudson, Nantucket Bookworks (Nantucket, MA); Sylla McLellan, Third Street Books (McMinnville, OR).

Business of Publishing

Presenter: Richard Hunt, Publisher, Clerisy Press/Menasha Ridge Press.

Cost of Goods Sold 101

Presenter: Avin Mark Domnitz, Chief Executive Officer, ABA.

Consumer Behavior Revealed

Presenter: Len Vlahos, Chief Program Officer, ABA.

Designed to Sell: Merchandising

Presenters: Donna Paz and Mark Kaufman, Paz & Associates.

Developing a Business Plan: Putting All the Pieces Together

Presenter: Avin Mark Domnitz, Chief Executive Officer, ABA.

Digital Revolution 2.0

Presenter: Len Vlahos, Chief Program Officer, ABA. Panelists: Megan Sullivan, Harvard Bookstore (Cambridge, MA); Margie Scott Tucker, Books Inc. (San Francisco, CA).

Getting the Most Out of ABA

Presenter: Meg Smith, Chief Marketing Officer, ABA.

Getting the Most Out of Your Children's Section

Moderator: Kristin McLean, Executive Director, Association of

Booksellers for Children. Panelists: Becky Anderson, Anderson's Bookshop (Naperville, IL); Leslie Hawkins, Spellbound Children's Books (Asheville, NC); Fran Keilty, Hickory Stick Bookshop (Washington Depot, CT); Ellen Scott, The Bookworm (Omaha, NE).

Getting the Most Out of Your Website

Presenter: Len Vlahos, Chief Program Officer, ABA.

Green Retailing

Moderator: Oren Teicher, Chief Operating Officer, ABA. Panelists: Rep. Jay Inslee (D-WA), author of *Apollo's Fire* (Island Press); Sue Lynn, Confluence Bookstore, Bistro, and Business Center (Bellevue, NE); Scott Sklar, co-author of *Consumer Guide to Solar Energy* (Bonus Books) and president of The Stella Group, Ltd.

Growing Your Business (formerly Expansion)

Presenter: Avin Mark Domnitz, Chief Executive Officer, ABA.

Handselling: Customer Service With Results

Presenter: Meg Smith, Chief Marketing Officer, ABA. Panelist: Joe Drabyak, Chester County Book Co. (West Chester, PA).

Improving Efficiency to Achieve Success

Avin Mark Domnitz, Chief Executive Officer, ABA.

Independent Retailing

Moderator: Oren Teicher, Chief Operating Officer, ABA. Panelists: Steve Bercu, BookPeople (Austin, TX); Betsy Burton, The King's English (Salt Lake City, UT); Carla, Jiminez, Inkwood Books (Tampa, FL); Clark Kepler, Kepler's Books (Menlo Park, CA)

Inventory Management: Key Drivers of Success

Presenter: Bob Steele, Above the Treeline

Loss Prevention

Presenter: Avin Mark Domnitz, Chief Executive Officer, ABA.

New Booksellers: What I Learned in Year One

Moderator: Meg Smith, Chief Marketing Officer, ABA. Panelists: Jackie Harris, Under the Sycamore Tree (Greyslake, IL); Dave McQueen, Beyond the Cover Family Bookstore (Hastings, MI); Lisa Sharp, Nightbird Books (Fayetteville, AR); Nancy Simpson, The Book Vault (Oskaloosa, IA).

Print-on-Demand: An Opportunity

Moderator: Len Vlahos, Chief Program Officer, ABA. Kelly Estep, Carmichael's Bookstore (Louisville, KY); Phil Olilla, Senior Vice President, Ingram Publisher Services/Ingram Book Group.

RFID: What the Heck Is It, Anyway?

Presenter: James Lichtenberg, President, Lightspeed LLC.

Succession Planning

Moderator: Ivan Barkhorn, Managing Director, Redstone Strategy. Panelists: Nicole Magistro, Bookworm of Edwards (Edwards, CO); Pete Mulvihill, Green Apple Books (San Francisco, CA); Barbara Theroux, Fact & Fiction (Missoula, MT).

What a Great Bookstore: Store Design

Presenters: Donna Paz and Mark Kaufman, Paz & Associates.

For a complete schedule of Wi3 events, visit BookWeb.org³.

Hotel ABA Begins Selling Out

December 20, 2007 -- Hotel ABA, The Renaissance Hollywood⁴, offering accommodations exclusively for ABA bookstore and provisional members at BookExpo America 2008 in Los Angeles, is close to 90 percent booked. And though rooms are available at the special rate of \$164 per night for Thursday, May 29, through

checkout on Monday, June 2, Wednesday night, May 28, is already sold out. ABA is urging booksellers who want to take advantage of Hotel ABA's great rate and exclusive package of benefits to book their rooms for Thursday night onwards as soon as possible via the hotel's dedicated reservation webpage ⁵. Members who would like to be put on a waiting list for Wednesday night accommodations at the hotel should send an e-mail to ABA's Margaret Nafz at Margaret@bookweb.org ⁶.

^{7 8 9 10} Hotel ABA will be the site of the association's Day of Education as well as several ABA- and publisher-sponsored special events, beginning Wednesday. The BEA trade show ¹¹ will be held from Thursday, May 29, through Sunday, June 1, at the Los Angeles Convention Center.

^{12 13 14 15 16} Due to the popularity of Hotel ABA, the maximum number of rooms that may be reserved by each ABA member bookstore is limited to five. Booksellers with large stores or multiple locations whose staff may require more than five rooms should contact Nafz at margaret@bookweb.org ¹⁷. Requests for additional rooms will be handled on a case-by-case basis. If more than five hotel rooms are booked at the Renaissance Hollywood at ABA's special rate without prior approval from the association, ABA reserves the right to cancel the additional reservations.

Questions about ABA membership status should be addressed to Nafz at margaret@bookweb.org ¹⁸. Once reservations have been made via the hotel website, questions and requests for changes should be addressed to the hotel directly at (866) 835-7681.

Registration is now open for the trade show via www.bookexpoamerica.com ¹⁹.

Friday's *Today Show* to Feature Independent Bookseller Recommendations

December 20, 2007 -- On Friday morning, December 21, NBC's *Today Show* ²⁰ will feature a segment highlighting holiday gift recommendations from four independent booksellers: Marva Allen of Hue-Man Bookstore & Cafe in New York City; Jamil Zaidi of Elliott Bay Book Company in Seattle; Roberta Rubin of The Book Stall at Chestnut Court in Winnetka, Illinois; and Roxanne Coady of R.J. Julia Booksellers in Madison, Connecticut. The booksellers were asked to present coffee-table books, as well as titles in the fiction, children's, general interest, and memoir categories.

Marva Allen told *BTW* she was pleased the *Today Show* had chosen to work with independents and that Hue-Man was invited to participate. She was asked to submit her choices in advance of the show and doesn't know which titles she'll be asked to discuss. "I'll find out at 6:00 a.m. [on Friday] morning," she said. One title was a Book Sense Pick, but she said the producers of the show asked the participants not to discuss their choices before the show airs.

The *Today Show* with the bookseller segment will air on Friday, December 21, from 7:00 a.m. - 10:00 a.m. EST.

Changing Places at Changing Hands: An ABA Staff Member Becomes a Temporary Bookseller

December 20, 2007 -- From December 9 through December 12, ABA Chief Marketing Officer Meg Smith joined the booksellers at Changing Hands Bookstore in Tempe, Arizona, for a brief stint as a frontline bookseller. This is her account of what it's like to be a

rookie bookseller during the hectic holiday sales days at an award-winning independent bookstore.

At age 10, I decided to become a professional ballerina. Edward Villella leapt across the stage in a New York City Ballet performance of Balanchine's *Prodigal Son*, and I burst into tears. The moment is clear. I am sitting with my parents, close to the stage, and the height, the power, the force of that jump enters my bloodstream like a powerful wave. Many years later, I decided to become a professional bookseller. After a visit to a neighboring deli, I stood in the biography section of Massachusetts' Brookline Booksmith. The moment is clear. I am facing towards the back of the store, it is a Sunday afternoon, surely cold, and I realize that all my neurons are at peace, and at home. A moment of power, a moment of peace. Both transforming.

But I became neither a ballerina nor a bookseller for the usual variety of reasons, although I continued with dance lessons until my late 20s, and shopped at Brookline Booksmith and countless other bookstores. I read and wrote and eventually went to law school (not all choices are inspired). Fast forward through lawyering and children and mothering and marketing and I've landed softly at ABA, my arches intact.

Yet, here I am on a plane, late in 2007, flying west towards Phoenix where I will become, finally, a bookseller. I'm one of several ABA senior staff members who are off to different corners of the country to experience firsthand the fury and the fun of bookselling around the holidays. I have signed up for three days under the tender, patient care of Gayle Shanks and Bob Sommer and their staff at Changing Hands Bookstore in Tempe, Arizona. This is my story of those three days, the story of ... The Rookie Bookseller.

Sunday: Arrival & a Party

It is raining when I land at Sky Harbor Airport, which bills itself as "The Friendliest Airport in the World." (I could use some "friendliest," having come from Newark, where a work slowdown almost caused me to miss my flight.) I find the hotel and meet Gayle and Bobby so we can go to the Changing Hands holiday party. Auspicious timing, me arriving in time for a party! We arrive at Flicka's, and I get to see the whole staff in one place. Even though the light is dim and the music loud they seem a happy bunch. Food is eaten, stories are told, and gift cards are disbursed.

Rather than the usual Secret Santa gift exchange, Gayle decided the store would buy each employee a gift card from a neighboring independent business. She bartered for some, bought others, and staff chose colored stones at random, which corresponded to a particular card. A nice idea, fair, and supportive of indie retailers!

I was also struck by one particular story a staff member shared that night: A customer said she wanted to buy a gift for her sister from whom she was estranged. She wasn't sure what to buy, so she asked the bookseller if she'd call the sister and ask her what she'd like. The bookseller made a couple of calls to the sister that went unanswered. When the bookseller got back in touch with the customer she learned that the sister, seeing a Phoenix number on her caller ID, became concerned something had happened to the customer/estranged sister, so she called yet another sister to check up. One thing led to another, and the two sisters have happily reconciled and are both thrilled! Talk about customer service! (And P.S., the customer bought a bunch of books!)

Monday: Day 1, For Real

I arrive at the store at 9:45 the next morning, ready to report to work. The day starts with a morning meeting -- part pep talk, part practical sharing-time. The booksellers and staff gather around the front registers to talk about what's up for the day, the event scheduled for that night, and tips and things to take note of. I then do what comes naturally to me -- I straighten the shelves. An empty space? Face out! A toy in the cookbook section? Back to the kids' side! Ah, I'm feeling OK, this I can do! Nothing to it!

Then Gayle says she wants me at the information desk. That means computers and Booklog and iPage and checking inventory and all of the essential stuff of the store. More importantly, it means I will be speaking with customers! Who ask for recommendations for an uncle who likes adventure stories ... (I steer that customer to the history section, and suggest *1491* and *1776*, and ... she buys them both!) My personal high is handselling *Siddhartha* by Herman Hesse to a young woman with a long list of recommended reading for a Buddhist retreat she is attending.

I also borrow a staff T-shirt so the noon crew -- surely wondering, who *is* that woman at the computer? -- stops asking if they can help me .

Next up, I shadow Gayle at a meeting with marketing director Cindy Dach, where they will decide how many books to order for the store's January events. With one event each night of the month, this planning is crucial, and part science (based on how the author sold at prior store events), part magic, and part luck.

Changing Hands has a really cool calendar system that enables staff to track events and drill down to information pages about everything that happens (it's all in the note taking). Gayle and Cindy decide whether to buy 10 or 50 or 100 copies of the author's newest title and how many backlist titles. I'm impressed by their confidence, born I know, from their many years of bookselling. I'm also struck by the hard, ongoing work needed to keep the events calendar popping and enticing: there are Excel spreadsheets from publishers to complete, partners to engage where helpful, and authorless events to design. (One such event is the annual Changing Hands birthday party for the large population of Sudanese Lost Boys in the area who all celebrate their birthday on January 1. Last year, Valentino Achak Deng, the hero of *What Is the What*, attended, and Dave Eggers was there the year before.)

I also eavesdrop on a conversation between Bob and store designer Brandon Stout regarding a Constant Contact e-mail going to the store's newsletter subscribers. They talk about the best subject heading to use, one that avoids spam filters and yet communicates the true nature of the offer ... something special for this list of customers only. Brandon creates a cool coupon for customers to bring to the store to earn 15 percent off, right in the midst of holiday shopping season. A good deal, I think, one sure to bring in this loyal customer group.

The back offices at Changing Hands are full. There is a full-time PR person, full-time designer, two full-time marketing directors, a full-time educational sales person, and many more. For a store with roots in the hippie days of the early 1970s, this is one business that has changed with the times. And Tempe needs Changing Hands. This suburb is long and low, with shopping centers on every corner, and a sometimes scary downtown. Changing Hands assumes the role of town center, with events, a room in the back that is rented for classes ranging from Reiki to tarot readings, and the in-store Wildflowers Café. Not for nothing was this store named *Publishers Weekly* Bookstore of the Year for 2007!

Tuesday: Day 2, Getting My Bearings

When I show up the next day wearing my Changing Hands T-shirt, there's a staff of 15 on the floor, and lots of new, young faces, so I introduce myself to anyone who looks curious. The staff is nice and energetic, and unfailingly polite and helpful to customers.

"I'm looking for a book on angels."

"We have a whole section on angels. Let me take you there."

"It has the word 'wolves' in the title."

"Do you remember where you heard about the book? It might help us narrow it down."

I start shelving and quickly realize this is the fastest way to learn the inventory. With the store's 8,000 square feet of selling space, we're talking about a lot of inventory! And I mean books, and pottery, and notebooks, and chimes, and oh my! Shelving is a never-ending task. I smile eagerly at customers, hoping to catch someone's eye to ask if they need help. I won't intrude in the act of browsing unless I'm given a sign.

I'm asked the anticipated question a few times: "Do you work here?" Yes, I say, can I help you find something? Luckily for me, I was first asked that question in a personal comfort zone ... the poetry section. A man was looking for a gift for a woman. (I guessed it was a new relationship. We were in poetry, after all.) I handed him books by Neruda and Mary Oliver, and another on understanding poetry. He bought them all! What a rush.

Wholesaler shipments are delivered to the store on Tuesdays, so someone has to call customers about the arrival of their special orders. A perfect job for me! I happily made phone calls and notes according to the Changing Hands system and felt very useful.

At 5:15 I finally sit down, uncertain where the day had gone. The store had been busy it seemed to me, though the owners disagreed, and we expect a huge crowd the next day for the 15 percent-off e-mail promotion. But the day isn't really over ... there is an event at 7:00, and it's time to prepare. Joe Garagiola is a local and he's coming to talk and promote his book, *Just Play Ball*. Joe tells fun stories about Yogi Berra and others, and signs close to 250 books. Yikes!

Wednesday: Day 3, The Finale

My final day at the store was more of the same. I'm getting a little more familiar with Booklog, the store sections, the staff, the schedule. This day is crucial for the holiday numbers, and happily the checkout line snakes though the store all day long. I hand out chocolate to those waiting to pay, and the rest of the staff is handselling like crazy. Gayle is a master handseller. She seems to know everyone who walks through the door, and just what they are looking for. She speaks intelligently, and warmly, about the books she likes and the books she thinks the customer will like. I am awed by her skill and stamina. The store empties of favorite titles, and the wholesaler reorder over the weekend will no doubt be a large one.

At the end of my tenure I return to the hotel and collapse into bed with a good book. It is *Loving Frank* by Nancy Horan. Gayle gave it to me, since I had visited Taliesin West, the Frank Lloyd Wright compound, earlier in the day. Next up is *Foreskin's Lament*, also a gift from Gayle.

Flying home I reflect on what I've learned. First, bookselling is hard work, hard physical work. Second, booksellers need a skill set that is unique among retailers. And third, maybe hanging in an office all day isn't such a bad gig after all. I do get to sit down whenever I want!

Many thanks to everyone at *Changing Hands* who endured my lurking around for a few days. A special thanks to Gayle and Bobby, who fed me, taught me, hosted me, and held my hand throughout.

Bookselling This Week : 2007 Highlights

December 20, 2007 -- As 2007 draws to a close, *Bookselling This Week* looks back at some of the highlights of this year's coverage.

January

The New Year was heralded with an announcement that 97 ABA member bookstores had opened for business in 2006. ABA CEO Avin Mark Domnitz noted, "The number of new stores -- and the intelligence and professionalism of these new owners -- clearly demonstrates that independent bookselling is very much alive and well in the 21st century. Happily, the reports of the decline of independents have, again, been exaggerated."

Regarding the 2006 holiday season, *BTW* reported that a number of independent booksellers experienced "sales increases for the holiday season over last year, or had matched 2005 results."

After years of book industry preparation, ISBN-13 went into effect on January 1, and it had an impact on everything from publishers' catalogs, price sheets, and invoices to booksellers' ability to place and receive orders. Several major publishers announced plans to discontinue direct electronic order (DEO) dial-up systems in early 2007 due to ISBN-13 compliance issues. And booksellers found an electronic ordering alternative in Pubnet's Instant Response.

The AMS filing for Chapter 11 bankruptcy protection at the end of December clouded the future of many of the small, independent publishing clients of Publishers Group West, AMS's distribution subsidiary. Perseus Books Group announced that it had signed a letter of intent to purchase Avalon Publishing Group, which had been distributed by PGW -- this was just the first of many small presses that ultimately moved over to Perseus.

Also in January, ABA's new Digital Task Force held its first meeting in Brooklyn, New York. The task force is charged with looking at the myriad technical changes affecting the world of consumer book consumption, from the digitization of content to the burgeoning world of online social networking.

And a group of solemn booksellers gathered to pay tribute to the late Rusty Drugan, the New England Independent Booksellers Association (NEIBA) executive director who had passed away on December 7, 2006.

February

February kicked off with the Second Annual Winter Institute in Portland, Oregon, where 500 ABA member booksellers gathered to attend more than 20 education sessions presented by a roster of notable indie booksellers, ABA staff, and Book Sense Publisher Partner reps. Bookseller Becky Milner of Vintage Books in Vancouver, Washington, was incredibly inspired by the event, as she noted in a follow-up article. Jessica Stockton, events coordinator at New York City's McNally Robinson Booksellers (and bookseller blogger extraordinaire), also filed a full account. A photo montage captured the booksellers' blast.

February heated up with the start of another ABA Winter/Spring Booksellers Forum Tour, this one kicking off at Alabama Booksmith on February 22. But other parts of the country, mostly

notably, the Denver and Boulder, Colorado, areas were hit with nearly weekly snowstorms, interspersed with brutally cold temperatures, making it one of the harshest winters in recent memory for both residents and retailers. Meanwhile, in Oswego, New York, a hearty Bill Reilly of the River's End Bookstore kept his store open despite eight feet of snow that blanketed the upstate town in one remarkable February week.

On the localism front, February brought some good news to those involved in the Shop Local movement in Bellingham, Washington. The Bellingham City Council, at the urging of a number of local residents, groups, and activists, voted to impose a "Big Box Ban" on stores larger than 90,000 square feet, along with other restrictions.

The AMS bankruptcy continued to shake out as, early in February, the company announced that it had entered into a letter of intent to sell Baker & Taylor most of its assets, excluding Publishers Group West. In other industry news, Koen-Levy Wholesalers closed on February 19.

BTW profiled the emergence of WiFi Hotspots and discussed how booksellers can use WiFi to bring in more customers.

March

The 2007 Book Sense Book of the Year Award winners were announced, and ABA launched "Getting to Know You" a new campaign to gather information about member stores to be featured in online directories and to help plan future ABA services.

Changing Hands Bookstore in Tempe, Arizona, was named the recipient of the 15th annual Bookseller of the Year Award from *Publishers Weekly*.

A federal judge struck down the Child Online Protection Act, legislation that would have made it a crime for any commercial website to distribute to a minor material that is harmful to minors.

At Booksellers Forums in Brookfield, Wisconsin; Portland, Oregon; Aurora, Illinois; Amherst, Massachusetts; and Austin, Texas, ABA senior staff and representatives of the Board met with members to listen to their concerns and to share information about the association's programs and activities.

And to celebrate the long-awaited arrival of spring, *BTW* published a feature on travel book publishers who are busy tracking hot destinations and publishing books designed to please daring adventurers and armchair travelers alike.

April

The tragic Virginia Tech shooting dominated April's news headlines around the country, and Eugene "Mac" Whatley, the general books manager for Virginia Tech University Bookstore, Volume II, discussed how he and his staff were trying to come to grips with the tragedy.

In free expression news, following revealing testimony from George Christian, a Connecticut librarian who successfully challenged an FBI National Security Letter, the Campaign for Reader Privacy called on Congress to restore the safeguards for reader privacy that were eliminated by the USA Patriot Act.

Harry Potter made news in April, too, as ABA announced the "Independent Muggles for Harry Potter" Sweepstakes, which provided ABA members with exclusive access to a POP sweepstakes awarding a trip to London to one lucky customer.

The 2007 Pulitzer Prizes were announced, with *The Road* by Cormac McCarthy (Knopf) -- a 2007 Book Sense Book of the Year Honor Book -- taking the fiction prize.

In association news, ABA President Russ Lawrence spoke with *BTW* about the then-proposed Bylaw changes. And ABA's Booksellers Forum tour made stops in Louisville, Kentucky; San Francisco and Long Beach, California; Syracuse, New York; and Omaha, Nebraska.

May

A new economic and market share analysis of the city of San Francisco revealed that, as a whole, independent bookstores in San Francisco are not only thriving but dominating the city's book market.

Books & Books in Miami and Coral Gables, Florida, and Wonderland Books & Toys in Rockford, Illinois, won the Lucile Micheels Pannell Award for Excellence in Children's Bookselling.

And ABFFE President Chris Finan's *From the Palmer Raids to the Patriot Act: A History of the Fight for Free Speech in America* (Beacon Press) was released.

The results of ABA's 2007 Board of Directors elections were announced. Candidates chosen by ABA's bookstore members to serve as directors, with terms ending in 2010, were Steve Bercu of BookPeople in Austin, Texas; Tom Campbell of The Regulator Bookshop in Durham, North Carolina; and Cathy Langer of Tattered Cover Book Store in Denver. Membership also ratified Russ Lawrence of Chapter One Book Store in Hamilton, Montana, for a second term as ABA President and Gayle Shanks of Changing Hands Bookstore in Tempe, Arizona, as Vice President.

BookSense.com officially launched functionality that provides consumers with the option of purchasing eBooks through participating stores' websites.

Booksellers' healthcare woes and e-fairness for Main Street retailers also made the news. An article in the Business Section of the *New York Times* detailed the health insurance challenges and concerns of Jeff Levin, owner of Varney's Book Store in Manhattan, Kansas; and Sen. Mike Enzi (R-WY) reintroduced in the Senate the "Sales Tax Fairness and Simplification Act," which seeks to help states "efficiently and fairly" collect sales and use tax revenue that is being lost because remote sellers do not have to remit sales and use taxes on catalog and Internet purchases.

Finally, BookExpo America kicked off on May 30 in New York City and ran through June 2.

June

More than 30,000 industry professionals were at BookExpo America 2007 in New York City, and more than 600 ABA member booksellers participated in the association's Day of Education, held at Hotel ABA in Brooklyn. *BTW* detailed the myriad events and highlights in words and in photos.

At BEA, ABA launched its completely redesigned and enhanced trade website, www.BookWeb.org²¹, and user feedback was very positive and helpful.

June also saw 12 newly opened bookstores join ABA's ranks.

July

July was all about Harry Potter, as booksellers and even ABA staff

prepared for their time "On the Front Lines for Midnight Magic." Several ABA staff members joined front-line booksellers at celebrations marking the release of *Harry Potter and the Deathly Hallows* and filed reports from the field. *BTW* featured highlights and photos of many of the Potter parties.

On behalf of ABA members, ABA President Russ Lawrence wrote National Public Radio and voiced concerns about NPR's continued use of Amazon.com as its sole retail partner for books mentioned on air and posted on the NPR website. Later in the year, NPR -- as well as *The New York Times* -- would add an ordering option for BookSense.com.

In Shop Local news, the week of July 4 was Independents Week, a nationwide event organized by the American Independent Business Alliance (AMIBA). This year, more than 20 communities took part.

August

Registration opened for ABA's Third Annual Winter Institute to be held in Louisville, Kentucky, from January 24 - 26, 2008. In the coming months, *BTW* would feature articles on all aspects of the eagerly anticipated event, exclusively for ABA bookstore and provisional members.

ABA met with the one-year-old Independent Music Retailers Association, a group of independent musical-instrument retailers, to discuss some of the initiatives that are helping independent booksellers meet the competition -- from Shop Local movements to the Book Sense marketing program. Later in the year, seven independent trade groups would meet in Washington, D.C., and then join together to write a letter calling for e-fairness.

Also on the e-fairness front, NCIBA and the California Tax Reform Association urged the state's publicly elected tax board to begin collecting sales tax for online purchases from retailers that have nexus in the state of California.

In August, *BTW* published two educational features to help booksellers run their businesses more effectively: "Are You Experienced? -- Music licensing for the uninitiated" and "Booksellers Join the Blogosphere."

Seven new indies opened in August. But among the month's bad news was an AP/Ipsos poll revealing that 27 percent of the approximately 1,000 U.S. adults polled had not read a book in the past year.

September

Some two years after Hurricane Katrina devastated the Gulf Coast, *BTW* spoke with booksellers who reported that the rebuilding continued -- and will for the foreseeable future.

BTW also looked at the rising popularity of online book-related social networking sites, as well as how the addition of non-book merchandise to the inventory mix can add significantly to a bookstore's bottom line.

In a victory for free expression advocates, a federal judge struck down parts of the revised USA Patriot Act relating to the FBI's power to use National Security Letters to obtain customer records.

A six-month slump in retail sales at bookstores came to halt in July spurred by the release of the seventh and final title in the Harry Potter series.

September was another good month for new indies, as ABA welcomed nine new bookstores that opened for business during the

month.

ABA's Regional Trade Show Education Program kicked off, and throughout the fall, coverage included columns by booksellers Cheryl McKeon of Third Place Books in Lake Forest Park, Washington, at the PNBA Trade Show; Daniel Goldin, general manager of Milwaukee's Harry W. Schwartz Bookshops, at the GLBA Trade Show; Joe Foster, ordering manager at Maria's Bookshop in Durango, Colorado, at the MPIBA Book Camp; Megan Sullivan, head buyer at Harvard Bookstore in Cambridge, Massachusetts, at the NEIBA Trade Show; Rona Brinlee, owner of The Bookmark in Atlantic Beach, Florida, at the SIBA show; Kelley Drahushuk of Spotty Dog Books & Ale in Hudson, New York, at the NAIBA fall conference; Laura Hansen of Bookin' It in Little Falls, Minnesota, at the MBA trade show ²²; and Melony Vance, general manager of Latitude 33 Bookshop in Laguna Beach, California, at the SCIBA's Authors Feast and Trade Show. Additionally, *BTW* provided a report of the well-attended NCIBA Trade Show.

October

The Nobel Prize in Literature for 2007 was awarded to Doris Lessing, whose most recent release is *The Cleft* (HarperCollins), and Anne Enright was named the winner of the 2007 Man Booker Prize for Fiction for *The Gathering*, published in the U.S. in September by Black Cat, a paperback original imprint of Grove/Atlantic.

Holtzbrinck Publishers changed its name in the U.S. to Macmillan.

The biggest news headline of the month was the cataclysmic fires in Southern California, which were estimated to have caused \$1 billion in damages in San Diego County alone. *BTW* reported on several stores that were forced to close when their surrounding areas were evacuated.

Also in October, *BTW* published "Take This Book and Shelve It: Confronting the Category Ghetto," a detailed examination of how a number of veteran booksellers shelve books so that the right readers find them.

November

As booksellers geared up for the holiday season, Book Sense announced the year-end "2007 Book Sense Picks Highlights" based on the thousands of nominations received from independent booksellers nationwide.

Some 48-plus communities around the country urged residents to shop at locally owned independent businesses for the day as part of America Unchained! to kick off the holiday season. And Black Friday turned out to be a mixed bag for booksellers.

BTW's intrepid reporters were at the 2007 National Book Awards ceremony, where Denis Johnson's *Tree of Smoke* (FSG) was named the fiction winner.

Twenty-nine ABA member booksellers in New York State called on Governor Eliot Spitzer to enforce the equitable collection of sales tax.

ABA President Russ Lawrence wrote a letter to members to explain how the association's Five-Year Strategic Plan morphed into Ends Statements.

Twenty-six booksellers were awarded publisher-sponsored scholarships to attend ABA's Third Annual Winter Institute in Louisville, Kentucky, in January 2008.

Several independent trade organizations, including the American Booksellers Association, met for an "Independent Trades Summit" in Washington, D.C., where they discussed common goals and challenges specific to independent retailers and businesses. Industries represented at the summit included bookselling, toys, gifts, bicycles, hardware, pharmacies, and office products.

Feature stories for the month included "Bridging the Generational Divide: Strategies for Managing Staff Ages 18 to 80, in which five very experienced booksellers detailed what it's like to have a diversity of generations in their bookstores; "The 'Unexpected Things' Booksellers Love About Bookselling," an uplifting look at some of the things 15 indies love about bookselling; and "Getting the Lead Out: Consumers Question Books Made in China," a look into questions about the safety of children's books printed in China.

November was another good month for newbies, as ABA welcomed 15 new bookstore members.

December

In December, ABA unveiled the 2007 Book Sense Bestsellers, the year's top-selling titles at independent bookstores with Book Sense nationwide.

And, in an unprecedented move, seven independent trade groups joined together to call for the equitable collection of sales tax on online purchases. In a letter to each of the governors in the 45 states that collect sales tax, the organizations urged states to enforce existing tax laws by requiring out-of-state online businesses with nexus in their states to collect sales tax.

ABA announced the great lineup of authors to be featured at next month's Winter Institute and an impressive roster of educational presenters.

And, of course, throughout the year, *BTW* published the monthly Book Sense Picks and Notables Previews ²³, the weekly Book Sense Bestseller Lists ²⁴, and bi-weekly Specialty Bestseller Lists ²⁵.

BTW News Briefs

December 19, 2007 --

Small Business Review Looks at Presidential Candidates' Small Biz Agenda

The *Small Business Review* ²⁶ recently looked at the most significant issues facing small businesses and how the leading presidential candidates plan on addressing these challenges. The article noted, "While the presidential candidates lack focus on small businesses, their proposed policies have definite implications." Small business issues, it said, "often take a back seat to those of many other interest groups -- and this election appears to be no different." The article looks at where each candidate stands on health care; innovation, economic development, education, and access to capital; and taxes.

Regarding healthcare issues, the article suggests readers check out the Kaiser Family Foundation's ²⁷ side-by-side summary of candidates' healthcare proposals.

AAP Reports Publishing Sales are Up for October

Book sales ²⁸ tracked by the Association of American Publishers (AAP) for the month of October reflected an increase of 2.1 percent for the month; yearly sales were up as well with an increase of 9.3

percent.

- The Adult Hardcover category was up by 9.7 percent in October with sales of \$329.0 million; year-to-date sales were up by 13.7 percent.
- Adult Paperback sales rose 3.0 percent for the month (\$124.0 million); sales were down slightly by 1.3 percent for the year.
- The Adult Mass Market category declined by 18.1 percent for October with sales totaling \$62.6 million; sales also declined by 7.5 percent year-to-date.
- The Children's/YA Hardcover category showed a decrease of 1.5 percent for the month with sales of \$82.0 million; however, sales year-to-date were up by 52.7 percent.
- The Children's/YA Paperback category was down by 5.2 percent in October with sales totaling \$49.3 million; sales were up by 3.3 percent for the year.

Scholastic Hopes for a Successor to Harry Potter

Scholastic hopes it has a successor to Harry Potter, according to the *New York Times*²⁹: The 39 Clues, a series that features 10 books, the first of which will be published in September 2008, and Web-based games, collectors' cards, and cash prizes. "We want to go where the kids are and really be part of their complete world, rather than going to one aspect of their world," David Levithan, an executive editorial director at Scholastic, told the *Times*. "We talk of it as being subversively educational." The books will be geared toward 8- to 12-year-old readers.

800-CEO-READ's Business Book Award Semifinalists and Shortlist

800-CEO-Read recently announced the semifinalists and shortlist for its first annual 800-CEO-READ Business Book Awards. The 800-CEO-Read website noted, "After nearly 300 titles were submitted to the 8CR editorial staff, 56 are in the running for winning the best in each of the 13 categories, as well as the overall Best Business Book of 2007 award. The final winners will be announced on January 15, 2008."

The shortlist is available at 800ceoread.com/bookawards³⁰.

Customers Come Full Circle After the Storm

December 18, 2007 --³¹ Oklahoma was hit especially hard during the ice storms that coated the Midwest at the beginning of December. Now, more than two weeks later, nearly 90,000 residents are still without power as utility companies struggle to repair downed lines. Almost from the very start of the ordeal, Oklahoma City's Full Circle Bookstore has served as a welcome place for area residents to warm up, charge their phones, and use wireless Internet access.

The storm on Saturday and Sunday, December 1 - 2, resulted in the largest power failure the area had ever seen, said Full Circle owner James Tolbert. The store was blacked out on the Monday following the storm, but power was restored by Tuesday. Tolbert was not as lucky at home, however, where power was out for six days. Several Full Circle staff members were also with power for varying periods of time.

After the storm, Full Circle posted an open invitation on its website, fullcirclebooks.com³²: "Please come and enjoy our fireplaces, complimentary coffee, outlets to charge your cell

phones, and free wireless internet!" The word got out, and community members came streaming in to take advantage of the offer. "Many people came in," said Tolbert. "We've got a welcoming and warm environment, and a caf."

Those who first came to the store were primarily shopping for themselves or visiting the caf and not yet gearing up for the holidays, explained Tolbert, who added that a number of Oklahomans were incurring considerable expense in the aftermath of the storm and weren't spending. As power was restored to more residents, the mood began shifting, but it wasn't until about eight days after the storm that customers began "getting the Christmas attitude," he said.

The weather in area has continued to be a problem. "We've had 30-mile-an-hour winds and temperature in the 20s," Tolbert said. The flip side is that customers who are now coming in, don't want to leave, and they're buying books for everyone on their gift list. "That has been redeeming," said Tolbert. -- *Karen Schechner*³³

Bookseller/Librarian Delegation to Visit Beijing Book Fair

December 18, 2007 -- BookExpo America (BEA) is leading a delegation of American booksellers and librarians who will visit the domestic Beijing Book Fair, in Beijing, China, from January 8 - 11, 2008. The group will also take part in a panel discussion focusing on bookselling and other book industry issues and will visit two Chinese publishing houses and four Chinese bookstores. The invitation was presented to BEA officials by Sichuan Xinhua Winshare Chainstore Co., Ltd and *China Publishing Today*.

"I am extremely happy to have been able to facilitate this expedition," said Lance Fensterman, BEA event director. "This opportunity is a direct reflection of the ties that BEA has worked hard to strengthen over the past several years within the Chinese publishing community." He also noted that Chinese publishers are expected to have a greater presence at BEA 2008 as result of those efforts.

The members of the American delegation are Karl Pohrt, founder and owner of Shaman Drum Bookstore in Ann Arbor, Michigan; Rick Simonson of the Elliott Bay Book Company in Seattle; Barbara Genco of the Brooklyn Public Library; Nancy Pearl, librarian, author, and book reviewer; Sarah McNally, owner of McNally Robinson in New York City; Allison Hill of Vroman's Bookstore in Los Angeles; and Paul Yamazaki of City Lights Bookstore in San Francisco.

Look for Karl Pohrt's account of the delegation's visit to the Beijing Book Fair in an upcoming edition of *Bookselling This Week*.

Complimentary PW: A Sign-Up Form for ABA Members

December 18, 2007 -- Since October 2006, *Publishers Weekly's* (*PW*) has been offering complimentary subscriptions to its print magazine to qualified booksellers throughout North America. ABA member booksellers who are not currently receiving a complimentary subscription can sign up for the offer by completing an online qualification form³⁴.

For purposes of the free subscription offer, *PW* defines booksellers as:

- Anyone who chooses, selects, or places books in a retail establishment;

- Anyone who manages a book category within a retail establishment;
- Anyone who owns or operates a bookselling establishment.

Current *PW* paid subscribers are being asked to complete a qualification form upon the expiration of their current subscription, in lieu of a renewal payment.

October Bookstore Sales Up

December 17, 2007 -- October was a good month for retail, including bookstores: for the fourth consecutive month, retail sales at bookstores exceeded last year's results. Preliminary figures recently released by the Bureau of the Census show an increase in bookstore sales in October 2007 of 8.0 percent compared to October 2006.

October 2007 bookstore sales are estimated at \$1,105 million, compared to sales of \$1,023 million for the same period last year. With the addition of the October figures, retail sales at bookstores over the first eight months of 2007 outpaced last year's eight-month total, by 0.3 percent. This is the first time this year that combined monthly sales outpaced the previous year's totals.

Overall total retail and food service sales were also up in September. Retail sales were \$374.7 billion in October 2007, compared to \$352.3 billion in October 2006, an increase of 6.4 percent.

Period	2006 Final (Millions of Dollars)	2007 (Millions of Dollars)	% Change 2007 over 2006
January	2,206	2,175	-1.4
February	1,082	1,013	-6.4
March	1,071	999	-6.7
April	967	908	-6.1
May	1,150	1,104	-4.0
June	1,210	1,130	-6.6
July	1,108	1,189	7.3
August	2,091	2,285	9.3
September	1,521	1,562 (p)	2.7
October	1,023	1,105	8.0
YTD	13,429	13,470 (p)	0.3

(p) Preliminary figure

Note: Estimates reflect sales of all types of participating bookstore, including trade, college, religious, chain stores (including superstores), and others. A bookstore is defined as any retail establishment with sales comprised of more than 50 percent new books and periodicals, and estimates include sales of all products in these stores.

Source: Bureau of the Census, Current Retail Trade Branch.

Free Classifieds Available to ABA Bookstore Members

December 17, 2007 -- With the new year just days away, the American Booksellers Association reminds its bookstore members that each year they are entitled to place up to four *free* two-week classified ad insertions in *Bookselling This Week*. *BTW* Classifieds are the perfect place for booksellers to place help wanted ads and advertise fixtures or stores for sale.

Each ad, which can be up to 50 words, will appear for a period of two weeks on *BTW*'s Classifieds page ³⁵, as well as in the full print-on-demand edition of *BTW*. Bookstore members can also place additional classified ads at a 25 percent discount off the regular rate of \$22.50 per seven words (28-word minimum).

To place a classified ad, bookstore members should contact Elizabeth Fabian at Elizabeth@bookweb.org ³⁶ or at (800) 637-0037, ext. 6667. The deadline for copy is 11:00 a.m. on Wednesday for an ad in the following day's edition of *BTW*.

With circulation to more than 13,000 trade professionals, *BTW* also offers publishers, sidelines vendors, and others in the industry opportunities to place "Front Page" Ads in the *BTW* weekly e-mail flash and other advertising opportunities. (*Learn more* ³⁷.)

BOOK SENSE THIS WEEK

Bestseller Reporting Extended for the Holidays

December 20, 2007 -- Although *Bookselling This Week* will be on hiatus next week, Book Sense will be producing a weekly Bestseller List, reflecting sales during the all-important week leading up to Christmas. To enable the maximum number of booksellers to submit their sales data, bestseller reporting hours will be extended to 3:00 p.m. EST on Wednesday, December 26, for Nielsen BookScan users and till 3:00 a.m. on Wednesday for all other reporting methods. The Book Sense Bestseller Lists will then be e-mailed to booksellers on Thursday, December 27, and will be posted to BookWeb.org by the end of the day on Friday, December 28.

There will be an edition of *BTW* on Thursday, January 3, and, as usual, it will feature the weekly Book Sense Bestseller List. Bestseller reporting hours for the week will be extended to 3:00 p.m. EST on Wednesday, January 2, for BookScan reporters and till 3:00 a.m. on Wednesday for all other reporting methods. The lists will be posted to BookWeb by the end of the day on Friday, January 4.

Questions about Book Sense Bestseller reporting should be addressed to ABA's Chief Marketing Officer Meg Smith at meg@booksense.com ³⁸ or (800) 637-0037, ext. 6641.

Did You Miss the Year-End Bestsellers?

December 19, 2007 -- ³⁹ For booksellers looking for a way to highlight the top-selling titles of 2007 at Book Sense stores nationwide, last week the American Booksellers Association unveiled the 2007 Book Sense Bestsellers ⁴⁰.

The lists in the categories of Hardcover Fiction and Nonfiction, Paperback Fiction and Nonfiction, and Children's Fiction and Illustrated are available in PDF, text, and HTML formats. The 8-1/2" x 11" PDFs can be placed together to create one large Book Sense 2007 Bestsellers poster, appropriate for display in the store or in a front window. The year-end lists can also be effective selling tools when included in the store's print or e-mail newsletters or used as handouts or bag stuffers.

Questions regarding the Book Sense 2007 Bestsellers should be addressed to ABA Chief Marketing Office Meg Smith at meg@booksense.com⁴¹.

Book Crossing: Small Town, Big Service

December 19, 2007 -- For years, Sherri White had her eye on an early 1900s-era, brick building in Brunswick, Maryland. Her dream, if the space ever became available, was to open a bookstore. When the location was listed for lease in June 2004, White worked fast: She secured the space, remodeled, and opened Book Crossing⁴², a general bookstore and café, just three months later. The store is in historic downtown Brunswick, once a railroad town, now a bedroom community of D.C., in the midst of a revitalization project. White told *BTW*, "There wasn't much in the area when we opened"; however in the past three years, seven businesses have launched and residents are now reconsidering the viability of their downtown.

White had been working for a high-speed Internet company. She had no experience as a bookseller, but had a great love of books and a persistent vision. "For about five years, whenever I drove past the Old Apothecary Building, I would say that it was perfect for a bookstore. When I saw it listed for lease in the paper, I jumped. It still had the old pharmacy floor with mini-tiles, mahogany shelves, a marble bar where the soda fountain was, and tin ceilings."

The very same day White learned the space was for rent, she was online until 2:00 a.m. researching how to open a bookstore. At fabjobs.com⁴³, she found a downloadable manual featuring a long list of resources, including information on the American Booksellers Association, vendors, wholesalers, and more.

When White told her sister, Traci Giganti, about her plans to open a bookstore, Giganti asked about the possibility of becoming a partner. "She lived in [Indianapolis, Indiana], and I'd been trying to get her to move here for 20 years!" explained White. "It's what I'd always wanted. It's perfect. She's a teacher, so she has great experience with book selections for children."

Book Crossing is in historic downtown Brunswick, once a railroad town, now a bedroom community of D.C., in the midst of a revitalization project. White told *BTW*, "There wasn't much in the area when we opened"; however in the past three years, seven businesses have launched and residents are now reconsidering the viability of their downtown.

With its café, quick turnaround on special-order books, and early hours (doors are open by 5:00 a.m.), Book Crossing quickly established itself as a commuter hub. "It works for us," White said. "We get a nice percentage of our business from our commuters, who pick up coffee and baked goods. We're only a town of 5,000, but the store is right on the commuter rail line, and we have a big repeat customer base."

The café, which has a few small tables, also draws a loyal following. "We have a mixed market of people, young and old. It's

wonderful," said White. "I like to watch people come out of their shells. It's almost feels like being a bartender."

White and Giganti recently acquired a space next door, which just about doubled Book Crossing's square footage to 2,000 and allowed them to expand the children's section and events space. White said making the decision to add the extra room was facilitated by an ABA seminar, "Expanding Your Bookstore," which she attended at BookExpo America 2007. "It helped us tremendously. There were a number of good reasons to expand, which applied to us, and a number of reasons *not* to expand, which didn't."

White said the children's section has become one of their top sections. "We're a general store, but a lot of people come in for our children's section. We're the place to come for a birthday gift. Because we're in such a small town, there hadn't been a lot of choices for the community unless they wanted to drive."

Another lure, said White, is the store's selection of Book Sense titles. "We display the bestsellers and change it out every week. We sell constantly from that display and have to restock all the time. It gives us guidelines and is a great source for our book clubs.

"We've explained to our customers that the Book Sense choices are from independent bookstores all over the country, which people appreciate," White added. "We've been trying to train our customers about the importance of independent businesses, and that they're not going to go into the big box stores and get the individual service that they love. We've built a lot of trust with our commuters. They finish a book, come in and say, 'What's next?'" -- *Karen Schechner*⁴⁴

The Book Sense Holiday Cookbook Bestseller List

December 18, 2007 -- For the eight-week period ending **December 17, 2007**, and based on sales in hundreds of independent bookstores across the U.S.

1.	Paula Deen Celebrates!: Best Dishes and Best Wishes for the Best Times of Your Life Paula H. Deen, S&S, \$26, 9780743278119
2.	Seriously Simple Holidays: Recipes and Ideas to Celebrate the Season Diane Rossen Worthington, Chronicle, \$24.95, 9780811854801
3.	Thanksgiving 101: Celebrate America's Favorite Holiday With America's Thanksgiving Expert Rick Rodgers, Morrow, \$15.95, 9780061227318
4.	The Thanksgiving Table: Recipes and Ideas to Create Your Own Holiday Tradition Diane Morgan, Chronicle, \$19.95, 9780811855426
5.	Home for the Holidays: Creative Ideas for Making the Holidays Memorable Heidi Tyline King, Hallmark, \$25, 9781934533017
6.	The Pastry Queen Christmas: Big-Hearted Holiday Entertaining, Texas Style Rebecca Rather, Ten Speed, \$32.50, 9781580087902
7.	The South Beach Diet Parties & Holidays Cookbook: Healthy Recipes

	for Entertaining Family and Friends Arthur Agatston, M.D., Rodale, \$25, 9781594864445
8.	Pillsbury Holiday Baking: Treats Filled With Cheer for a Magical Time of Year Pillsbury (Eds.), Wiley, \$19.95, 9780470080627
9.	The Healthy Hedonist Holidays: A Year of Multicultural, Vegetarian-Friendly Holiday Feasts Myra Kornfeld, Sheila Hamanaka (Illus.), S&S, \$19.95, 9780743287258
10.	Holiday Entertaining Chuck Williams (Ed.), Williams-Sonoma, \$34.95, 9780848731939
11.	Hometown Recipes for the Holidays Candace Floyd, et al., Morrow, \$18.95, 9780061257896
12.	Moosewood Restaurant Celebrates: Festive Meals for Holidays and Special Occasions Moosewood Collective, Clarkson Potter, \$25.95, 9780609808115
13.	Thanksgiving Entertaining Lou Seibert Pappas, Free Press, \$24.95, 9780743278508
14.	The Thanksgiving Ceremony: New Traditions for America's Family Feast Edward Bleier, Dorothy Reinhardt (Illus.), Crown, \$14.95, 9781400047871
15.	The Children's Jewish Holiday Kitchen: 70 Fun Recipes for You and Your Kids, From the Author of Jewish Cooking in America Joan Nathan, Schocken, \$14.95, 9780805210569
16.	Holiday Baking Sara Perry, Chronicle, \$18.95, 9780811845564
17.	Happy Holidays From the Diva of Do-Ahead: A Year of Feasts to Celebrate With Family and Friends Diane Phillips, Harvard Common, \$14.95, 9781558323216
18.	Giving Thanks: Thanksgiving Recipes and History, From Pilgrims to Pumpkin Pie Kathleen Curtin, et al., Clarkson Potter, \$22.50, 9781400080571
19.	The Nantucket Holiday Table Susan Simon, Chronicle, \$29.95, 9780811825085
20.	Chocolate Holidays: Unforgettable Desserts for Every Season Alice Medrich, Artisan, \$15.95, 9781579652906

MARKETPLACE

Classifieds

FIXTURES

Bookstore Fixtures: Standard, Modified, and Custom Display Fixtures designed specifically for bookstores. Related services including complimentary store layouts. **Franklin Fixtures - Partnering with Independent Booksellers since 1974.** More information at www.franklinfixtures.com⁵⁰.

FOR SALE

Bookstore recently closed in Texas. **Looking to liquidate approximately 1800 books.** New and used. Kids, parenting, sci-fi, history, historical fiction, horror, fiction, and nonfiction. Too many titles to list. Contact Linda Schmoker at lindasmoker@sbcglobal.net⁵¹ or feel free to call 8am - 5pm Central, (979) 234-7507.

POSITIONS AVAILABLE

Owner of a small, charming, well-loved bookstore is looking for a **partner to take over the bricks and mortar portion of the business**. Located in a growing, historic community, this bookstore consists of new and used books, small gallery space, separate Children's Bookstore, and an online store. Contact dauntless3@comcast.net⁵².

Web Content Coordinator: The American Booksellers Association seeks a Website Content Coordinator. This position will be responsible for writing and posting content for the association website and helping to coordinate other sections of the website, including a wiki and blog. The candidate should have strong writing and editing skills, be self-motivated and self-directed, have excellent computer skills, and be able to work within and contribute to a team-based, deadline environment. Knowledge of the retail industry is a plus. ABA, a national not-for-profit trade association located in the suburbs north of New York City, offers an excellent working environment, and a competitive benefits package. Salary commensurate with experience. Interested applicants should send a resume with salary requirements to ABA Information Director, Dan Cullen via e-mail: dan@bookweb.org⁵³.

All Regular ABA Member Bookstores in good standing may have up to four 2-week Classified Ad insertions per year in *Bookselling This Week* at no charge (50-word limit). For more information on booking a classified ad, click here⁵⁴.

Other Advertising

Spring Book Show '08

Atlanta - March 28-30

Your gateway to bargain books!

Register Now!

865-922-7490

www.springbookshow.com

⁵⁵

Links in this document:

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2. See <http://www.bookweb.org/events/institute>
3. See <http://www.bookweb.org/events/institute/wi3schedule.html>
4. See <http://cwp.marriott.com/laxrh/americanbooksellers>
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27. See <http://www.health08.org/sidebyside.cfm?CFID=19822519&CFTOKEN=13910378>
28. See <http://www.publishers.org/main/PressCenter/OctStatsRelease.htm>
29. See <http://www.nytimes.com/2007/12/18/books/18scho.html>
30. See <http://www.800ceoread.com/bookawards>
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49. See <http://www.bookweb.org/about/ads/booksellers.html>
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