



NEWSLETTER

June/July 2008



Independents Are Now IndieBound

After months of secrecy and build-up, the American Booksellers Association used its annual Celebration of Bookselling at BEA to announce IndieBound, its new marketing campaign created to replace Book Sense.

IndieBound is a unique, community-oriented movement that celebrates independent bookstores and promotes shopping locally. IndieBound seeks to enlighten consumers about the value of independent bookstores and other independent businesses, and to excite and unite independent business owners to gather together to promote all of the great attributes that are unique to indies. Beneficiaries include booksellers, consumers, publishers, and other independent retailers.

While IndieBound touts myriad reasons to shop local and support independents, it also retains key

marketing elements of Book Sense, chief among them the weekly national and regional bestseller lists, now titled the Indie Bestseller Lists, and the monthly bookseller picks lists, now the Indie Next List.

IndieBound has also created some new marketing materials for bookstores -- banners, posters, handouts (including some cool padded shelf talkers), clothing, and more. All ABA stores recently received a "Liberation Box" with samples of the materials as well as suggestions for how to use them. For lots more information, including guidelines for logo use, files of the Declaration of IndieBound, and other handouts, go to this link:



www.bookweb.org/identitymanager/index.jsp

So what's next? As a result of overwhelming response from booksellers, we're organizing a series of **IndieBound user group meetings in the latter part of July**. The ABA is sending Chief Marketing Officer Meg Smith here to facilitate as many of the meetings as possible, and we're looking to schedule sessions in several Bay Area locations on **Wednesday, July 23, and Thursday, July 24**. For those of you outside the Bay Area who can't make those meetings, we also want to organize gatherings in outlying regions.

We'll be emailing invites with location and time soon; look for a South Bay meeting Wednesday, East Bay & San Francisco (at our office) Thursday.

Want to be an IndieBound store? Not an ABA member? Not a problem. Just let the NCIBA office know, and we'll send you an IndieBound decal and samples of some of the great stuff that's been produced, including signs, Shop Local message cards, and more.

You can also go to www.bookweb.org/identitymanager/diy/ to design and print out material yourself. ABA has worked hard to create a program that is inclusive, not exclusive, so join the movement!

Bookstore News and Notes

Bookstores Win State Small Business Honors

Continuing an annual trend, state Sen. Joe Simitian, D-Palo Alto, has again named an independent bookstore as the California Small Business of the Year in District 11, this year honoring Linden Tree in Los Altos. It's the fourth year in a row that Sen. Simitian has chosen a bookstore.

"Linden Tree does so much more than sell books and music," Simitian said. "It introduces our young people to the joys of reading and art and serves as a community gathering place."

Other bookstores in the district that have received the small business award include Kepler's in Menlo Park, Bell's Books in Palo Alto and Bookshop Santa Cruz.

Linden Tree was not the only independent bookstore honoree this year. Sen. Carole Migden awarded the Small Business of the Year in District 3 to Point Reyes Books. The awards were presented at a luncheon in Sacramento on May 28.

The Booksmith Wins SF Weekly Award

Congratulations to The Booksmith, which was a winner in *SF Weekly's* recent Best Of... issue for Best Author Appearances. Here's what the paper had to say about The Booksmith:

"When bookstores vanish, so do their author appearances, a point that was sadly hammered home in 2006 when A Clean Well-Lighted Place for Books crapped out. City-bound authors, however, weren't out of luck, given that the Booksmith was ready and willing to add to its already stellar speaker series. The events at the independent store, which changed owners last year, are still under the firm hand of coordinator Thomas Gladysz, who has organized more than 900 events over the past decade, drawing local authors, touring hotshots, and award winners -- along with Daniel Handler in each of his various guises. Last year saw a bunch of

big names, among them William Gibson, Greil Marcus, Jonathan Lethem, William T. Vollmann, China Miéville, and Chuck Palahniuk, along with legions of newcomers, such as first-time novelist Keith Gessen, who parachuted into the shop at the end of April, two days after launching another weary hit on McSweeney's and Dave Eggers via The New York Times. Kudos, Booksmith, for welcoming even tools!"

SF Weekly also chose William Stout as Best Architectural Bookstore, saying, in part,

"For the uninitiated, or at least the new to town, here's a place to add to your 'gotta-go now' list. With both new and antiquarian books, William Stout is a San Francisco treasure."

Pegasus, Pendragon Get East Bay Kudos

And on the other side of the Bay, Pegasus Books Downtown was named Best Bookstore by East Bay Express, while Pegasus and Pendragon were given the Readers Choice Best Bookstore nod. Here's what the Express wrote:

"As it's located just two blocks from where the first of the Pegasus and Pendragon stores opened in 1971, Pegasus Downtown is the closest thing the three-store local chain has to an "original" location. The cheery, well-lit, and spacious downtown spot has outlasted the Barnes & Noble across the street and Cody's down the block. The friendly, lit-loving Booksellers-with-a-capital-B of Pegasus Downtown are just *itching* to recommend the best graphic novel, poetry, young adult,

Northern California Independent
Booksellers Association (NCIBA)

Presidio National Park
1007 General Kennedy Avenue
PO Box 29169

San Francisco, CA 94129
415-561-7686 415-561-7685 (f) office@nciba.com

Hut Landon, Executive Director
Joyce Ripp, Administrator

gossip rag, or whatever-you-will. Just ask them. They won't bug you if you just want to read, though, and they'll buy your used books and CDs with a smile (within reason, of course). There are readings several times weekly, too, with the store's fantastic poetry series interspersed with release events for local journals, and fiction and nonfiction writers from the Bay Area and beyond."

Happy Birthday to Babylon Falling

Congratulations to owner Sean Stewart and Babylon Falling, which celebrated its one year anniversary in San Francisco on June 26. The 600-square-foot store, located in lower Nob Hill (Bush Street at Jones), describes itself as a "concept driven independent bookstore with a focus on the spirit of Revolution."



In addition to a well-chosen collection of books, Babylon Falling carries an eclectic mix of sidelines (T-shirts, artwork, and more) in keeping with the store's mission.

Think Lyon Books Has A Unique Sideline? I Do

The following article in the May edition of the Lyon Books newsletter describes the why and how of a unique new service that owner Heather Lyon is offering in her Chico bookstore -- marriage ceremonies.

"This morning, I was dismayed and embarrassed to read this story in the *San Francisco Examiner*:

'Butte County Clerk Candace Grubbs says the county can't afford to continue performing wedding ceremonies. About 200 couples a year marry at the clerk's office. Grubbs said her decision has nothing to do with the California Supreme Court's ruling last month legalizing gay marriage.

The state has directed county clerks to start

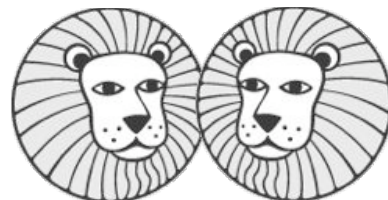
using new gender-neutral marriage licenses once the ruling becomes final at 5 p.m. on June 16. That prompted clerks in Kern and Merced counties to announce they will no longer preside over any wedding ceremonies. Grubbs says Butte County will continue to issue marriage licenses, but also will not perform ceremonies.'

An awful lot of the news I read dismays and embarrasses me, but this is personal to me. My dearest friend since high school, Robert Frankl, and his partner, Dave Henry, got together in San Francisco about 12 years ago. Through thick and thin, through moves to Oakland, Corning, and Santa Cruz, through the opening and closing of Corning Feed and Pet, through career changes, through the births of nephews and nieces and the deaths of grandparents and friends, they stayed together and in love.

Though they wore matching platinum wedding bands, they never had a commitment ceremony. Robert was adamant that he didn't want a second-class wedding. He wanted the real thing or nothing. Robert died last year, with Dave still by his side. I know that if he were alive, he would want to marry Dave on the first possible day.

Out of love for Robert and Dave, and out of my real support for true love, family, committed relationships, this morning I became an ordained minister of the Universal Life Church and, for good measure, the Church of Spiritual Humanism. I am prepared to perform non-religious wedding ceremonies here at Lyon Books for any couples who are ready to get hitched. While for some, a church is the best choice of a wedding site; I hope others will appreciate that special book store ambience.

For me, being surrounded by the wisdom of the ages, new ideas, and the smell of books fills me with optimism and hope for the future. And a wedding is an act of optimism, a leap of faith, a commitment to a partner and the future. Please contact me if you would like to schedule a wedding appointment. Who wants to go first?"





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Ingram Book Company

Board Business

NCIBA is delighted to announce a wonderful new partnership event with the California Shakespeare Theater (Cal Shakes) in Orinda. Book groups, either sponsored by indie bookstores or affiliated with them, are invited to the theater for a July performance of *An Ideal Husband* at a special discounted rate. So, read the book then come along!

Here are the particulars:

Cal Shakes is pleased to welcome the members of indie book groups and the Northern California Independent Booksellers Association to a matinee performance of Oscar Wilde's *An Ideal Husband* at the Bruns Amphitheater on Saturday, July 26.

The performance begins at 2pm; the grounds open two hours before the performance to allow you time to relax and picnic at reserved tables in one of our lush eucalyptus groves. You'll also be able to enjoy one of our Grove Talks, which is included in the price of your ticket; the Grove Talk begins 45 minutes before the performance.

Indie book club group tickets to *An Ideal Husband* are \$37 for section C or \$30 for section F. There are also \$20 tickets available in section F only for group members age 30 and under. Individual or group tickets are available at <http://penguinbooksatcalshakes.eventbrite.com/> or by phone at 510.548.3422 x118. Tickets will be held at will call, with valid ID required to pick them up. All sales are final; no refunds or exchanges.

Cal Shakes' Bruns Amphitheater is located just east of the Caldecott Tunnel in Orinda. There is plenty of free parking on site or take the free shuttle to and from the Orinda BART station. This is

an outdoor event, so comfortable, casual clothing is customary. Please bring a hat and sunscreen, and a

sweater or jacket in case the weather turns cool.

For more information, visit Cal Shakes website at www.calshakes.org and click on the "Visit Us" link at the top of the page.

About Cal Shakes: One of the Bay Area's leading professional theaters, California Shakespeare Theater produces a summer season of boldly imagined, deeply entertaining productions of Shakespeare and other classic works; in-depth, far reaching education programs for learners of all ages and circumstances; and New Works/New Communities, a program bringing disparate communities together around the creation of a new American plays inspired by the classics.

Sir Salman



A week before receiving his knighthood in England, Salman Rushdie visited the NCIBA office and signed over 300 pre-ordered books for stores.

BEA Bus Offers a Great Free Ride

The 30+ booksellers who travelled in style to and from BEA on a big comfortable red bus (Clifford Express?) were unanimous in their praise for the ease and convenience of the trip. Our own NCIBA Administrator Joyce Ripp served as host for the ride, and booksellers had plenty of reading material thanks to donations from MacAdam Cage and sales reps Bob Belmont, Lise Solomon, and Tom McIntyre. A big thank you to Reed Exhibitions, producers of BookExpo America, which provided the bus transportation.

CAL SHAKES
CALIFORNIA SHAKESPEARE THEATER

BEA - A West Coast Publisher Perspective

By Pat Walsh, Editor in Chief,
MacAdam/Cage Publishing



BEA was in Los Angeles this year, giving many people in the book world another reason to squawk. To read the *Publisher's Weekly* Show Daily, it was clear that many people were whining about the show being on the west coast. When the fair is in LA, many from the East Coast opt not to go, citing the inconvenience of traveling so far. But is that true?

Chicago, granted, is close enough to the East to merit a short commuter flight but somehow spending an extra two hours on a plane to LA seems like a thin excuse to stay home. New Yorkers, it seems, are tough except when it comes to matters of personal inconvenience or dealing with anything unfamiliar. Given that Chicago's business culture is relegated to banking, insurance, and sausage, the windy city is no threat to the big apple. LA is different.

There is a distinct rivalry between NYC and LA. Wealth in New York means having a 2000 square foot apartment. In LA, it means having a master bathroom that big. In LA, people care about their health - or the appearance of health - as much as New Yorkers care about their shoes. In LA they want to live forever, while New Yorkers can't wait to get to hell to see what all the fuss is about. Actually, the rivalry isn't so much about New York and Los Angeles than between Manhattan and Hollywood. LA is where movies are made and NYC is where books are born. The movie industry has similarities to the book industry but it has an extra zero or two at the end of all the numbers in the accounting columns.

I wonder why New York is so anti-LA. I'm born and raised in San Francisco. On my list of my 5000 favorite things, Los Angeles is tied for 4987th place with goiters and George Bush. I used to feel the need to go to LA twice a year, but then In-N-Out burger came to Northern California and the need to travel downstate disappeared.

I don't care where BEA is held. No matter what city plays host, the show is always in a giant room that held a sports and boat show a week before we arrived and will hold 20,000 computer software salesmen a week after we leave. BEA is always absurd, no matter where it is held. My BEA moment came when I spied Salman Rushdie getting on an escalator. I muscled up enough "nerve" to approach him and "express my admiration for his work." (By nerve, I mean bad judgment borne of lack of sleep and too much caffeine, and by "express my admiration for his work," I mean try and manipulate him into blurbing one of our books.) As I approached him, my path was blocked by two men dressed as Storm Troopers. Salman got away. Use the Force, my ass.

**Everyone attending BEA has a
different agenda. I come to
BEA hoping to attach my lips
to the buttocks of booksellers
and book reviewers.**

Salman Rushdie in Los Angeles? That just feels wrong. But BEA is a circus, and the show never changes inside the tent no matter what city surrounds it. But like any circus, it should be a road show. New York needs to understand that BEA must move around the country, if for no other reason than to remind New York that even though it is the center of the book world, it is not the entire

book world. BEA is supposed to be more than a colorful backdrop for very large publishers meeting very large account reps. BEA is actually a collection of conventions meant to encompass the whole industry, from trade fiction to cat calendars.

Everyone attending BEA has a different agenda. I come to BEA hoping to attach my lips to the buttocks of booksellers and book reviewers. I scan the crowd looking for the magical blue stripe at the bottom of a badge holder. When I find a bookseller, I shamelessly attack them with my catalog and press advance reading copies into every crevice on their person. I talk faster than I ever knew I could. I do this until our Sales Director, Melanie Mitchell, thrusts the hypodermic needle full of powerful sedatives into my jugular vein, gently lowers me to the convention floor, and takes over the conversation. With book reviewers, this scene plays out in a similar manner except that Julie Burton, our Publicity Director, prefers using a cast iron skillet and her surprising strong right arm and as means of stepping into the conversation.

While we hunt booksellers, others hunt us. Many would-be authors come thinking they might find a publisher and every one of them somehow finds me. I've heard it all. "I have six unpublished novels that are just right for your house. The first is an erotic-Christian-techno-thriller called The Da Vinci Codec. It is 900,000 words long." Other booth lurkers are scumbags who come to collect mint condition galley to put up on Ebay. Literary agents with their arms full of folders often pop by our booth to pitch their wares and the conversation often goes something like this:

"What are you looking for!?"

I always answer the same, "Really good narrative non-fiction or great work of literary fiction."

"What a coincidence!" they say, "I have just the thing for you! It's an astrology book for dogs with a twist – a pornographic twist! The author is a delight to work with! He died in 1992!"

While the agent chatters away I nod and scan the crowd, letting my eyes drift down the lanyard looking for that lovely shade of blue.

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310-937-9252 fax
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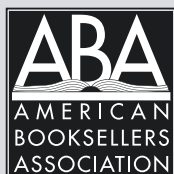
Laura Shumaker

Landscape Press
Lafayette, CA
925-284-2636
lshumaker@pacbell.net

Michael Weaver

Chelsea Green
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