

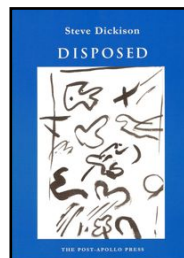
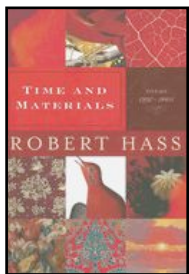
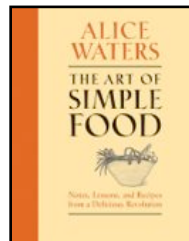
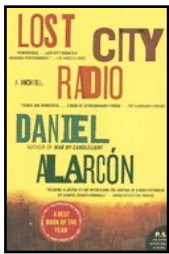


NEWSLETTER

April/May 2008

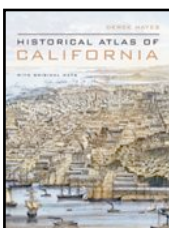
Alarcon, Waters, Hass, and Barner Among BOOK OF THE YEAR Winners

The winners of the 2007 Book of the Year Awards, presented by the Northern California Independent Booksellers Association (NCIBA), have been announced. The award winners were determined by the votes of our independent booksellers and honor regional authors whose books were first published in 2007.



Voters chose from a total of 38 nominated books in seven categories - a list of finalists is on page 6. All nominated books were selected by committees of booksellers for each category.

A list of winners and finalists is also posted on our web site, nciba.com. Stores received Book of the Year stickers for the winning titles, as well as poster announcements. The NCIBA presented certificates to all winning authors, as well as to the publishers of their books.



The winners are:

FICTION

Lost City Radio, Daniel Alarcon
(HarperCollins)

NONFICTION

The Art of Simple Food, Alice Waters
(Clarkson Potter)

POETRY

Time and Materials, Robert Hass (Ecco)

POET TO WATCH

Disposed, Steve Dickison (Post-Apollo)

REGIONAL TITLE

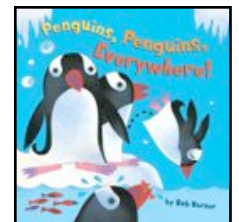
Historical Atlas of California, Derek Hayes (Univ. of California Press)

CHILDREN'S LITERATURE

The Wild Girls, Pat Murphy (Viking)

CHILDREN'S ILLUSTRATED

Penguins, Penguins Everywhere,
Bob Barner
(Chronicle)



NCIBA News and Notes

Board Working On Bookstore Salary Survey

The NCIBA board is preparing a salary survey designed to elicit information about wages and benefits, hourly pay, number of part-time and full-time employees, and the like. The survey will be confidential, and only the collective results will be made available.

The survey is designed in part to help members determine how they stack up, wage-wise. Questions about employee compensation are among the most frequent for the NCIBA office, and national stats don't always match the realities of this region.

Obviously, the quality of the survey's results will rest in part with the number returned. We'll make the information available to stores regardless of their decision to participate, but the more surveys we receive, the more useful the numbers become.

We're aiming to have the survey ready in June; we'll keep you posted.

Newsletter Delivered Your Way - You Choose

This issue of the NCIBA newsletter is being sent to every member online as well as in printed form. As more folks have been asking for the newsletter to be sent electronically, we've designed an online template that we hope is easy to read. If you check your email, you can see for yourself.

So here's the question -- how would you like to receive your bi-monthly newsletter? Obviously, it's cheaper for us to send it via email, but we are happy to send it in printed form as well.

The most important thing for us is at that you read the newsletter, so we will deliver it in the format that is the most conducive to that goal. The one advantage of the online version is that we can send it to as many other employees as you'd like.

But we can still send it to you the old-fashioned way if you prefer.

If you want to continue receiving the printed version, you don't have to do anything. If you want to go with the online newsletter, you can do so through the electronic one you've been emailed or by notifying the office. Either way, we hope you keep reading!

New Board Members To Begin Service

The NCIBA board of directors is pleased to welcome two new members, elected last month by the voting membership. Heather Lyon, owner of Lyon Books in Chico, and Kathleen Caldwell, owner of A Great Good Place for Books in Oakland, will join the board at its May meeting.

Heather and Kathleen are replacing Ken White of SFSU Bookstore, who stepped down in part because of his election to the board of directors of the ABA, and Luisa Smith from Book Passage, who is expecting her second child this summer.

BEA Bus Virtual Sellout

If you are still interested in taking the free NCIBA bus to BEA, you need to contact us ASAP. As of this writing, only a few of the 50 seats remain uncommitted. As a reminder, the bus leaves the morning of Wednesday, May 28, from the Presidio, makes one stop in the East Bay and delivers to the ABA Hotel. We leave from the LA Convention Center on Saturday, May 31, at 3pm.

**Northern California Independent
Booksellers Association (NCIBA)**

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1007 General Kennedy Avenue
PO Box 29169**

**San Francisco, CA 94129
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**Hut Landon, Executive Director
Joyce Ripp, Administrator**



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Ingram Book Company

Spring Gathering

Informative, Engaging

Fifty booksellers spent the last Sunday in March sharing ideas, absorbing information, and being entertained by authors as the NCIBA hosted its annual Spring Gathering in the Presidio.

While the booksellers in attendance praised the entire program -- Steve from Walden Pond hailed it a "fantastic day in terms of knowledge exchange" -- the roundtable sessions were unquestionably the most popular. Two roundtables -- Show-and-Tell Sidelines and One Thing I'd Like to Fix in My Store -- were included in the program, but a third session on Authorless Events morphed from a panel presentation to a more interactive discussion as well, thanks to co-leaders Kate Levinson of Pt. Reyes Books and Tracy Wynne from Cover to Cover Books.

Also well received was a session on how to get the most out of BEA hosted by Lance Fensterman, Vice-President of BEA (and former independent bookseller). The discussion was wide-ranging, covering the myriad events and activities, as well as



Karen Joy Fowler

questions about how and why BEA chooses its convention locations. Less popular was an emergency preparedness session led by a Red Cross volunteer at lunch; consensus was that the information was important but the nearly hour-

long presentation was too long by half and not focused enough on business needs.

On the author front, Karen Joy Fowler started the morning off with a witty and entertaining talk over continental breakfast, then signed copies of her new novel, *Wit's End*, and even stayed to sit in on the BEA presentation. At our afternoon office

reception, local writer Rabih Alameddine visited with and charmed booksellers, all of whom received autographed copies of Rabih's just-published *The Hakawati*.



Rabih Alameddine

But the roundtables generated the most energy and solid information. The Sidelines and Problem-Solving sessions produced solid note-taking that we've reproduced below.

What we can't re-

produce in print are the actual sideline samples that everyone brought to show to others or the interaction that made both sessions so productive. Both roundtables underscored what we hear often, that providing focused opportunities for our booksellers to interact with each other is both educational and energizing for the participants.

Many thanks to Judy Wheeler (Sidelines) and Pete Mulvihill (Problem-Solving) for their clear and thorough note-taking. Here's what they sent:

Show-and-Tell Sidelines

Sally Kiskaddon, facilitator

This roundtable was a lively discussion about types of products that work and specific item sharing. All agreed that staff participation is crucial to the success of sidelines. Look out for high minimums on the first order.

Types of things that work well in most stores:

- Children's related such as book-related plush, toys, educational
- Local interest and artist
Consignment from local artists can yield a bigger selection. Scarves, jewelry, cards – include

NORTHERN CALIFORNIA INDEPENDENT BOOKSELLERS ASSOCIATION

the work of your creative staff as well.

Diesel has an awesome onesie and T-shirt featuring their logo and Born to Read for babies!

- Greeting Cards
Magazines vs. Cards - choice will vary by store but generally cards are upfront and magazines can go in the back.
- Inexpensive funny things (magnets – Lyon’s has an old refrigerator door for display)
- Complimentary tea and coffee
- Calendars

Item sharing and sourcing:

Cards

- Display with expensive cards on top of the rack. Odd sizes may take additional postage – beware
- Sources:
 - Air & Co. 415-436-6350 – multiple lines to choose from
 - Mary Hadda Group 415-552-8720
 - Paper Alliance 415-241-6922
 - Lori Minden 650-342-3308 Up with Paper (3-D and novelty cards) and Flickback w/ dated DVD
 - Gibbs Smith – great arts and crafts letterpress
 - Russ Berrie – Swing Cards

Music - Putumayo listening stations work well along with a shelf talker mentioning ask to hear a selection.

Reading Glasses

- Clics 415-383-3947 glasses that hang around one’s neck and separate at the bridge instead of the back – do very well in Four-Eyed Frog
- ICU from Air and Co 415-436-6350 or Nancy Suib 510-482-2303 and Anne Shulenberg

For Fun

- Ducks – Ink Spell has sold over 3,000 ducks from Oriental Trading this year!
- Flipnotes and flying monkeys both available through Lori Minden
- Magnets from Minalee (minaleestudio.com 920-826-6583) and Blue Q (Source Rick Salizar 415-550-7464)
- Mood swings magnets and flipbooks from AIMS (Paul from Davis for more info)
- Peepers – “eyeball” finger puppets available at peeperspuppets.com 828- 693-0879

- Predoodle notepads \$.25 available through Four Eyed Frog. The doodle is started for you!
- Weed Card Game (call Booksmith for more information)

Toys

- Playmais – a building product made from cornstarch available through Playmais 408-644 2067. Brad from Booksmart is a big fan.
- Melissa & Doug – be sure to put a sample out 800-284-3948
- Banana Grams word game available banagrams_intl.com
- Airplanes from Just Think Toys 206-842-3889
- Classic Games from RBiz 415-455-8649 or John Hansen Distributor 800-582-5858
- Scramble squares form b.dazzle (be sure to take one out) John Hansen or <http://www.b-dazzle.com/>

Journals, Decks, Bookmarks

- Paperblanks – www.paperblanks.com/wholesale for a rep listing
- Gallison - Air and Co 415-436-6350
- Pomegranate 800-227-1428
- Pictura – snap journals, mirrors, and jewel cases (Paper Alliance 415-241-6922)
- Chronicle
- Potter Style through Random House
- Mitercraft wooden bookmarks 800-252-0802 can be personalized for store

Bags and totes

- Enviro-tote – personalized for store -enviro-tote.com/contact.html
- Reisenal – bags that fold up (Sally at Builders has information)
- Reshopper – made in USA from recycled plastic bottles. Possible NCIBA offering.
- Shanghai – fabric beautiful and expensive; also make photo albums 415-701-7701 (Booksmith)

Suggestions – Interested NCIBA members could have a Share the Fair Day at the San Francisco Gift Show – Attend the show, then get together and discuss findings so people can get ideas from others and go back and look for interesting items. The dates of the gift show are July 26-29.

One Thing I'd Like to Fix

Pete Mulvihill, Facilitator

1) Handselling -- How do you motivate people to get out from behind the counter and onto the sales floor to engage with customers?

- **give employees their own displays
- **feature an "employee of the month" or "get to know your booksellers" display to bring staff and customers closer
- **Danny Meyer book (on hospitality): *Setting the Table*
- **hire well (natural "people" people)
- **train staff to use Amazon "if you like x, you may like y" function
- **use ABA's handselling training videos

2) How to keep part-time employees in the loop?

- **email
- **start-of-shift walk-through of store or displays as an everyday routine
- **paycheck stuffers
- **a "daybook" that announced prize winners, highlights reviews, announces events, etc.

3) Events: generating turnout/publicizing

- **have author take ownership/responsibility for filling seats
- **links to author's blogs, myspace page, etc.
- **window displays, posters, print newsletters
- **Constant Contact (or similar) email "blasts" or newsletters
- **keep staff informed
- **shelf-talker mentioning event in front of the book on display
- **reminder cards to take home or bookmarks

4) Ways to take annual inventory?

- **a service called Regis; prep the store well and follow-up immediately and thoroughly

5) Are authorless events worth it?

- **if it's easy and/or free, why not?
- **bodies in the store
- **raised awareness of the store among those using the space and its cumulative/gradual effect

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Booksellers Join Challenge to Oregon Censorship Law

Six Oregon booksellers have joined the American Booksellers Foundation for Free Expression (ABFFE) and a coalition of groups in filing a lawsuit in federal district court in Portland challenging a new Oregon law that unconstitutionally restricts the display and sale of books and magazines that are protected by the First Amendment. House Bill 2843 makes it a felony to allow a minor under 13 to view or purchase a "sexually explicit" work.

"We do not doubt the good intentions of the Oregon legislature," ABFFE President Chris Finan said. "But H.B. 2843 lacks the safeguards for booksellers that the U.S. Supreme Court has mandated in this kind of law."

Finan said that booksellers are concerned that H.B. 2843 does not include a requirement that a book or magazine be judged as a whole in determining whether it is illegal; such a test may exempt works that contain only a few sexually explicit images or passages. In addition, there is no exemption for material that has serious literary artistic, political or scientific value for minors. Under H.B. 2843, a bookseller can be prosecuted for allowing a curious 12-year-old to examine a sex education book if it contains drawings depicting sexual conduct, even one that is written for minors.

H.B. 2843 is also a logistical nightmare. "For booksellers, the new law is vague and difficult to apply," Michael Powell, owner of Powell's Books in Portland and a plaintiff in the case, said. "It says a 13-year-old can legally buy these books, but it's a crime to sell them to a 12-year-old. How do I card a 12-year-old?"

The other Oregon booksellers participating in the challenge are Annie Bloom's Books, St. John's Booksellers, and 23rd Avenue Books, all located in Portland; Paulina Springs Books, which has stores in Sisters and Redmond, and Colette's Good Food + Hungry Minds in North Bend.

Book of the Year Finalists

FICTION

- ✦ **Lost City Radio** Daniel Alarcon *HarperCollins*
- **Memories from a Sinking Ship** Barry Gifford *Seven Stories*
- **Bird of Another Heaven** James D. Houston *Knopf*
- **The Insufficiency of Maps** Nora Pierce *Atria*
- **The Mother Garden: Stories** Robin Romm *Scribner*

NONFICTION

- **The Science of Leonardo** Fritjof Capra *Doubleday*
- **Beyond the Green Zone: Dispatches from an Unembedded Journalist** Dahr Jamail *Haymarket*
- **Grace (Eventually): Thoughts on Faith** Anne Lamott *Riverhead*
- **Alice Waters and Chez Panisse** Thomas McNamee *Penguin*
- **The House of Mondavi: The Rise and Fall of an American Wine Dynasty** Julia Flynn Siler *Gotham*
- **Poor People** William Vollman *Ecco*
- ✦ **The Art of Simple Food** Alice Waters *Clarkson N. Potter*

POETRY

- ✦ **Time and Materials** Robert Hass *Ecco*
- **About Now** Joanne Kyger *National Poetry Foundation*
- **Telephone Ringing in the Labyrinth** Adrienne Rich *Norton*
- **Collected Poems of Philip Whalen** Philip Whalen *Wesleyan University Press*

POET TO WATCH

- **Shy Green Fields** Hugh Behm-Steinberg *No Tell Books*

- ✦ **Disposed** Steve Dickison *Post-Apollo Press*
- **Necessary Stranger** Graham Foust *Flood*
- **Thrall** Susan Gevirtz *Post-Apollo Press*
- **Broken World** Joseph Lease *Coffee House Press*

CHILDREN'S LITERATURE

- **If a Tree Falls at Lunch Period** Jennifer Choldenko *Harcourt*
- **Revolution Is Not a Dinner Party** Ying Chang Compestine *Holt*
- **Not Like You** Deborah Davis *Clarion*
- **Do the Math: Secrets, Lies, and Algebra** Wendy Lichtman *HarperTeen*
- ✦ **The Wild Girls** Pat Murphy *Viking*
- **Sammy Keyes and the Wild Things** Wendelin Van Draanen *Knopf*

CHILDREN'S ILLUSTRATED (Award to the illustrator)

- ✦ **Penguins, Penguins Everywhere** Bob Barner *Chronicle*
- **Poor Puppy** Nick Bruel *Roaring Brook Press*
- **Apple Doll** Elisa Kleven *FSG*
- **Little Night** Yuyi Morales *Roaring Brook*
- **Oh, Theodore!** Stacey Schuett *Clarion*
- **Mama's Milk** Ashley Wolff *Tricycle*

REGIONAL TITLE

- **After the Storm: Bob Walker and the East Bay Regional Park District** Christopher Beaver *Wilderness Press*
- **The Seventh Daughter: My Culinary Journey from Beijing to San Francisco** Cecilia Chang *Ten Speed Press*
- ✦ **Historical Atlas of California** Derek Haves *University of California Press*
- **All Over Coffee** Paul Madonna *City Lights*
- **The Country in the City: The Greening of the San Francisco Bay Area** Richard Walker *University of Washington Press*

BookExpo America in L.A. May 29-June 1

Dear Booksellers:

This year **BEA**, the entire book world all in one place, **is in your neighborhood!** And there is so much going on you can't afford to miss it.

150+ education sessions such as:

- ABA's Day of Education
- Speed Dating with Children's Authors
- get to know twenty children's book creators up close and personal
- Book Author Breakfasts & Luncheons
- Hear from this year's most popular authors

including Judy Blume, Neil Gaiman, Magic Johnson, Michael Moore, Michael Connelly, Dean Koontz and many more!

- In addition, programming on digital, green, graphic novels, and more

Plus, there's all of the show floor action with publishers (big and small), gift merchandise, pavilions focusing on African American and Children's, autographing, and that's just the beginning!

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