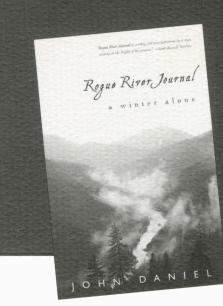
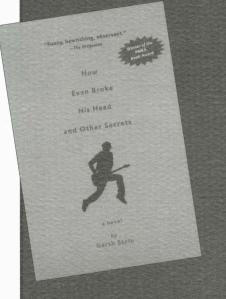
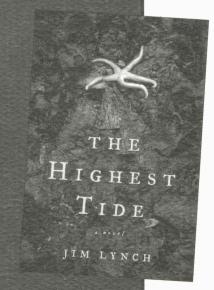
2006 Book Award Winners





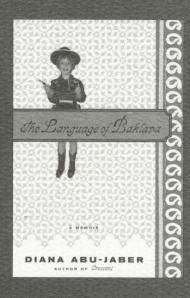


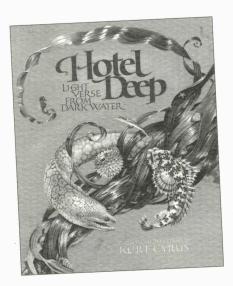




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— Paul Hanson, Bainbridge Island, WA Eagle Harbor Books

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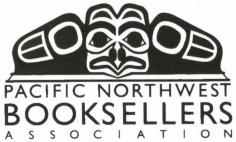
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Mercer B Booksellers	Orcas A Booksellers	-	Mercer A Booksellers	Orcas B Publishers/Authors
8:00-8:45 am First-Timers Intro, with Paul Hanson	8:00-8:45 am Wake-Up Yoga, with George Carroll			8:00-8:45 am Intro Session for Authors and Publishers, with Judy Ness
9:00-10:15 am Bringing Used Books into a New Book Store with Sylla McClellan, et als	9:00-11:45 am Reps Offer Their Pick of the Lists		9:00-11:45 am ABA's Know Your Customers to Increase Sales, w/ Meg Smith	9:00-10:15 am Things My Agent & Editor Never Told Me with Jane Isenberg
10:30-11:45 am Getting Graphic: Selling Graphic Novels, with Stephen Sharpe, et als				10:30 am-11:45 am Book Cover Design, with Judy Ness, et als

12:00 noon -1:00 pm

Lunch Session and *Keynote Address:* with **Pete Fromm**, author of *As Cool As I Am* (Picador) (advance purchase of lunch required) (Crystal Ballroom A)

1:15 pm-2:45 pm Visual Merchandising: Displaying for Profitability with Holly Myers, et als	1:15-2:45 pm The Basics of Handselling and Customer Service, with Scott Foley	1:15-2:45 pm ABA's Improving Efficiency to Increase Sales with Avin Domnitz	1:15 pm-2:45 pm Distribution Networks, with Cynthia Frank & Sharon Castlen
3:00-4:30 pm Children's Books Pick of the Lists, with Lacey Redinger, et als	3:00 pm-4:30 pm The Basics of Bookselling Q&A, with Paul Hanson, et als	3:00-4:30 pm ABA Bookseller Forum, with Avin Domnitz, Meg Smith and Russ Lawrence	3:00-4:30 pm Maximize Your Assets: Turn Your Book Into Multiple Products, with Book Publishers Northwest
4:45-5:30 pm PNBA's General Membership Meeting, with voting on new board members			11011111100











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Thursday Morning Workshops



7:30 am – 4:30 pm PNBA Registration Desk Open Conf Ctr, 3rd Floor Lobby Register, pick up badge holders, Show Program and a BuzzBooks card; and buy tickets (while they last) for the Breakfasts, Keynote Lunch and Awards Banquet.

8:00 – 8:45 am First-timers Intro, for Booksellers Mercer B Paul Hanson, manager of Eagle Harbor Book Company on Bainbridge Island, WA, and Gene Smith, sales rep for Scholastic, will discuss the best ways to assure that your attendance at the tradeshow is a success, from suggesting how to choose which educational sessions to attend, to giving helpful hints about dealing with sales reps on the exhibit floor.

8:00 - 8:45 am Wake-Up Yoga

Orcas A

Start off the PNBA Spring Show with a free yoga class! In the pathetically time-restrained life he has outside of the book business, George Carroll teaches at the Evvie Award-winning Yoga Centers in Bellevue and at the King County Juvenile Detention Center. This is an introductory class for all comers, booksellers, representatives, publishers, authors, or marginally-attached hangers-on. No experience required. Wear loose-fitting clothing. Bring a yoga mat if you have access to one or sneak a towel from the hotel. George won the 2005 Evvie from Evergreen Magazine in the "Favorite Yoga Instructor" category. Now, that's a waker-upper.

8:00 – 8:45 am Intro for Authors and Publishers Orcas B Judy Ness will share her experiences working as PNBA's Office Assistant and Holiday Catalog Coordinator to help newer author and publisher attendees to learn how best to use their time at the show, and how to get a handle on expectations.

9:00 – 10:15 am Bringing Used Books into a New Book Store Mercer B Booksellers attending this workshop will learn some basic tips on how to integrate used books into a traditionally new book environment. How do you get started? Where do you get beginning inventory? How do you buy used books? Where are used books most efficiently displayed? These questions and more will be addressed by the experienced panel of booksellers. Sylla McClellan, owner of Third Street Books in McMinnville, OR will moderate. Panelist Nat Sharpe has worked at A Book for All Seasons for two years, and suggested to the owner that they carry used books. Last year, used books accounted for 2.75% of store sales, and the section is still growing. Jan Healy, Head Buyer at Eagle Harbor Book Company in Bainbridge Island, WA, went through the process of introducing used books into that store's mix and has first hand experience with various systems and their consequences.

9:00 – 11:45 am Our Reps' Pick of the Lists Orcas A This session is aimed at booksellers who have not seen sales reps. One rep at a time, for fifteen minutes each, will highlight the titles on their lists that they think offer the best opportunity for promotion and sales in your stores. Several of the reps, including Karen Pennington, will offer advanced reading copies (ARCs) to attendees. The following reps have confirmed their participation: (9:00) David Glenn, Random House; (9:30) George Carroll, Redsides, Inc.; (9:45) Kurtis Lowe, Book Travelers West; (10:00) Karen Pennington, Random House; (10:15) Gene Smith, Scholastic, Inc.; (10:30) Cynthia Frank, Cypress House; (10:45) Tom Faherty, Jr., Faherty & Associates; (11:00) Reed Oros, Holtzbrinck; (11:15) Peggy Lindgren, Holtzbrinck; (11:30) John Dally, Houghton

Mifflin; (11:45) Jim Harris, Graphic Arts Center Publishing Co.





Sylla McClellan



Kurtis Lowe

Thursday Morning Workshops

9:00 – 11:45 am Know Your Customers to Increase Sales Mercer A According to Gartner Research, businesses "that fail to establish strong relationships with their customers will see their position eroded by up to 20 percent per year." In this session, booksellers will learn how individual contact, surveys, market research, and use of the bookstore database can combine to form an effective strategy for communicating with customers. Effective communication is essential to identify and achieve objectives that will grow a business and make a store more profitable. Meg Smith, Director of Membership Marketing for the ABA, will conduct the session and answer your questions.

9:00 – 10:15 am Things My Agent & Editor Never Told Me Orcas B Jane Isenberg, author of one academic work (Greenwood Pub.) and eight trade paperback mysteries (HarperCollins), shares her informative, yet humorous, reflections about marketing your published works. Among the issues she will address are Selecting a Title; Paper Vs. Hardcover; Pros & Cons of Signings, Readings, Tours and Conferences; Attracting Media Coverage; What Marketing Help Others Might Offer; Materials You Can Produce to Help Sell Your Book; the Value of Joining a Writer's Organization; and Producing a Realistic Marketing Budget. A glossary of terms will be available to attendees.

10:30 - 11:45 am Getting Graphic: Selling Graphic Novels

This session is for booksellers whose stores don't yet carry graphic novels and those whose stores carry them but are looking for direction on how to proceed. Stephen Sharpe, who has worked off and on at A Book for All Seasons in Leavenworth, WA since 1994, will moderate the panelists, who will explain this growing market and the best ways they have found to tap into it. The discussion will begin with how to develop a section that will attract and keep customers, and will move on to suggestions about how best to market the product to your customers, inlcuding finding the best location in the store and how to advertise and promote the section. Panelists include Rich Johnson, Vice President-Book Trade Sales, DC Comics; Kuo-yu Liang, Vice President-Sales and Marketing, Diamond Comic Distributors; Duane Wilkins, Buyer, University Book Store; and Trent Shaw, Regional Sales Manager/ Graphic Novel Buyer, Partners/West Book Distributors. Several handouts will be available to attendees, with info about how to get started selling Graphic Novels.

Book jacket design can make or break a title. This panel of experienced book industry professionals will review selected book jacket examples and offer a discussion centering on the importance of jacket design. Does your book jacket reinforce the essence of the book and provide an accurate view of the content? Will the jacket compete favorably with those of other books in the same genre? These questions and more will be addressed by our panelists. Workshop attendees are encouraged to bring samples of book jackets for a short critique. Judy Ness will moderate. Jerril Nilson is a freelance graphic designer with 30 years experience in print design and production. Jim Harris is regional sales rep for Graphic Arts Center Publishing. Kent Sturgis is the publisher of Epicenter Press, and President of Publishers Marketing Association (PMA), which produces the annual Ben Franklin Awards. Valerie Ryan is the owner of Cannon Beach Book Company in Cannon Beach, Oregon.



Meg Smith



Jane Isenberg



Stephen Sharpe

Pete Fromm





Avin Domnitz



Sharon Castlen

Thursday Afternoon Workshops



12:00 – 1:00 pm Keynote Address with Lunch Crystal Ballroom A Our guest speaker will be Great Falls, MT author Pete Fromm, who has eight published books to his credit. All this started (at least, for PNBA) in 1994, when Pete won a PNBA Book Award for *Indian Creek Chronicles*, a memoir. In 1998 he won another PNBA Award, this time for the collection of short stories *Dry Rain*. Then Pete published his first novel, *How All This Started*, and won a PNBA Award in 2001. Right on schedule his novel *As Cool As I Am* won a fourth PNBA Award in 2004. What's Pete working on now? Come to this lunch—maybe he'll tell us! "I read Pete Fromm with growing admiration for the vigor of his well-made writing and for his generous heart." — Thomas McGuane

"Pete Fromm is one of America's best-kept literary secrets: a superbly skillful stylist and such a masterful storyteller for a writer so young, it hardly seems fair to the rest of us." — Thom Jones

1:15 - 2:45 pm Visual Merchandising: Displaying for Profitability Mercer Be Holly Myers, Children's Book Buyer for Elliott Bay Book Company and immediate Past-President of the PNBA, will lead a panel of booksellers discussing examples of inexpensive but intriguing displays that can attract customer attention and generate sales. Windows, counters, bookshelves, side tables, end caps, and walls are all potential areas for display and merchandising. You'll leave this session with ideas for getting good use from all of them. The handout will contain suggested sources for inexpensive display materials and the Five Points for Producing Cheap Award-winning Displays.

1:15 - 2:45 pm The Basics of Handselling & Customer Service Orcas A Given the challenges facing Independent Bookstores, excellent customer service is the most important competitive edge booksellers can offer. In this presentation tailored for frontline booksellers, customer service basics will be outlined and illustrated with a special focus on handselling tips. Effective computer searches, service to the community and handling difficult interactions will also be covered. This workshop will be presented by Scott Foley from Grass Roots Books & Music in Corvallis, OR. Scott served on PNBA's Board of Directors from 1999-2003, and has been a member of ABA's Bookseller Advisory Council.

1:15 - 2:45 pm Improving Efficiency to Increase Sales Mercer A This seminar will show booksellers how to use their time more effectively, make their staff more productive, and implement efficiencies throughout the store. Intended for owners and senior staff of bookstores of all sizes, the session will focus on how to streamline routine functions so that more time and energy can be devoted to achieving the goals booksellers have set for their stores. ABA CEO Avin Domnitz will make the presentation.

1:15 - 2:45 pm Distribution Networks Orcas B Cynthia Frank is President of Cypress House in California and a member of PNBA's Education Committee. Sharon Castlen works with small presses and independent publishing clients across the country. Both presenters are regular speakers at national and regional books shows, including the Publishers Marketing Association's Publishing University.

Thursday Afternoon Workshops

3:00 - 4:30pm Picks of the Children's Lists Mercer B

A panel of children's book specialists, moderated by Lacey Redinger of Secret Garden Bookshop in Seattle, will describe their choices of the most interesting children's books on the spring and summer lists. If you have ever felt overwhelmed by the quantity of titles available in the children's market, this may be a good session for you. Other members of the panel will include Rene Kirkpatrick from All for Kids Books & Music in Seattle and Alison Webb from Eagle Harbor Book Company. Attendees will receive a hand-out with the list of titles.

3:00 - 4:30pm The Basics of Bookselling Q&A

This is your chance to ask those questions, any questions, that have been bugging you about bookselling. Paul Hanson and Bob Davis from Eagle Harbor Book Company will reveal their secrets of what it takes to be a top-notch bookseller and then answer your questions or direct you to the right person who will answer them. This session is open to any and all booksellers, but the emphasis of the discussion will be on "The Basics."

3:00 - 4:30pm ABA's Bookseller Forum Mercer A

ABA's Bookseller Forum provides a venue to ask questions, express opinions, and share concerns with bookseller colleagues. The format encourages discussion of regional as well as national issues affecting independent booksellers. In addition, ABA CEO Avin Mark Domnitz, Director of Membership Marketing Meg Smith, and Board Vice President Russ Lawrence of Chapter One Book Store in Hamilton, Montana, will provide an update on the ABA's many programs and initiatives. Over the years, these forums have provided member input that has been indispensable in shaping future programming.

3:00 - 4:30pm Maximize Your Assets Orcas A

Members of Book Publishers Northwest discuss how they have taken their books and turned them into additional products that enhance the bottom line. MaryAnn Kohl of Bright Ring (books on creative art projects) talks about how her books led to consulting for television and for companies such as Fisher Price. Ray Pfortner discusses serialization of books for magazines; and members of Parenting Press show how they created special resources that bring readers back to their website. Other members of BPNW are also expected to contribute to this brainstorming session.

4:45 – 5:30 pm PNBA's General Membership Meeting Mercer B At this annual meeting, members will receive copies of PNBA's current financial statement, meet the Board of Directors and key staff of PNBA, and have a chance to ask questions and voice concerns about issues facing the Association and the industry. Voting members who have not already filed an absentee ballot will be able

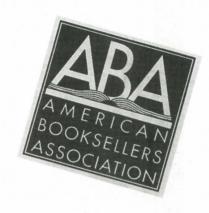
industry. Voting members who have not already filed an absentee ballot will be able to vote for the new board members. Rumor has it that Chocolate will be available...

6:00 – 7:45 pm PARTNERS/WEST Chili Feed & Tour Off-Site Join your friends at Partners/West for a chili feed and warehouse tour. They'll provide chili (vegetarian will be available), cornbread, relishes, coffee, tea and soda. Partners/West is the sponsor of PNBA's 2006 Book Awards and a big supporter of PNBA bookstores. Maps to the warehouse will be available at PNBA's registration desk. Booksellers are encouraged to meet in the lobby of the Hilton and carpool.



Lacey Redinger

Orcas A

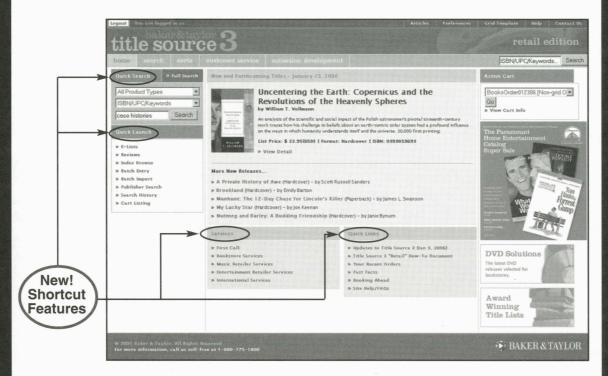






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Decadent Dessets Autographing Party

8:00 - 9:30 pm Thursday, March 16, Crystal Ballroom C

	Table A	Table B	Table C	Table D
8:00 pm	M.J. Zellnik Murder at the Portland Variety Midnight Ink	Diane Goeres-Gardner Necktie Parties Caxton Press	Goldie Silverman Camping with Kids Wilderness Press	Sharon McKenna Sex and the Single Mom Ten Speed Press
8:30 pm	Jordan McMakin Prince Ezrick and the Morpheas Curse Canterwine Press	Diane Kinman & Franca Marcati Martin Franca's Story Wimer Publishing Company	Mary Guterson <i>We Are All Fine Here</i> Berkley Signature	Elissa Minor Rust The Prisoner Pear: Stories from the Lake Swallow Press
9:00 pm	Brent Hartinger Grand & Humble HarperCollins	Elsie Hulsizer Voyages to Windward Harbour Publishing	Layne Maheu <i>Song of the Crow</i> Unbridled Books	Charlie Valentine Better Days Ahead English Mill Press
9:30 pm	Jill Barnett The Days of Summer Atria Books	Linda Carroll <i>Her Mother's Daughter</i> Doubleday	Claire Davis <i>Season of the Snake</i> Picador	Peter Rock The Unsettling MacAdam/Cage Publishing

M.J. Zellnick is the pen name of a sister-brother writing team Miriam & Joseph Zellnick. Joe will attend the show to sign copies of *Murder at the Portland Variety*, the first Libby Seale historical mystery, set in the late 19th century. "...A solid mystery, teeming with period detail. It will satisfy mystery and history fans."

–Salem (OR) *Statesman Journal*

"It's important that my young readers know *Price Ezrick* began as a school project. They need to know that I was miserable during high school, because some of them might be, too...I may never have written this book if it hadn't been for the senior project, so I want kids to see potential in everything." *Prince Ezrick and the Morpheas Curse* is a middle-grade fantasy novel from first-time Anacortes, WA author Jordan McMakin.

Grand & Humble is the newest suspense novel for teens from Tacoma author Brent Hartinger, whose other books include Last Chance Texaco and The Order of the Poison Oak.

Hartinger's Geography Club was banned last year from the University Place School District because it shows the main character arranging a meeting with a stranger he contacted through a chat room. Brent won an SCBWI/Judy Blume Grant for Best Young Adult Novel, and was a finalist for the Lambda Literary Award.

Bainbridge Island author Jill Barnett has published eleven novels in seventeen languages, and is a fourtime RITA and Golden Choice finalist, and won the National Waldenbook Award. Kristin Hannah calls *The Days of Summer* "Marvelous."

Diane Goeres-Gardner is the author of several published articles on Oregon history and winner of the 2001 Southern Oregon University Walden Fellowship. She lives in the Umpqua Valley. *Necktie Parties* relates in detail the fifty legal hangings that took place in the state of Oregon, from 1851 through 1905.

Both author Diane Kinman and subject Franca Mercati Martin will be on hand to talk about and sign copies of Franca's Story: Survival in World War II Italy. "Ample yet unassuming, and illustrated with period photos and evocative paintings by Franca, this touching memoir is an enjoyable journey for lovers of Italy and those interested in tales of courage." —Kirkus Discoveries

Voyages to Windward: Sailing Adventures on Vancouver Island's West Coast started as a photography book, but is not a cruising guide. Instead, Seattle author Elsie Hulsizer has filled the book with great history, more of voyagers than settlers. "For those planning a trip to the west coast, or for those who are simply interested in reading about such an adventure, we advise having this beautiful 'non-coffee table book' for yourselves." —Jo Bailey and Carl Nyberg, 48° North.

Adopted at birth, married at 18, and twice more before she was 30, Linda Carroll is the mother of five grown children and works as a therapist in Corvallis. Her Mother's Daughter: A Memoir of the Mother I Never Knew and Of My Daughter, Courtney Love relates the "curse of the first-born daughter" that has haunted four generations of her family.

Seattle author Goldie Gendler Silverman grew up in Nebraska and learned to camp in Washington, Oregon, California, Idaho and Arizona. After several years of teaching English at the high school and university levels, she began writing remedial reading textbooks, co-authored four cookbooks, and then wrote Backpacking with Babies and Small Children.

We Are All Fine Here is the first novel by Seattle speech therapist Mary Guterson. "Wry, brutally honest...liberating laugh-out-loud passages. There are also moments of heartbreak and kindness...which are all the more potent for their understatement." —Publishers Weekly

Song of the Crow is the first novel from Layne Maheu, who lives in Seattle and works as a carpenter. His short stories have appeared in Other Voices, Northwest Review, Ascent and elsewhere. "Layne Maheu weaves a rich mix of fiction, crow biology and mythology, blending Christian and Native American legends to tell the crow's story of humankind."

–John Marzluff, co-author of In the Company of Crows and Ravens

In 2001 Idaho author Claire Davis won both a PNBA Award and an MPBA Award for her first novel Winter Range. "Davis not only shows that she can beat the so-called sophomore jinx, but also branch out in new directions without jeopardizing her craft... Season of the Snake is an impressive, if disturbing, work that promises more good things to come from a talented author." —Denver Post

Sex and the Single Mom: The Essential Guide to Mating, Dating, and Relating is a lighthearted resource to navigating the dating world as a single mother. Drawing on her own experience as a single mother of twin boys, author Sharon McKenna shows women how to figure out what they want from a relationship, and how to reenter the dating world with hopes of success.

Lake Oswego, Oregon author Elissa Minor Rust collects twelve of her stories in *The Prisoner Pear: Stories from the Lake.* "Solid, believable characters rendered in careful, deliberate prose...This is a fine portrait of privileged lives, in all their mundanity and weirdness." —*Publishers Weekly*

Welcome to the 1950's and four families in search of the American dream. In *Better Days Ahead*, debut novelist **Charlie Valentine** brings us four interwoven stories that sweep from the Midwest through the deep South and on to the West Coast. "Ms. Valentine has put together a great drama with style and flair. Her characters are a perfect blend of likable and not-so-likable individuals, creating a very realistic and balanced story." *–FreshFiction*

In *The Unsettling* Portland novelist Peter Rock gives us his first collection of short stories. Rock teaches at Reed College, and has published *The Bewildered, The Ambidextrist, Carnival Wolves,* and *This Is the Place.* "Mr. Rock has an eye for detail, with lucid, confident metaphors reminiscent of Annie Proulx." – *The Wall Street Journal*

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WILLIAM MORROW (see HarperCollins) SPONSOR

> Women Writing the West Booth 5

Spring Tradeshow Northwest

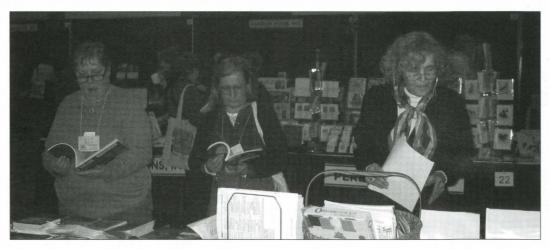


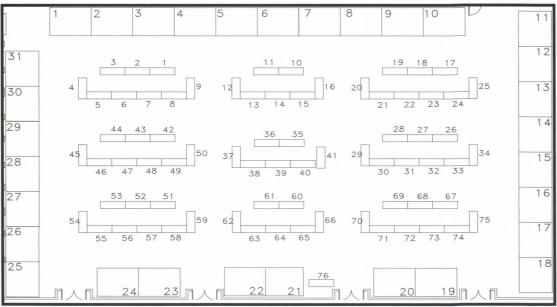
Exhibit Floor Map

Exhibits open to Attendees Friday, March 17, 9:30 am - 4:30 pm

The first 200 booksellers entering the Exhibit Hall will each receive a complimentary book bag, sponsored by Mackinac Island Press and Picador

Removing any book from an exhibitor's table without permission is theft and will result in expulsion from PNBA and from future shows.

Emerald Ballroom



Entrance

3rd Floor

Friday Book & Author Breakfast



8:00 - 9:30am

Book & Author Breakfast

Crystal Ballroom A

Acting as Emcee for this event is PNBA Board President, **Pat Rutledge**, co-owner of A Book for All Seasons in Leavenworth, Washington.

Our featured authors, and their books, are:

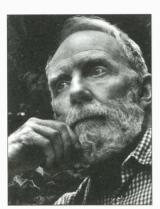
Ivan Doig, *The Whistling Season*, Harcourt Bill Gaston, *Sointula*, Raincoast Books Terri Jentz, *Strange Piece of Paradise*, Farrar, Straus & Giroux

Born in White Sulphur Springs, Montana, Ivan Doig has been a ranch hand, newspaperman, and magazine editor and writer. His previous novels include *The Sea Runners* (1982); his Montana Trilogy: *English Creek* (1984), *Dancing at the Rascal Fair* (1987), *Ride with Me, Mariah Montana* (1990); *Bucking the Sun* (1996); *Mountain Time* (1999); and *Prairie Nocturne* (2003). In addition, he is author of three works of nonfiction: *This House of Sky* (1978), *Winter Brothers* (1980), and *Heart Earth* (1993). Mr. Doig has received numerous writing awards, including a Christopher Award, the Pacific Northwest Booksellers Awards (three times!), the [Washington State] Governor's Writers Day Award, and the David W. and Beatrice C. Evans Biography Award. In 1989, the Western Literature Association honored him with its Distinguished Achievement Award for his body of work. He lives in Seattle with his wife, Carol, who teaches the literature of the American West.

Considered one of Canada's premiere writers, **Bill Gaston** was the inaugural recipient of the Timothy Findley Award, given by the Writers Trust of Canada to a male writer for a distinguished body of work. His stories have been published in *Tin House* and *Granta* Magazine. Gaston lives in Victoria, B.C.

"Two midlife crises are enriched and transformed by the Canadian near-wilderness in this ambitious novel [Sointula] from the Ontario author of Mount Appetite (2005). It's a precisely woven tapestry that gradually connects the odysseys and labors of its three protagonists...and the resolution of their quests, in an extended dénouement comprising one brilliant scene after another, is virtually beyond praise...Gaston may be to Canadian fiction what Ken Kesey was to American fiction of the 1960s: a renegade lyricist with a soaring, ineffably generous narrative imagination." –Kirkus Reviews

In the summer of 1977, Terri Jentz and her Yale roommate, Shayna, took a crosscountry bike trip. They pitched a tent in the desert of central Oregon. As they slept, a man in a pickup truck deliberately ran over the tent and then attacked them with an axe. The horrific crime was reported in newspapers across the country. Robert Pinsky described it in his book-length poem, An Explanation of America. Both women survived, but no one was ever arrested. Fifteen years later, Terri returned to the small town where she was nearly murdered, on the first of many visits "to solve the crime that would solve me." She made an extraordinary discovery: the violence of that night is as present for the community as it is for her. And slowly her extensive interviews with the townspeople yield a terrifying revelation: many say they know who did it-and he is living freely in their midst. Terri then sets out to uncover the truth about the crime and its aftermath, and to come to terms with the tragedy that broke her life into a before and an after. Strange Piece of Paradise is a reflection on violence and its acceptance in our culture, and a moving record of a brave inner journey from trauma to hope. Jentz is a screenwriter and lives in Los Angeles. This is her first book.



Ivan Doig



Bill Gaston



Terri Jentz

Friday, March 17 Schedule

7:00-9:30 am	Exhibit area available for vendor set-up (Emerald Ballroom)
7:30-4:30 pm	PNBA Registration Desk Open (3rd floor lobby)
8:00-9:30 am	Book & Author Breakfast, (Crystal Ballroom A) (Tickets required)
9:30-4:30 pm	Exhibits open (Emerald Ballroom)
4:45-6:00 pm	Author Autographing (Crystal Ballroom C)
6:30-8:30 pm	PNBA 2006 Book Awards Banquet, (Crystal Ballroom A) (Tickets required)
8:30-9:30 pm	Book Awards Author Autographing, (Crystal Ballroom C) (Banquet tickets required)

Friday Afternoon Autographing

Friday Afternoon, March 17, Crystal Ballroom C:

	Table A	Table B	Table C	Table D
4:45 pm	Dawn Prince-Hughes Expecting Teryk Swallow Press	Colin Bull Innocents in the Arctic University of Alaska Press	Paul Chasman The Book of Bob Bay View Arts	Sondra Kornblatt 365 Energy Boosters Conari Press
5:15 pm	Rick Spier O'Sullivan's Odyssey Monteiro & Company	Jason Roberts A Sense of the World HarperCollinsPublishers	Judith Ryan Hendricks The Baker's Apprentice William Morrow	Pete Fromm As Cool As I Am Picador

Just last year, Dawn Prince-Hughes won a PNBA Book Award for her memoir Songs of the Gorilla Nation. Expecting Teryk: An Exceptional Path to Parenthood is a survey of her thoughts during the months before the birth of her son Teryk. Combining her unique perspectives as an anthropologist, an autistic parent, and a lesbian with deeply reflective sensibilities, Prince-Hughes weighs the influences of dreams, personal history, and the variety of familial experiences in the animal kingdom.

O'Sullivan's Odyssey was a runner-up for a Writers Notes Book Award, a finalist in the PMA Benjamin Franklin Awards, a finalist for the ForeWord magazine book of the Year Awards, and a semifinalist in the Independent Publisher IPPY Awards. Author Rick Spier, who now lives in Clyde Hill, WA, has written a novel of historical fiction that examines the dynamics and consequences of family dysfunction against the backdrop of Ireland's Great Hunger and the American Civil War.

In 1951, driven by a desire for scientific discovery and adventure, ten naïve young men ventured north to the nearly uninhabited, icecovered island of Spitsbergen. Innocents in the Arctic chronicles this Birmingham University expedition with an absorbing combination of wit and historical insight. Colin Bull, cook and glaciologist on the 1951 expedition, compiled this tale from diaries, scientific field notes, and his own memories, revealing the misfortunes of calamitous weather, an unworthy ship, and an entertaining but ill-informed approach to arctic survival.

"Jason Roberts has brought something great into the world. To know ourselves at all, we have to know about people like James Holman, and this is a brilliantly executed biography of this extraordinary, almost unbelievable man. Where the story of the blind traveler could have been maudlin or corny or draped in historical cobwebs, A Sense of the World is alive, magisterial, suspenseful, frequently funny. Full of wonder and with a commanding sense of narrative, this is one of the best and most life-affirming biographies I've ever read." -Dave Eggers

Paul Chasman has been a professional guitarist, teacher, and composer his entire adult life. Until now. "What an engrossing and enjoyable serio-comic novel! The Book of Bob: As Revealed to Paul Chasman addresses just about every social and cultural issue in today's world...You have created a little masterpiece of commentary on the contemporary scene with all its frightening possibilities, but also with its redemptive and hopeful potential that stem from caring for our fellows with love and kindness." -Nadine Cobb

In this sequel to her widely acclaimed debut novel Bread Alone, Judith Ryan Hendricks takes up where that book left off, continuing the story of Wynter Morrison, a rejected trophy wife who moves to Seattle in search of herself. Ms. Hendricks fell in love with the rhythm of baking when she worked at Seattle's McGraw Street Bakery. She now splits her time between Santa Fe, New Mexico and Salt Spring Island, British Columbia. "Engaging...Hendricks creates a compelling character whose wry, bemused and ultimately wise voice hooks the reader...A well-written, imaginative debut." -Publishers Weekly on Bread Alone

"Just when 'chick-lit' seems to have probed every female niche, Pete Fromm—a guy— comes along with one of the more startlingly beautiful and evocative tales of young womanhood in As Cool As I Am... Fromm's voice...is provocative, gritty, erotic, hilarious and genuine, and this book is a fresh breath of teen spirit." So said the San Francisco Chronicle in their review, and we couldn't have said it better. Instead, we simply gave Pete his fourth PNBA Book Award in 2004. What else might we expect from the

Sondra Kornblatt is a writer, life coach, and originator of Creative Insomnia. She has published articles on wellness, spirituality, and parenting in magazines and websites, including ParentMap.com and Parenthood.com. 365 Energy Boosters: Juice Up Your Life, Thump Your Thymus, Wiggle as Much as Possible, Rev Up with Red, Brush Your Body, Do a Spinal Rock, Pop a Pumpkin Seed was co-written with Susannah Seton. "365 Energy Boosters is a practical and very friendly guide that offers simple activities for increasing your energies and enhancing your health." -Donna Eden, author of Energy Medicine

Spring 2006 Tradeshow Northwest 13

author of Indian Creek Chronicles

All This Started (2000)?

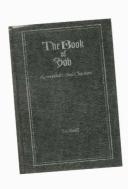
(1993), Dry Rain (1997), and How

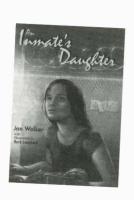
Spring 2006 BuzzBooks Program

Booksellers! Catch *The Buzz* before you enter the show floor. Stop by the *BuzzBooks* table at registration and pick up a card. Then visit the rep for each participating title, listen to the pitch and receive your punch. When your card is full, flip it over and vote for the book you feel is most qualified to become the buzz of the show. Once you've cast your vote, you are in the running for one of four \$300 cash prizes!



The Buzz-Hopeful Eleven









Arianna Kelt and the Wizards of Skyhall. J.R. King, Reagent Press

Debut novel from teen author! You'll be rolling on the floor with laughter, sitting on the edge of your seat, and turning pages so fast the Law Gnomes will be out to get you, too. Enter Skyhall and become a wizard! Rights to this book have been sold in 10 countries.

The Book of Bob. As revealed to Paul Chasman, Bay View Arts

A wild ride through the fictional Free Nation, satirizing religious fanaticism, politics, and human fumbling. The plot is driven by a host of quirky characters who dash drunkenly through the house of mirrors of Western culture, dissecting the absurdity, tragedy, and hilarity of the human race.

An Inmate's Daughter. Jan Walker, Raven Publishing

Northwest author tells the story of a Tacoma, WA middle school student who wants to join the school's racially diverse in-group, but she has a secret she's not permitted to tell—her dad is in prison. Like 2 million American children with an incarcerated parent, Jenna is doing time, too.

The Kingdoms and the Elves of the Reaches. Robert Stanek, Reagent Press Discover the magical world of Ruin Mist and be swept away in the adventure of a lifetime. Finally released in the version envisioned by the author 20 years ago, with 50 illustrations and a deluxe full-size format. Rights to the Ruin Mist books have been sold in 20 countries.

Motherlode: Legacies of Women's Lives and Labors in Butte, Montana Ellen Crane and Janet Finn, Clark City Press

This collection addresses the value of women's work; the interplay of love and justice; feminine wit, wisdom, and visions of possibility; intergenerational ties and influences; and the power of women as makers of change. Contributors provide rich accounts of women who have shaped Butte's history.

My Half of the Sky. Jana McBurney-Lin, KOMENAR Publishing

Li Hui believes Mao's statement: "Women hold up half the sky." But, economic and cultural realities and the expectations of her aging parents wield more power than dreams of a new China. This Jane Austen-like tale explores the dilemmas facing young women in China today.

Prince Ezrick and the Morpheas Curse. Jordan McMakin, Canterwine Press When frustrated and mischievous Prince Ezrick Leary runs away from home, his entire kingdom is thrown into turmoil. Meanwhile, Ezrick has unwittingly begun a dark and gripping adventure of his own, discovering secrets of his past that will change his future forever..."

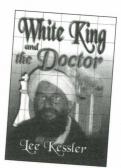












Sherman the Frog Meets the Snow Princess. Louise Flodin, Sherman and Friends Sherman makes a dream-wish to see and play in snow--something no one in his family has ever done. The Snow Princess not only grants his wish, but also gives him the gift of a special talent. The many fantastic adventures of Sherman the Frog begin here.

Song of the Crow. Layne Maheu, Unbridled Books

Written on a wing and a prayer, this fable-like debut tells the story of The Flood from the perspective of a crow. Evoking both *Watership Down* and *The Red Tent*, *Song of the Crow* becomes a profound, lyrical meditation on the relationship between humankind and the heavens.

Strange Piece of Paradise. Terri Jentz, Farrar Straus and Giroux

Fifteen years after barely surviving a psychopath's attack while camping in Central Oregon in 1977, Jentz returns to the small town where she was nearly murdered to discover her attacker still living freely within the community. A sweeping reflection on crime and its aftermath, a moving record of a brave journey from violence to hope, an eloquent and unforgettable story.

White King And The Doctor. Lee Kessler, Brunnen Intl.

What if a veteran actress, working on the back-story of Al Qaeda mastermind Ayman Al-Zawahiri, discovered something that intelligence analysts and media analysts missed? What if she uncovered something so important the outcome of the War on Terror depends upon it being known? And what if she wrote a "real-time" novel?

Winning BuzzBooks and Booksellers to be Announced at Friday's Book Awards Banquet.

(attendance urged but not required)

PNBA Book Awards Banquet





Diana Abu-Jaber



Kurt Cyrus



John Daniel

6:30 – 8:30 pm PNBA Book Awards Banquet Crystal Ballroom A Sponsored by William Morrow, tickets required

The 2006 PNBA Book Awards Banquet will be emceed by Holly Myers, Children's Book Buyer at Elliott Bay Book Company, and immediate Past President of the PNBA Board of Directors.

The Banquet features a special meal designed by James Beard Award-author Jerry Traunfeld (*The Herbfarm Cookbook*). All booksellers at the Banquet will receive a copy of Mr. Traunfeld's new book *The Herbal Kitchen*, compliments of William Morrow, in addition to the PNBA award-winning books.

In 1994 Diana Abu-Jaber won an Oregon Book Award for Arabian Jazz,. In 2004, she won the PEN Center USA Award for Literary Fiction and the Before Columbus Foundation's American Book Award for Crescent, which also was named one of the twenty best novels of 2003 by The Christian Science Monitor. She teaches at Portland State University and divides her time between Portland and Miami. Ms. Abu-Jaber is unable to attend the Awards Banquet because of a prior commitment.

Children's author, poet, and illustrator **Kurt Cyrus** lives in Cottage Grove, Oregon. Cyrus spent 10 years as a respiratory therapist and studied forestry at Oregon State University. *Hotel Deep* is the 10th book Cyrus has illustrated, the fourth he has both written and illustrated. The book delivers true-to-life science facts in the form of 21 poems about various sea creatures, including a devious stonefish, a slippery sea snake, a blowfish with attitude, and an octopus.

John Daniel lives in the foothills of the Oregon Coast Range. A former Wallace Stegner Fellow at Stanford University and a two-time winner of the Oregon Book Award for Literary Nonfiction, he is the author of eight books of memoir, poetry and personal essays. *Rogue River Journal* is a memoir of the joys and tribulations of solitude, the mysteries of growing up, and the legacy of his charismatic father.

Jim Lynch has won national journalism awards and published short fiction in literary magazines, and he spent four years as the Puget Sound reporter for the *Oregonian*. He currently writes and sails from his home in Olympia. "In *The Highest Tide*, Jim Lynch has written a masterful first novel, gracefully weaving together the wonders of the sea and the wonders of our humanity." –Robert Olen Butler

Floyd Skloot won an Oregon Book Award for Poetry in 2001 for *The Evening Light*. His other poetry collections include *Music Appreciation* (1994), *The Fiddler's Trance* (2001), and the forthcoming *The End of Dreams*. His memoir, *In the Shadow of Memory*, won a 2004 PEN Center USA Literary Award, the Independent Publishers Book Award, and an Oregon Book Award. Skloot lives in Amity, Oregon. *The Harvard Review* called Skloot "A poet of singular skill and subtle intelligence."

A former documentary film-maker, Garth Stein directed When Your Head's Not a Head, It's a Nut, which chronicles his sister's brain surgery for epilepsy. He also coproduced the Academy Award-winning short film, The Lunch Date. He is the author of a previous novel, Raven Stole the Moon, and a play, Brother Jones. He works now as a writing instructor for kids with Powerful Schools in Seattle. "Compelling and mysterious, incisive and engaging, How Evan Broke His Head and Other Secrets makes for an almost addictive read." —Cheryl Strayed

PNBA Book Awards

PNBA Award Committee Reviews

The Language of Baklava by Diana Abu-Jaber, published by Random House Diana Abu-Jaber's sensual memoir will make you hungry for a life filled with food, family and travel. Packed with her memories of growing up in a Jordanian-American family that loves to cook, it is very much like a picnic basket: funny stories, tart recipes, nostalgia for places left behind, all nestled neatly inside. The Language of Baklava will make you long for just one more bite.

Hotel Deep: Light Verse from Dark Water by Kurt Cyrus, published by Harcourt Children's Books

Do you wonder where sea creatures sleep? Do you know all of the secrets that they keep? Then check into *Hotel Deep: Light Verse from Dark Water* and follow Kurt Cyrus' poetic plunge into the hidden world of the ocean. Lavish, colorful illustrations surround twenty-one twisting, playful poems that chronicle a lone sardine's search for its lost school.

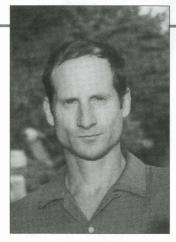
Rogue River Journal: A Winter Alone by John Daniel, published by Shoemaker & Hoard

John Daniel has poured his heart—and the soul of his father—into a powerful memoir written during a winter alone in the Oregon wilderness. His experiment in solitude resulted in a thoughtful, moving study of himself, his family and the natural world. As beautifully wrought as it is truthful, *Rogue River Journal: A Winter Alone* is a Walden for our time.

The Highest Tide by Jim Lynch, published by Bloomsbury Meet Miles O'Malley, a 13-year old insomniac and Rachel Carson fanatic who roams the tidal flats of Olympia, WA, turning up rare sea life. When he discovers a giant squid, the press, to his horror, deems him an unlikely 'messiah of the deep.' Jim Lynch's debut novel, *The Highest Tide*, has captured the turbulence of teen angst amidst the wonder of the natural world.

Approximately Paradise by Floyd Skloot, published by Tupelo Press The poems collected in Floyd Skloot's Approximately Paradise create a graceful narrative that will be compelling to anyone–poetry lover or not—who cares about love, loss, truth, baseball, or the beauty of living in the moment. You'll want to read these poems out loud with someone you love.

How Evan Broke His Head & Other Secrets by Garth Stein, published by Soho Press Garth Stein has exposed a sadness and a strength in Evan, a self-appointed screw-up who endeavors to raise a 14-year-old son he's just met. A raw but sympathetic portrayal of family flaws and individual shortcomings, How Evan Broke His Head and Other Secrets is a beautifully un-shiny novel of passion, forgiveness and the life force that is fatherhood.



Jim Lynch



Floyd Skloot



Garth Stein

Award Author Autographing, immediately following the Banquet, Crystal Ballroom C:

	Table A	Table B	Table C	Table D	Table E
8:30 pm	Kurt Cyrus <i>Hotel Deep</i> Harcourt	John Daniel Rogue River Journal Shoemaker & Hoard	Jim Lynch The Highest Tide Bloomsbury	Floyd Skloot Approximately Paradise Tupelo Press	Garth Stein How Evan Broke His Head Soho Press

Saturday Book & Author Breakfast



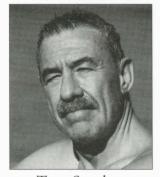
Ariel Gore



Bill Gulick



Jane Kirkpatrick



Tom Spanbauer

8:00 – 9:30 am Book & Author Breakfast Crystal Ballroom A

The Traveling Death and Resurrection Show introduces us to a world of road circus misfits: levitating mother superior drag queens, fire-breathers, runaway trapeze artists, and Frankka, an average girl with the freakish gift of stigmata and the show's reluctant emerging star. When a reporter breaks the story of this circus of the saints, Frankka finds herself on the front page of the paper and in the spotlight of a religious debate. What begins as a fast-paced road show drama becomes a journey of enlightenment as Frankka discovers the true meaning of friendship, loyalty, betrayal and forgiveness. "This novel is a miracle-deliciously subversive and deeply spiritual, all at once. Ariel Gore explores hunger and faith...with a touch that is light and wise, wild and tender." -Gayle Brandeis, author of Fruitflesh: Seeds of Inspiration for Women Who Write

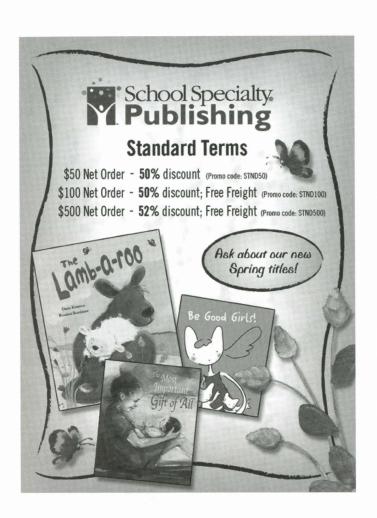
In 1950 Bill Gulick published Bend in the Snake, which was later made into the movie Bend in the River with Jimmy Stewart. Gulick won a PNBA Award in 1972 for Snake River Country. He worked for fourteen years as a writer with the Saturday Evening Post, ten with Houghton Mifflin, twenty with Doubleday, and now with regional publishers like Mountain Press, the University of Colorado and Caxton Press. Gulick has written twenty-seven novels, eight nonfiction books and several plays. In Sixty-Four Years as a Writer, he details the journey from his Depression era Oklahoma roots to his position as one of the nation's premier Western authors.

Jane Kirkpatrick is the author of two nonfiction books and twelve historical novels, all currently in print. Kirkpatrick won the 2005 Distinguished Writer Award presented by Willamette Writers, has been a finalist for the Oregon Book Award, and has seen her books listed on the PNBA Bestseller List numerous times. In her review of *Clearing in the Wild*, PNBA Award winner Molly Gloss (*The Jump-Off Creek*, 1989) said "Kirkpatrick compels us to think again, and deeply, about the needs of the body, soul and mind; and in these pages she proves once again that she is a gifted chronicler of the lives of women in the West."

It's 1967 and 17-year old Rigby John Klusener is finally leaving his home and family in Pocatello, Idaho. With his thumb out and a flower behind his ear, he's on the highway, headed for San Francisco. *Now is the Hour* by **Tom Spanbauer** is the story of how Rigby gets to this point. Spanbauer is the author of *Faraway Places*, *In the City of Shy Hunters* and *The Man Who Fell in Love with the Moon*, which won a PNBA Book Award in 1992. In their review of that book, the *New York Times Book Review* said "The miracle of the novel is that it obliges us to rethink our whole idea of narration and history and myth...Spanbauer captures the music of the mind and the body."

Autographing, Saturday Morning, March 18, Crystal Ballroom C:

	Table A	Table B	Table C	Table D
9:30 am	Jane Kirkpatrick A Clearing in the Wild WaterBrook Press	Bill Gulick Sixty-Four Years as a Writer Caxton Press	Ariel Gore The Traveling Death and Resurrection Show HarperSanFrancisco	Tom Spanbauer Now Is the Hour Houghton Mifflin







THE BOOK OF BOB

As revealed to Paul Chasman

"A little masterpiece."
Nadine Cobb
Author/Marketing Consultant

"A Northwest original . . . terse unpredictability . . . achingly beautiful."

Vincent Reynolds, Hipfish

"... made me laugh out loud in public."

-Jeff Allen, Executive Director Oregon Environmental Council

"So much wit and wisdom."

Marlena Smith--KBOO-FM, Portland, Oregon

THE BOOK OF BOB

Distributed by Partners/West.

Published by Dancing Moon Press ISBN 1-892076-17-9, retail: \$16.95

Contact the author at:

Bay View Arts, P.O. Box 1115, Yachats, Oregon 97498 541-563-2978 paul11@teleport.com

www.thecarlletters.com

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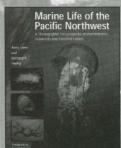


VOYAGES TO WINDWARD

Sailing Adventures on Vancouver Island's West Coast

Elsie Hulsizer

Meet Seattle author Elsie Hulsizer at the Decadent Desserts Autographing Party, March 16 at 9:00 pm.



MARINE LIFE OF THE PACIFIC NORTHWEST

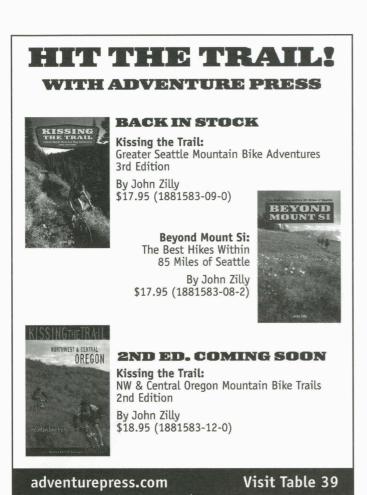
A Photographic Encyclopedia of Invertebrates, Seaweeds and Selected Fishes

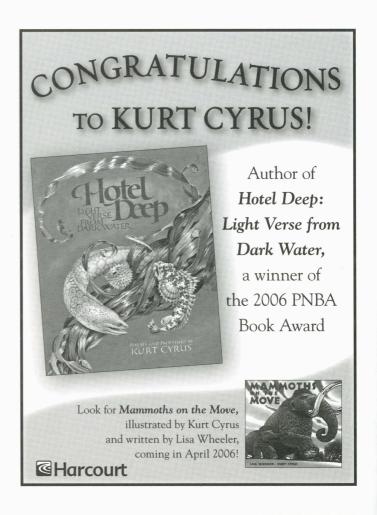
Andy Lamb & Bernard Hanby

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Thanks to our Show Volunteers

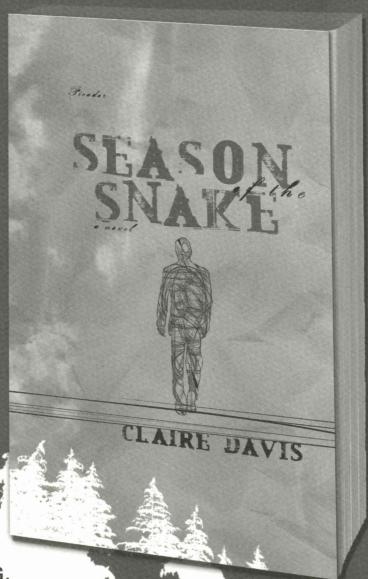
The people listed here manage other volunteers and work before, during and after the shows to assure you of a smooth, fun and productive event. They, and all our volunteers, would love to hear your thanks.

We couldn't do it without them!

Tom Hitzroth, Autographing manager
Greg Holmes, Coordinator of Volunteers
Greg Millard, Autographing manager
George Miller, Drayage manager
Michelle Miller, Drayage manager
Michael Pritiken, Rural Library coordinator
Brad Sargeant, Sign coordinator
PJ Sargeant, Sign designer
Doe Tabor, Registration manager
Diana Wells, Registration manager

FROM CLAIRE DAVIS, AUTHOR OF Winter Range WINNER OF THE PNBA AWARD FOR FICTION IN 2001

NOW IN PAPERBACK



"A GRIPPING,
GRITTY NOVEL stuffed
with piercing insights
into the human condition."

—The Oregonian (Portland)

PICADOR

www.picadorusa.com

PNBA's Spring Tradeshow, March 16-18, 2006

Directions to the
Hilton Seattle Airport Hotel and Conference Center
17620 Pacific Highway South, Seattle, WA
206-244-4800

Northbound to the Hotel

I-5 North take Exit #152 (South 188th St. and SeaTac Airport). At the bottom of the exit ramp, turn left onto 188th Street. Turn right at International Blvd-(Pacific Hwy or Hwy 99). Go past 3 traffic signals. The Hotel is on the right, next to Budget Car Rental.





Southbound to the Hotel

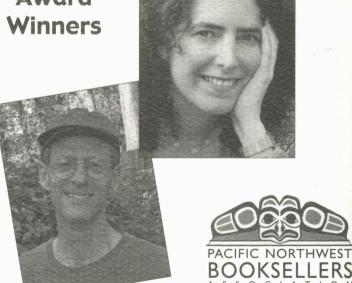
I-5 South take Exit #152 (South 188th St and Orillia Rd). Turn right onto 188th St, turn right at International Blvd-(Pacific Hwy or Hwy 99). Go past 3 traffic signals. The Hotel is on the right, next to Budget Car Rental.

Attendee Parking Directions

If you are staying overnight at the Seattle Airport Hilton, your parking should be free. Drive to the front entrance of the Hotel, unload and give your car to the attendants for valet parking, or park the car yourself. To park the car yourself, drive to the back of the Hotel facility, to the Conference Center building, which has parking on the first two levels. When you check in to the hotel, you should receive a parking pass.

If you are attending the show during the day, but not staying overnight at the Hotel, your parking charge is \$5.00 per stay. Drive to the rear of the Hotel property, enter the parking garage, and take the elevator to the 3rd Floor, where you will find PNBA's Registration Desk, the Educational sessions, the Monday Evening Decadent Desserts Autographing Party, the Book & Author Breakfasts, and the Exhibit Hall (Emerald Ballroom). The staff at PNBA's registration desk will show you how to use the discount parking passes.

PNBA 2006 Book Award Winners





FOOTNOTES

News from, for, and of the Pacific Northwest Booksellers Association

"The smallest bookstore still contains more ideas of worth than have been presented in the entire history of television." ... Andrew Ross

Features

December 2006

- Booksellers Write: Dear Publishers, Vol II by Colin Rea
- Book Pro of the Month: A Festive Fifty... Of Sorts by Chris Hagen
- Member News
- Book News
- Bookselling Calendar

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On the Homefront

Looking to the Future

It's time for PNBA to get serious about making some changes to our fall show. PNBA, and all of the other regional booksellers associations, have seen steady declines in fall show attendance for the last five years or more. Here are my thoughts on what has caused the declines, and what I think we might do to adapt.

First, there is the issue of orders. For years, the reps have told booksellers that they need to bring orders to the show or the publishers won't pay for the exhibit space. On the other hand, the most efficient and inexpensive way for booksellers to order books is either through their regional distributors or via electronic orders to publishers, always using so-called "on time ordering" systems. Practically no one generates hard copy purchase orders and delivers them to a sales rep any more. Booksellers who bring orders to the shows are going outside their own standard order procedures and laying themselves open to possible increased and unwanted inventory, delayed deliveries, split shipments, or other costly problems.

Second, the independent booksellers now account for less than 15% of the overall tradebook sales market. Publishers are looking for whatever ways they can to cut their costs of dealing with our market, to improve their ROI. They don't want to spend more on us than our sales can justify.

On the other hand, PNBA is always offered more authors for potential appearances at our shows than we have space to accommodate them. We received publishers' proposals to send more than 150 authors to our last fall show, at which we had no more than 80 author spots to fill. Publishers clearly see the independent market as one that can help establish a new author, ignite a spark for a new title, or simply assure a wider audience for a probable bestseller.

I believe that PNBA should adapt our fall show so that we offer more unique opportunities for authors to connect with booksellers, while cutting back on the traditional exhibits. If you have any ideas about how to get this done, or if you have any other suggestions about how to improve PNBA's fall show, please let me know. I would LOVE to be bombarded with recommendations, because I know that somewhere in that bombardment will be the concept that re-energizes our fall shows for the next ten years. Write me, thom@pnba.org.

PNBA

Mission Statement



he Mission of the Pacific Northwest Booksellers Asso-

ciation is to promote a healthy independent bookselling community in the Northwest. We seek to accomplish: (In order of priority)

- 1. Interactions of the bookselling community
- 2. A highly skilled bookselling membership
- 3. Public awareness of the value of independent bookselling
- 4. Recognition of Northwest books and authors
- 5. A public that reads books
- 6. Freedom of expression for all

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Booksellers Write

Dear Publishers, Volume II

by Colin Rea, University of Oregon Bookstore

Remember me? I'm the smart-arse who complained not too long ago about many of the things you do that make absolutely no sense. In the spirit of the 'Peace on Earth' holiday mindset, here are a few things you do very well, thank you very much!

For the most part, you all have great sales reps. I am continually amazed at the great people who travel down (Seattle & Portland) or up (Bay Area) to sell me books. Barring the occasional exception that proves the rule, PNW reps are a great lot, and I'd drink with any of 'em, any day, any time! And not one of them gives me a hard time when I skip the 'bestselling' novels that I see every day in Safeway, Target, Starbucks, and the occasional Exxon station.

I know that it has much to do with sales and marketing, but you support free speech to a remarkable degree, and often this is done responsibly. Heck, even the juggernaut owned by a guy many folks liken to Dr. Evil made the right choice a few weeks ago with the 'book-that-must-not-be-named!'

You give us books—lots of books. When I started as a buyer back sometime in the last century, I hoarded advanced reader copies and comps. That lasted about a week, when I realized that unless I was judicious about things, I would have to rent a second apartment to keep my books. Please, while you (wo)man your booth at BookExpo next year, remember that the vast majority of us try to read what you send or find someone who will. We are not all like that

couple who load up their bags like pack mules and run out to cram the freebies into a suitcase out near the Starbuck's coffee kiosk. In fact, we abhor that couple.

A lot of you, even a few of the 900-lb-gorilla variety, have come to recognize that independent booksellers DO matter, and that we will be relevant in the future of the book. You participate in the Booksense white-box mailings, you buy ad space in regional holiday catalogs, and you have kept minimums down as much as possible. We notice, and when we can, we support you in turn. Can you do more? Hell, yes. Want some ideas? Call any PNBA bookseller. They'll be happy to provide a few suggestions!

Sometimes, you listen to us and champion the right book or the right author. This is a rare phenomenon, but somewhere up in the chain of command there are people with an ear to the ground. Charles Frazier and Sara Gruen would perhaps attest to this!

You exist. Keep it up! We can't sell what you don't print. When all is said and done, we love you for your books.

That's all for now. As before, this letter is open-ended, and as I flip through the summer catalogs, I can see that the tone might change in the next installment!

Peace and love, Colin Rea, Bookseller.

Colin Rea is Trade bookbuyer at the U of O Bookstore in Eugene, OR

BookPro of the Month

A Festive Fifty...Of Sorts

by Chris Hagen, Powell's Books, Portland, OR

Like Scrooge I'm visited by "ghosts" at the Holiday season. Among them this year is the ghost of John Peel. For those who don't know Peel, he was one of radio's most influential DJs, working at BBC Radio 1 from 1967 until his death in 2004. He had an open, confessional on-air style, an eclectic, often avant-garde taste in music, and helped to introduce reggae, punk and hip hop to the British public. Peel is credited by bands from David Bowie to The White Stripes with giving their careers a major boost.

Long ago I set a path--or so I thought--to follow Peel, a role model, with a career in radio. Instead I wound up, quite happily, a bookseller. I decided at this year's end to take John as a role model once more. Every November Peel polled listeners for their favorite songs that year. The result was "The Festive Fifty," year-end look back at the most popular tracks. To close out 2006 I asked a number of coworkers at Powell's, a similar question: What was the most interesting used book you encountered over the past year and why? Some were outof-print others in-print. Alas, there's too little space to include our own festive fifty, but here are a few:

Kitchen Confidential was mentioned by a resident thespian with: "It showed me there are other dysfunctional but close-knit communities that are similar to theater. A comforting thought." Also food-related Tucker Shaw's Everything I Ate, a book I find amusing too, evoked the comment: "I'd almost use it as a travel guide since he lists restaurant names with the photos.

He ate some really tasty looking Asian food in NYC."

A coworker with a love for battered paperbacks and political theory who called himself the Lord of the Island of Misfit Books, cited Russell Kirk's The Conservative Mind From Burke to Eliot, saying: "It's a fabulous book, smyth-sewn binding, totally thrashed. I got it for a buck and a quarter. It currently retails in paper at around twenty smackers." Mentioned too was a paperback copy of works of Mikhail Bakunin that "...has highlighting... (and) was well-produced, although now it sort of lies open wherever you lay it down."

Books from used book buyers included Acts and Laws of His Majesty's **English Colony of Connecticut in** New-England in America printed in New London in 1750, and De Danorum Rebus Gestis Secul III & IV; Poema Danicum Dialecto Anglosaxonica; Ex Bibliotheca Cottoniana Britannici. The latter, from 1815, is the first printed edition of Beowulf. About "Acts and Laws" the buyer added, while wondering about its provenance: "This book gives teeth to our history. It's tangible and real and in my hands." When "Acts" was bought the buyers on the shift immediately looked up how colonists were punished for adultery. As for "De Danorum," we were surprised that Beowulf wasn't printed earlier.

Others were somewhat practical books that carried an amusing outward appearance.

These included Home Grown Honkers, an agriculture department book on raising waterfowl and The Hangover by Benjamin Karpman MD, an otherwise serious treatment of alcoholism that had to overcome both its title and its bad cover art. Skunk Culture for Profit published in 1915 by the Skunk Development Bureau bears a cover photo of a very unhappy looking girl of about three with a skunk in her lap. Then there was Financial Astrology, the Scatological Rites of All Nations and two issues of Playboy – in Braille.

My contribution is There's Love All Day, Poems by California's Kenneth Patchen. This little gem from 1970, bearing psychedelic illustrations by Tom di Grazia, is an inexpensive Hallmark gift book. Having admired Patchen for years, I never saw him as drawing a Hallmark demographic. Amazing and amusing it made a great holiday gift for a Patchen collecting friend.

That's the thing about working with used books. It's a little like getting a present every day. You never know what gifts will appear -- amazing, amusing, possibly meaningful -- from the seller's box, the sorter's cart or on the shelf, waiting to be opened.

Christopher Hagen is the manager of Used & Rare Books at Powell's City of Books in Portland, OR and your used, rare and antiquarian BookPro. Contact him at 503-228-0540, ext. 459 or <chris.hagen@powells.com>

Baker & Taylor

The Lifeline of the Independent Bookseller

Small independent bookstores often rely on their communities and neighbors in order to thrive. The exclusive services and discounts available through Baker & Taylor's First Call Program are designed to help independent bookstores like **The Four-Eyed Frog** in Gualala, CA succeed in an increasingly competitive marketplace.

"Baker & Taylor's First Call Program gives us free freight on only 10 books, and an extra 2% on NYPs; these perks plus the extra 2% early pay discounts may seem like small things

but they make a big difference," exclaims Joel Crockett, co-owner of The Four-Eyed Frog. "Overall, if you're going to manage a business like this and expect to prosper, you find that all those percentages really add up."



Joel Crockett and Jeremy Crockett

"Baker & Taylor's people are always responsive and make me feel special, even though my store is small. Like an independent bookstore, Baker & Taylor has a personality!"

Baker & Taylor's First Call Program — Still The Best Distribution Deal In The Industry.



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Member News

Gary Luke, editorial director of Sasquatch Books for 12 years, has been named president and publisher. He replaces founding president and publisher Chad Haight.

Sarah Hanson has been named v-p, sales and marketing. She has worked at the publisher 10 years, most recently as director of sales and marketing.

The Book Loft in Enterprise, OR has a new email address: bookloft@eoni.com
see handbook, pg 8

Sheldon McArthur has opened a bookstore and small antiques store in Lincoln City's Streetcar Village. North by Northwest Book has been on the Internet for the last two years.

North By Northwest Books & Antiques Streetcar Village

6334 S. HWY 101 #9 Lincoln City, OR 87367 Store: 541-994-3087

Cell: 541-992-1441 Fax: 541-994-3431

Email: mcarthurca@earthlink.net

see handbook, pg 9

Position Available

Assistant Manager needed for growing bookstore in McMinnville, OR. Oversee events, outreach to local schools and some buying. In addition to regular bookselling responsibilities, the assistant manager is often the face of the store when the owner is not available.

We are a new/used bookstore that is growing. We are an active part of our community that is vibrant and responds to our store with love.

Prior management experience not necessary, but some supervisory experience is helpful. Someone who likes to host authors and develop creative events is also appreciated.

You are creative, polite, reliable and have a good sense of humor. This position would start sometime in January. 35+ hrs a week.

Contact Sylla at **sylla@thirdstreetbooks.com** for more information.

A Novel View is making preparations to move on February 1st from 415 "L" Street to 415 Fifth Avenue, where they will be subleasing 1,500 sq. ft. inside the Cook Inlet Book Company. The two stores will maintain separate businesses. Because Cook Inlet Book Company's primary focus is Alaskana and new books, A Novel View will discontinue their Alaskana inventory after the February 1 move. They will continue their inventory of used and out-of-print books, and support for Alaskan artists. see handbook, pg 6

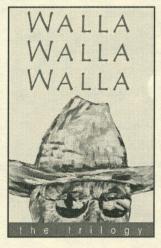
The PNBA Literacy Committee is looking for 3 new members for 2007. If you would be interested in lending a hand, contact Holly Meyers at: hmyers@elliottbaybook.com

Eaglemont Press has moved. Their new address is:
Eaglemont Press
13228 NE 20th
520 Plaza--Building B1, Suite 300
Bellevue, WA 98005
Phone: 425-462-6618
Fax: 425-462-4950
beth@eaglemont.com
www.eaglemont.com
see handbook, pg 29

Bookstore owners and managers:

Don't forget to let the PNBA office know if there's anyone in your store who would like to receive *Footnotes*, weekly bestseller lists, monthly classifieds and other e-notes. We're now offering these publications free to employees of member stores. E-mail the employee's name, address and e-mail to larry@pnba.org. Let's get more booksellers in the loop!

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Book News

Jerry Oltion's novel, Anywhere But Here, (Tor), won the eighth Endeavour Award at Orycon in Portland. Oltion was a finalist in 2002 and 2005. The Award is accompanied by a \$1,000.00 honorarium and an etched glass plaque by Kent, Wash. artists Ashley Harper. Oltion lives in Eugene, Ore.

The annual Endeavour Award honors a distinguished science fiction or fantasy book, either a novel or a single-author collection of stories, created by a writer from the Pacific Northwest

Who Is Your Favorite Children's Bookseller?

The Women's National Book
Association wants to know about
bookstores in the United States that
excel at inspiring interest in reading
and creatively bringing books and
young people together. WNBA will
present the Lucile Micheels
Pannell Award to two bookstores—
one general and one children's specialty
bookstore—at Book Expo America.
Each recipient will receive a check for
\$1000 plus a framed piece of original
art by a children's book illustrator.

To nominate your favorite U.S. bookstore that inspires young people to read, provide the name of the store, address and phone number, a contact person at the store, and email address along with a brief reason why you believe the store is worthy of the award. Please send your nomination to mary.james@ingrambook.com or to Pannell Award Nomination, 2200 Sharondale Dr., Nashville, TN 37215. Deadline for nominations is January 12, 2007. Please include your name and industry affiliation.

The **20th Annual Oregon Book Awards** took place on Friday,
December 1, at the Portland Art
Museum.

National Book Award and twotime Oregon Book Award winner Barry Lopez served as Master of Ceremonies. Ursula K. Le Guin was presented with the C.E.S. Wood Distinguished Writer Award for her contributions to Oregon literature.

The Stafford/Hall Award for Poetry was presented to Dorianne Laux for *Facts About the Moon*. Judge Ai praised Laux's "enchanting poems that make one feel the 'lunar strength and brutal pull' of love that exists in spite of our human frailty."

The Ken Kesey Award for the Novel was presented to Justin Tussing for *The Best People in the World*. Judge Francine Prose noted that at "a time when so many first novels seem safe and conventional, this one is a refreshing and promising departure from the familiar."

The H.L. Davis Award for Short Fiction was presented to Gina Ochsner for *People I Wanted to Be*. Judge Francine Prose praised Ochsner for mixing "the otherworldly, the psychological, the domestic, and the political in a way that seems seamless, and the way she deals with the whole subject of nationality and national identity is particularly deft."

The Frances Fuller Victor Award for General Nonfiction was presented to Andrew Bernstein for Modern Passings: Death Rites, Politics, and Social Change in Imperial Japan. Judge Shirley Geok-lin Lim described this book as a "fascinating and original study, rigorously researched,

theoretically sharp, and offers history at its most readable and subtle form."

The Sarah Winnemucca Award for Creative Nonfiction was presented to George Aguilar, Sr., for When the River Ran Wild! Indian Traditions on the Mid-Columbia and the Warm Springs Reservation. Judge Jonathan Yardley called the book "an important contribution to the history of the author's people, the Eastern Chinook Indians, and to the history of Oregon as well, and is a moving book in its own right."

The Eloise Jarvis McGraw Award for Children's Literature was presented to Diane Siebert for *Tour America*, a book judge Louise Borden praised as "a beautiful literary and visual journey that will resonate with young readers across our United States."

The Leslie Bradshaw Award for Young Adult Literature was presented to Graham Salisbury for *Eyes of the Emperor*. Judge Louise Borden remarked that Salisbury's "first person story about loyalty, courage, honor, understanding, and fear, is a powerful book."

The National Federation of Press Women awarded *Flight of the Goose* by **Lesley Thomas** first place in fiction in the 2006 Communications Contest.

ISBN-13 countdown. On January 1, 2007 the International Standard Book Number becomes a 13-digit number. For more information about the change, go to the Book Industry Study Group's Web site: www.bisg.org

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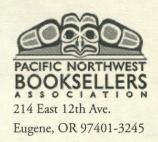
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The Back Page

Don't Forget These Important Deadlines

Friday, Jan 12: January NW New Title Preview submissions due.

Booksellers' Holiday Catalog display contest entrees due.

Booksellers' Holiday Catalog sales sheets & reimbursement requests due.

Deadline for BuzzBooks submissions Friday, Feb 2:

Saturday, Feb 10: Last chance for Membership Renewal at \$75.

Friday, Mar 1: Spring Show Stuff-It deadline

A Calendar for Northwest Booksellers

Sold Out Feb 1-2, 2007 ABA Winter Institute, Portland

541-683-4363 PNBA 2007 Spring Show, Portland March 15-17, 2007

Jun, 1-3, 2007 BEA/ABA Convention, New York City www.bookexpoamerica.com

Sept 19-21, 2007 PNBA 2007 Fall Show, Bellevue

541-683-4363



FOOTNOTES

News from, for, and of the Pacific Northwest Booksellers Association

"A bookstore is one of the only pieces of physical evidence we have that people are still thinking." -- Jerry Seinfeld

Features September 2006

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- 11 Fall Show Autographing Sched.
- 13 Bookselling News
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On the Homefront

Planning For Success

Thom Chambliss, PNBA Executive Director

September is here and yet we are not in the midst of our fall show. There is something most strange about that. However, we in the office are deluged with preparations for the show, and that keeps us aware of the looming reality. The show will go on, just a month later than usual!

It never ceases to amaze me how enthusiastic we all are after the shows. After each one, I always receive several unsolicited emails from attendees saying how eyeopening, how refreshing and renewing their show experience was. Those of you who are on the fence, wondering whether it would be worth attending or whether you might just save that time and money to keep plugging along with the pile of work in front of you, I urge to re-consider attending the show. Bring your business cards. Shake hands with as many authors as you can. Stop to talk to booksellers about how their business is going and what new project has worked well for them. Connect with as many sales reps as possible. These are the opportunities that can open a new door to your success. These are the contacts that can bring new

friends, new colleagues, and new ideas into your life. This is how bookselling becomes fun, becomes rewarding, and how it reinvigorates the enthusiasm you cherish for sharing the many ideas our book friends offer us.

I also want to encourage those of you who will be using this year's holiday catalog to commit to making it a serious addition to your promotions. We have seen, from many reports from a wide variety of member stores, that the key to the success of the catalog in your stores is that commitment: Those stores that stock ALL of the titles in the catalog, that produce an instore display with all of the titles, those stores that do not need to tell their customers "I'll get it for you in a few days," those stores sell way more catalog books, and way more other store inventory, than those stores that pick and choose. At least one of our distributor supporters is offering free freight, no-penalty returns, and delayed billing until after Christmas for holiday catalog orders that include at least one copy of everything in the catalog. Take advantage of those offers, or whichever ones best suit your store. You'll be glad you did.

Mission Statement



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ciation is to promote a healthy independent bookselling community in the Northwest. We seek to accomplish: (In order of priority)

- 1. Interactions of the bookselling community
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- 3. Public awareness of the value of independent bookselling
- 4. Recognition of Northwest books and authors
- 5. A public that reads books
- 6. Freedom of expression for all

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Glenna Martin

509-925-5678

pearlstreet@elltel.net

Booksellers Write

More Than Just Sellers and Cellars of Books

by Amelia Reising, Books Without Borders, Eugene, OR

Back then it was the Bookworm. tucked into a strip mall alongside Volume Shoe Source and Bi-Mart. Mom would take me there to browse. leave me in the children's section where I'd search out a Trixie Belden or something with Ramona inside. Once, I opted for a Cabbage Patch Kids book instead, a decision my Mom didn't agree with but gave in to anyway, the same way she later gave in to my teenage penchant for tie-dye. I still have most of those paperbacks, have carted them with me from house to apartment to house. They're old friends of twenty years now.

We'd stop by Bartlett Street sometimes too, the crowded shelves like a hamster tube that occasionally dead-ended at another shelf, cutting off any exit with more beautiful old books. A 1920s *Alice in Wonderland*, tiny and red with a gold queen stamped on the cover, remains the best treasure discovered in the maze.

The smell of that place is strong in my memory, that old-book smell, thicker than in the library even, thicker than in the stacks at my Aunt and Uncle's place. Books still smell like childhood to me, like home and comfort, even the new ones. Paper and binding glue and dust; I'm a book-sniffer, unashamed.

The Bookworm held on for a long time, shrunk it's footage by half after the new mall opened a mile away (complete with a Walden Books), then was gone by the time I reached my teens. The last time I was in

Medford it was a dollar store, I think, where remaindered hardcovers sold for the eponymous price.

Bartlett Street Bookstore is still in operation, the owner being a stubborn man who loves books and rings up purchases on an antique cash register. I spent an hour there with Dad a year ago, the two of us the only customers, and I found a blue-covered copy of *Archie and Mehitabel*. I surprised myself by being interested in it despite my dislike of cockroaches.

The store likely does reasonably well on Biblio and other sites, though I pity the people who order their books without ever stepping into that cavern of books, words dripping like stalactites from the ceiling. They'll never browse the towering stacks and go home with an unexpected prize.

I think often about the purpose of independent bookstores, of our little store in particular, and of bookselling. This thing we do, it's about more than selling books; any grocery store can do that. When I think about my favorite bookstores, it occurs to me that part of what we sell is experience, visceral and real, not packaged and sterilized, referred to as "product". We sell memories to bookish little girls, like I used to be, who aren't good at making friends except the kind you can read on paper. We lead people to books we've loved, introduce them, hope they make a good match, and send them off into their future together. And we give them a place to come back to, a place that will remind them of home.

BookPro of the Month

New Year Resolutions

by Chuck Robinson, Village Books, Bellingham, WA

Well," I can imagine you collectively saying "Robinson's finally lost it." It's only September and he thinks it's January." But hold on. Perhaps it's the memory of my many years in the halls of academe but, for some reason September has always seemed much more like a new beginning than January. So what I have here is a modest suggestion of some possible "New Year Resolutions."

1. Clean up, toss out, touch up.

If yours is like most bookstores you will see your highest traffic—and most motivated buyers—over the next four months. Now is the time to spruce up the place. You likely have at least one bedraggled display that should be consigned to the trash and a little deep cleaning and a couple of brushes of paint couldn't hurt most stores.

- 2. Get inventory in line. I know that most of us would love to prove that those books that have been moldering on the shelves for ages will really sell "some day." However, "bad books" cover up or crowd out "good books." Take a good look at your inventory and get it in line both dollar-wise and title-wise before the height of the season.
- 3. Plan your work and work your plan. As the season becomes busier most of us won't have the time to think about a number of aspects of the business. Now is the time to pre-plan your advertising buys and promotions. Are you going to host a special "top customer party"? (we

do this very successfully each year) Now's the time to plan the event and file the plan away in your tickler file.

- 4. Consider some major rearrangements in the store. In our first year of business, Dee and I were struck by the fact that simply moving a display or a section brought new attention to it. In the lull before the storm you might consider some major or minor rearrangements to the store to give it a fresh look. Take Paco Underhill's advice and create some non-traditional sections (not just temporary displays) based on reasons folks buy books. Here are some of my ideas: "Great Vacation Books," "Gifts for Non-Readers," "Books I Wish I Had Read When I Was a Kid."
- 5. Resolve to SELL books. I don't mean to resolve to be behind the register to take money from folks. I mean resolve to put up shelf talkers, to talk to every customer about books, to stock up on quirky favorites and put them in readers' hands. Resolve to make "seller" the operative part of the title "bookseller."
- 6. Do a customer walk-through.

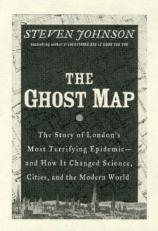
Ok, so what's a customer walk-through? Just pretend you're a customer and walk through your store the way that customers do.

Take a notebook or a small recording device and make notes about what you see. Perhaps a display should be tidied up or your signage needs to be updated. You'll likely see things you haven't noticed before as you have scurried about the store. Try to get everyone who works in the store to do this.

- 7. Schedule some book talks for October and November. Now I'm not talking about author appearances. I mean that you, or someone in your store, talks about books of the season. These might be themed-"Great Books for Grandparents to Give Grandchildren," "Books for Someone Who Has Read Everything." I think you get the idea. This is just a chance for you to share your expertise with your customers. Bake up some holiday cookies put on a pot of hot chocolate and subtly sell some books.
- 8. Plan a staff party to decorate the store for the holidays. Get some pizza and beverages or other refreshments and go at it. This is not only a good way to get the store decorated but it's a great way to get the staff together to talk about other plans for the season. It's unlikely this party will be in September but, it's the prefect time to get it on everyone's calendar.
- 9. And, finally, plan to have fun! The vast majority of booksellers I've met over the years are all smart enough to realize there are much better ways to get rich and much easier ways to make a living. If you're not having fun, this business just isn't worth it.

Chuck Robinson is co-owner of Village Books in Bellingham, WA and our General Philosopher BookPro. Chuck may be reached at: chuck@villagebooks.com or 360-671-2626

Fall 2006 BuzzBook Candidates



JOHN GRISHAM

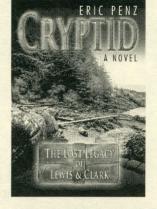
Cryptid: The Lost Legacy of Lewis & Clark

Eric Penz

iUniverse Press

The Ghost Map

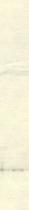
Steven Johnson Riverhead Books



Journey Toward Justice

Dennis Fritz

Seven Locks Press



Cool Creatures, Hot Planet: Exploring the Seven Continents

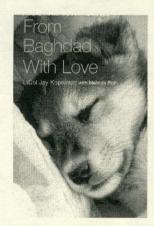
Marty Essen
Encante Press



Transformed By Triathlon:
The Making of An Improbable Athlete

Iane Booth

Fast Foot Forward Press



From Baghdad With Love
Lt. Col. Jay Kopelman with Melinda Roth
Globe Pequot Press



Stop by the BuzzBooks table at registration and get a card. Then visit the rep for each participating title, listen to the pitch and receive your punch. When you're card is full, flip it over and vote for the book you feel is most qualified to become the buzz of the show. Once you've cast your vote, you are in the running for one of four \$200 cash prizes!

Winning BuzzBooks and Booksellers to be Announced at the Feast of Authors on Friday night.

(attendance urged but not required)

Baker & Taylor

The Lifeline of the Independent Bookseller

Small independent bookstores often rely on their communities and neighbors in order to thrive. The exclusive services and discounts available through Baker & Taylor's First Call Program are designed to help independent bookstores like **The Four-Eyed Frog**, in Gualala, CA succeed in an increasingly competitive marketplace.

"Baker & Taylor's First Call Program gives us free freight on only 10 books, and an extra 2% on NYPs; these perks plus the extra 2% early pay discounts may seem like small things but

they make a big difference," exclaims Joel Crockett, co-owner



of The Four-Eyed Frog.

"Overall, if you're going to manage a business like this and expect to prosper, you find that all those percentages really add up."

"Baker & Taylor's people are always responsive and make me feel special, even though my store is small. Like an independent bookstore, Baker & Taylor has a personality!"



Joel Crockett and Jeremy Crockett

Stop by the Baker & Taylor booth at the **PNBA Trade Show** and ask Chris about B&T's programs designed just for independent booksellers like you.



Fall Tradeshow Education Schedule for Thursday, OCTOBER 12, 2006 @ Oregon Convention Center This is a preliminary schedule and is subject to change.

Room A-105 Bookseller Education.	Room A-106 Booksellers Education	Room A-107 Bookseller Picks	Room A-108 Frontline Bookseller Education	Room A-109 Publishing/Author Education
		8:00 - 8:45 am Intro for First-timers, for Retail Booksellers with Paul Hanson		8:00 - 8:45 am Intro for First-timers, for Publishers and Authors
9:00 - 10:15 am Bookseller Panel Shop Local: Forming Business Alliances in Your Community, with Oren Teicher		9:00 - 11:45 am Bookseller Workshop Our Reps Offer Their Favorite Seasonal Picks	9:00 - 10:15 am Bookseller Panel Putting Passion to Paper: Writing Great Blurbs, with Brian Juenemann	9:00 - 10:15 am Author/Pub Workshop Persistent Marketing Pays: Finding New Ways to Sell Your Book, with Marvin Mitchell
10:30 - 11:45 am Bookseller Workshop Improving Efficiency to Achieve Success, with Len Vlahos		V	10:30 - 11:45 am Bookseller Panel Taking the Mystery Out of Bargain Book Sales, wtih Mark Mouser, et als	10:30 - 11:45 am Author/Pub Workshop Integrate Marketing and Publicity to Increase Sales, with Sharon Castlen & Cynthia Frank
		Address: Chuck Palaht State of the Industry, with la		
1:15 - 2:15 pm Bookseller Workshop Creating Killer Events, with Oren Teicher	1:15 - 2:30 pm Bookseller Session Promoting the Holiday Catalog	1:15 - 2:30 pm Bookseller Workshop Our Reps Offer Their Favorite Seasonal Picks	1:15 - 2:30 pm Bookseller Panel Want to Own a Store? Considering the Options w/Sylla McClellan, et als	
2:30 - 3:45 pm Bookseller Workshop Above the Treeline: An Introduction, with Len Vlahos	2:45 - 3:45 pm Bookseller Session B2B: Working with Other Businesses to Sell Books with Deb Lewis	2:45 - 3:45 pm Bookseller Workshop: Pick of the Children's Books Lists with Judy Hobbs	2:45 - 3:45 pm Bookseller Workshop The Basics of Bookselling: Handselling for the Holidays with Scott Foley, et als	2:45 - 4:00 pm Pub/Author Workshop Writers Read Naked: Public Performance Training for Authors, with Peter Kahle & Melanie Workhoven
	4:00 - 6:00 pm A Celebration of Authors, moderated by Colin Rea			

6:30 - 7:30 pm Emerging Leaders Dinner (off site) 8:00 - 10:00 pm

Dessert & Autographing Party

Red Lion Hotel

Attendee Registration

PNBA's 2006 Fall Tradeshow • October 12-14, Portland, OR This form is for Attendees only. Exhibitors please use Exhibitor Registration form. Attendees, please read the instructions on the reverse side before filling out this form. Prices are not valid after September 29, 2006.

A.	Company Name			
	Contact Person			
	Address		The state of the s	Para Para Para Para Para Para Para Para
	City		State Zip	all of
		FAX		
В.	BADGE CATEGORY:	Book Retailer Wholesaler/Distributor Prospective Bookseller Independent Publicist, M	Sales Rep Media	Librarian Author Guest
C.	FOUR BADGES come with If you want to purchase a	h each member registration. Please literacy donor badge (\$20 each) for	e list the attendees from y any or all, check the box	our company below after their name.
	1			
	2			
D.		OKSTORE BADGES (list separately)		
E.	LITERACY DONOR BAD	GES for your attendees are \$20 ear	ch. Literacy badges	x \$20= \$
F.		FEE for attendees is \$40. Nitrors, scheduled authors and media peo	Non-member badges pple do not pay a badge fee.	x \$40= \$
G.	2006 PNBA MEMBERSHII	? \$90 Complete a Membership App	olication and include w/p	payment. \$
H.		s tradeshows? Check here to enlist a E-mail		
I.	EVENT TICKETS (indicate	e quantity)		
		EPTEMBER 29, 2006. TICKET PI	RICES INCREASE ON-S	ITE.
		unch:chicken saladveget		
	Friday Breakfast:	blintzes/ham/eggsgranola/ye	ogurt x \$15	each
		salmonprime rib		
	Saturday Breakfast: _	French toast/baconveggie	quiche/fruit x \$15	each
J.	Total due: MAIL or FAX (541-683-391	0) this form with payment to PNB		l enclosed \$
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	V-code (for Visa or	aly, this is the last three digits of the nu	mber in the signature box o	n back of card)
Print	Name	Signal	fure	

PNBA Fall Tradeshow Attendee Registration Instructions

October 12-14, Oregon Convention Center, Portland, OR

This form is for Attendees only. Exhibitors please use Exhibitor Registration form. Attendees: Please read the instructions before filling out this form. This form and these prices are valid only if received by September 29, 2006.

- A. This is for your store, company or library name and address. Authors may use the name of their publisher but should provide their own mailing address. Media should list the name of their publication or station. The company name will appear on your badge. Bookseller badges, tickets and show programs will be mailed to this address. Non-bookseller badges and meal tickets will be held at PNBA's registration desk at the show.
- B. Check the appropriate affiliation. If, for instance, everyone listed will be representing your bookstore, check the designation Book Retailer. If any of the badges for people listed on this form are different than the other(s), add the appropriate affiliation next to each name. This show is not open to the public. Attendees should be prepared to show proof of their book industry affiliation.
- C. After each name, you have the option of checking "literacy donor." Attendees with badges so marked will not be asked to donate cash to PNBA's literacy programs at author signings. Many attendees find this saves time and hassle.
- D. If more than four people from a PNBA Member bookstore will need badges, list the extras on a seperate sheet, and note those for whom you are paying \$20 for literacy badges. Multiply the total number of extra badges needed by \$5 and record the total here. Extra badges will cost \$10 at the show.
- E. Multiply the number of badges that you marked for literacy donors by \$20 and write that total here.
- F. Badge fees are for people who are not members of PNBA. Staff of pre-registered PNBA member stores, exhibitors, authors scheduled to autograph and media do not have to pay a badge fee.
- G. If you have already paid your 2006 PNBA membership dues, ignore this line. Dues are \$90 through December 2006. Membership is by mailing address. Stores or companies with multiple sites must send an application for each address seeking membership. Membership is not required to attend the show; non-members: see line (F) above.
- H. For Booksellers only: Check if you'd like to be paired with a mentor to answer questions and take you around the exhibitor floor. Your mentor will contact you before the show to answer questions and set up a time to meet.
- I. The Thursday Keynote Lunch features Chuck Palahniuk. The menu offers Jamaican chicken salad with grill jerked chicken breast; jicama slaw with papaya relish; tropical fruits; chili roasted potatoes garnished with cocnut on a bed of romaine hearts; a roll; dessert and coffee, decaf or tea. The vegetarian option will offer same salad with grilled tofu.

The Friday breakfast is your choice of EITHER Breakfast Blintzes (cheese blintzes with strawberry sauce & madarin orange segments, scrambled eggs, and smoked ham) OR Granola & Yogurt Parfait. Each breakfast will also include Cranberry Juice; a basket of assorted bakery items, preserves & butter; and coffee, decaf or tea.

Friday's Author Feast features your choice of EITHER Marinated Grilled Salmon Fillet (served with tomato, cucumber, caper salsa & basmati rice) OR 10 oz. Black Pepper Encrusted Prime Rib (topped with caramelized onion au jus, served with rosemary roasted red potatoes) OR Stuffed Portobello Mushroom (stuffed with roasted fall vegetables with roasted tomato sauce, served with wild rice pilaf). All dinner entrees include green salad medley with assorted dressings; rolls & butter; chef's choice of vegetable; dessert; and coffee, decaf or hot tea. Authors will rotate among tables of booksellers, spending 15 minutes at each.

Saturday breakfast is your choice of EITHER French Toast Platter (Cinnamon Rolls dipped in egg batter served with strawberry compote, maple syrup and whipped butter, and bacon) OR Vegetable Quiche with fresh fruit. Each option includes orange juice; a basket of assorted bakery items, preserves & butter; and coffee, decaf or tea.

J. The total for lines D through I.

ACCOMMODATIONS: The Red Lion Hotel, Oregon Convention Center, 800-343-1822, offers rooms for PNBA attendees for \$92.00/night (plus tax, which is currently 12.5%). The cut-off date to reserve rooms at these rates is Friday, September 29, 2006, or when the room block is sold out. Back-up Host Hotel: Courtyard by Marriott Portland Lloyd Center, 800-321-2211

PAYMENT: Mail or fax to: PNBA, 317 West Broadway, Ste 214, Eugene, OR 97401-2890 Tel 541-683-4363 • Fax 541-683-3910 • info@pnba.org

The Celebration of Authors Oregon Convention Center, Room A-106 Thursday, October 12, 2006 4:00 - 6:00 pm

Colin Rea, Tradebook Department Buyer at the University of Oregon Bookstore in Eugene, will introduce this distinguished list of authors. PNBA has chosen these authors, most of whom have yet to appear on any bestseller lists, because they have indicated a willingness to visit your stores and because we believe their books will make great handselling" possibilities for your stores this fall.

<u>author</u>	<u>title</u>	publisher	speak
Geronimo Tagatac	The Weight of the Sun	Ooligan Press	4:00 pm
Pamela Aidan	Duty and Desire	Touchstone (S&S)	4:12
Ron Burley	Unscrewed	Ten Speed Press	4:24
Kit Bakke	Miss Alcott's E-mail	David R. Godine	4:36
John Keeble	Nocturnal America	Univ. of Nebraska Press	4:48
Carlene Cross	Fleeing Fundamentalism	Algonquin Books	5:00
Ryan Boudinot	The Littlest Hitler	Counterpoint	5:12
Willa Schneberg	Storytelling in Cambodia	Calyx	5:24
John Moe	Conservatize Me	Morrow (Harper)	5:36
Joan Burbick	Gun Show Nation	New Press	5:48

Dessert and Autographing Party The Red Lion Hotel, Windows Skyroom 8:00 - 10:00 pm

The authors from this afternoon's Celebration of Authors will be joined by six other authors with terrific handselling titles to sign copies of their new books at this opening night party. PNBA will provide the desserts and coffee or tea.

	Table A	Table B	Table C	Table D
8:00 pm	Mark Armour Rain Check: Baseball in PNW Univ. of Nebraska Press	Pamela Aidan Duty and Desire Touchstone (S&S)	Geronimo Tagatac The Weight of the Sun Ooligan Press	Chris Santella 50 Favorite Fly-Fishing Tales Stewart, Tabori & Chang
8:30 pm	Kelly Braffet Last Seen Leaving Houghton Mifflin	Ron Burley Unscrewed Ten Speed Press	Willa Schneberg Storytelling in Cambodia Calyx	Kit Bakke <i>Miss Alcott's E-Mail</i> David R. Godine
9:00 pm	John Keeble <i>Nocturnal America</i> Univ of Nebraska Press	Carlene Cross Fleeing Fundamentalism Algonquin Books of Chapel Hill	Ryan Boudinot <i>The Littlest Hitler</i> Counterpoint	Randy Sue Coburn Owl Island Ballantine
9:30 pm	Naomi Aldort Raising Our Children, Raising Ourselves Book Publishers Network	John Moe Conservatize Me Morrow	Joan Burbick Gun Show Nation New Press	Michael Donnelly False Harbor Windstorm Creative

The 2006 Pacific Northwest Booksellers Association FALL TRADE SHOW

Red Lion Hotel AND Oregon Convention Center, Portland, Oregon

This is a preliminary schedule and is subject to change.

Friday, October 13

8 am to 9:15 am Book & Author Breakfast [Red Lion Hotel, Grand Ballroom] featuring Vikram Chandra

(Sacred Games, HarperCollins), Jim LaMarche (Up, Chronicle), and Amy Stewart (Flowers Confidential, Algonquin). Paul Hanson, manager of Eagle Harbor Book Co, on

Bainbridge Island, will emcee. (Tickets required)

PNBA's Registration Desk and BuzzBooks headquarters opens at the Oregon Convention Center. 9 am to 4:30 pm

9:30 am to 4:30 pm EXHIBITS OPEN [Oregon Convention Center, Halls A-A1]

10 am to noon Author Autographing [Convention Floor]

10 am to noon PNBA's Book Awards Committee Meeting [Room A-109]

2 pm to 3 pm PNBA's Education Committee Meeting [Room A-109]

2 pm to 3:30 pm Author Autographing [Convention Floor]

4:30 - 6 pm PNBA General Membership Meeting [Room A-108]

7 pm to 9 pm Author Feast [Red Lion Hotel, Grand Ballroom]

> BuzzBooks winners announced! Authors featured include, in alphabetical order: Kim Barnes/Claire Davis, eds., Kiss Tomorrow Hello (Doubleday); Lewis Buzbee, The Yellow-Lighted Bookshop (Graywolf); Alison Clement, Twenty Questions (Atria); Carmela & Steven D'Amico, Ella Sets the Stage (Scholastic); Brian Doyle, The Grail (OSU Press); Janet Fitch, Paint It Black (Little Brown); Tess Gallagher,

Dear Ghosts (Graywolf Press)/Distant Rain (EWU Press); David Greenberg, Don't Forget

Your Etiquette (F, S & G); Tom Hager, The Demon Under the Microscope

(Harmony Books); Steve Hendricks, The Unquiet Grave (Avalon); Karen Karbo, Minerva Clark Goes to the Dogs (Bloomsbury Children's); Barry Lopez/Debra Gwartney, eds., Home Ground (Trinity Univ Press); Jana McBurney-Lin, My Half of the Sky (Komenar); Gregg Olsen, A Wicked Snow, (Kensington); Lynne Pomeranz, Among Wild Horses (Storey Pub); Spider Robinson, Variable Star (Tor Books); Heather Sharfeddin,

Mineral Spirits (Bridge Works); Obert Skye, Leven Thumps and the Whispered Secret (Simon & Schuster) and John Taliafero, In a Far Country (PublicAffairs).

Saturday, October 14

8 am to 9:15 am Book and Author Breakfast [Red Lion Hotel, Grand Ballroom], featuring Laura

Kalpakian (American Cookery, St. Martins), Jon Muth/L. Zucherman (I Will Hold You 'Til You Sleep, Scholastic), and Andy Borowitz (The Republican Playbook, Hyperion). Caroline Sloan, author coordinator for Annie Blooms Books in Portland, will emcee.

(Tickets required)

9 am to 2 pm PNBA's Registration Desk open at the Oregon Convention Center.

9:30 am to 2 pm EXHIBITS OPEN [Oregon Convention Center, Halls A-A1]

10 am to 12:30 pm Author autographing [Exhibit Floor]

Booksellers at the Breakfasts will receive one signed copy of each speaker's book. When quantities are limited, PNBA may limit the books to one copy per member store. Booksellers at the Author Feast will receive a selection of at least ten signed books at the end of the dinner.

PNBA's 2006 Fall Tradeshow Northwest Autographing Schedule on the exhibit floor @ the Oregon Convention Center

Friday, October 13:

	Table A	Table B	Table C	Table D
10:00am	Elizabeth Pantley No-Cry Potty Training Solution McGraw-Hill	Kate Elliott Spirit Gate Tor Books	Elizabeth Somer 10 Habits That Mess Up a Woman's Diet McGraw-Hill	Sali Shepphard-Wolford Valley of the Skookum Pine Winds Press
10:30am	Susan Fletcher Alphabet of Dreams Atheneum Bks for Yng Rdrs	Melanie Rawn Spellbinder Tor Books	Chris Enss The Young Duke Globe Pequot Press	Dean Littlepage Steller's Island The Mountaineers Books
11:00am	Carmen T. Bernier-Grand César: Si, Se Puede! Marshall Cavendish	Ron Lovell Searching for Murder Penman Productions	Bounsang Khamkeo I Little Slave: A Prison Memoir EWU Press	Mary Getten Communicating with Orcas Hampton Roads Publishing
11:30am	Kathy Beckwith Playing War Tilbury House Publishers	Joanne Fluke Cherry Cheesecake Murder Kensington Books	Chris & Toren Volkmann From Binge to Blackout NAL (Penguin)	Paul J. Lindholdt <i>The Canoe and the Saddle</i> Univ of Nebraska Pr
		Lunch Break, 1.	2:30 - 2:00pm	
2:00pm	Dia Calhoun Avielle of Ria Marshall Cavendish	John Warner Encyclopedia Brown andGeorge W. Bush F+W Publications	Karen Wright The Sequoia Seed Bibliocast	Eric Penz Cryptid: Lost Legacy of Lewis & Clark iUniverse
2:30pm	Lee White, illustrator Stop That Nose! Marshall Cavendish	Jane Porter Flirting with Forty 5 Spot/Warner	Philip Garrison Because I Don't Have Wings Univ of Arizona Press	Cherie Priest Wings to the Kingdom Tor Books
3:00pm	Robin Hobb Forest Mage Eos (Harper)	Craig Lesley Burning Fence Picador	Mary Matsuda Gruenewald Looking Like the Enemy NewSage Press	Susan Sokol Blosser At Home in the Vineyard Univ of California Press

Saturday, October 14:

	Table A	Table B	Table C	Table D
10:00 am	Laris Moshar <i>Miracle Escape</i> Educare Press	Robin Cody <i>Ricochet River</i> Ooligan Press	René Denfeld All God's Children:Street Families PublicAffairs (Perseus)	Lisa Jackson Shiver Kensington Books
10:30 am	Laura Kvasnosky Zelda and Ivey One Christmas Candlewick Press	Anjali Banerjee <i>Invisible Lives</i> Downtown Press (S&S)	Jonathan Kirsch <i>History of the End of the World</i> HarperSanFrancisco	Paula Morin Honest Horses Univ of Nevada Press
11:00 am	Kirby Larson Hattie Big Sky Random House	Robert Dugoni Damage Control Warner Books	Diane Durston <i>Wabi Sabi</i> Storey Publishing	Lawney Reyes Bernie WhitebearIndian's Quest Univ of Arizona Press
11:30 am	Meghan Nuttall Sayres Anahita's Woven Riddle Abrams Books for Yng Rdrs	Daniel Kalla Rage Therapy Forge Books	Jay Kopelman From Bagdad With Love Lyons Press (Globe Pequot)	M Westmorland & B Sleeper Ocean Duets Fulcrum Publishing
12:00 noon	Christine Fletcher Tallulah Falls Bloomsbury Children's Books	Miriam Zellnik A Death at the Rose Paperworks Midnight Ink	Glenn Gauthier <i>The A to Z Book</i> Book Publishers Network	Karen Rizzo Things to Bring, S#!t to Do Stewart, Tabori & Chang

Books from MANHATTAN.



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Bookselling News

It's a girl !!

The biggest news around here is that PNBA's Executive Assistant **Jamie Passaro** had a beautiful baby girl - **Olive June**, born on August 22, 2006 at 9:19 am. Mother, daughter, (and Dad) are living in bliss!



While Jamie is off enjoying being a mom, her place will be filled by Larry West, an old (in both senses of the word) bookseller. He and his wife Karen owned the Book Mark in Eugene for many years. Larry can be contacted at: larry@pnba.org.

George Carroll has announced that he is getting married in October to Sharilyn Hovind, whom he met when she worked at Chronicle Books twenty years ago. Sharilyn's been a freelance editor since she left Chronicle and has lived in Seattle for five or six years. The wedding will be a private ceremony in "a lovely spot above the shores of Rattlesnake Lake." All our best wishes go out to George and Sharilyn!

The Dream of Owning a Bookstore Lingers

Even though the competitive world of bookselling has grown more fierce, many still yearn to own a bookstore and spend their work-life surrounded by books. Yet balancing romantic notions with reality is critical for those who are ready to invest.

The key to an informed launch of a new bookstore is education and training. The last opportunity to attend the one-of-a-kind, full-week workshop - Opening A Bookstore: The Business Essentials - this year will be October 3-9 in Ann Arbor, Michigan. The program will include everything from defining and marketing your competitive advantages to understanding the financial dynamics, store design and merchandising to selecting a computerized management system and selecting an opening inventory. The workshop will take place in Ann Arbor, known for its progressive spirit and some top-quality independent retailers, and will continue at the Great Lakes Booksellers Association trade show in Dearborn.

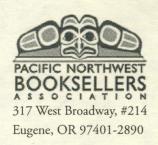
The workshop is facilitated by Donna Paz Kaufman and Mark Kaufman of the Bookstore Training and Consulting Group of Paz & Associates and is co-sponsored by the American Booksellers Association and the Great Lakes Booksellers Association. For details, visit www. pazbookbiz.com or call: 800/260-8605.

ABFFE Releases New Banned Books Week Poster

The American Booksellers Foundation for Free Expression (ABFFE), the bookseller's voice in the fight against censorship, is offering a colorful new poster celebrating Banned Books Week, Sept. 23-30. The poster, which incorporates ABFFE's popular FREADOM logo, depicts the Statue of Liberty reading a book. The image was created by artist Roger Roth for The American Story: 100 True Tales from American History, which was written by Jennifer Armstrong and published by Random House Children's Books (ISBN 978-0-375-81256-3). The poster can be downloaded free from the ABFFE Web site, http:// www.abffe.com/1stAmendPosters. pdf, and printed as an 11" x 17" poster using either the bookseller's color printer or a local copy shop. "We are very grateful to Mr. Roth and Random House for permission to use this wonderful image to help celebrate Banned Books Week," ABFFE President Chris Finan said.

It is not too late for booksellers to order an ABFFE donation box for Banned Books Week. More than 120 booksellers have volunteered to help raise funds for ABFFE by exhibiting the boxes. To view the box, click here, http://www.abffe.com/Graphics/DonationBox.gif.

To order a donation box, send an e-mail to info@abffe.com.



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The Back Page

Thank You Fall Show Sponsors!

Random House, Inc.: Education Day Ingram: Decadent Desserts Author Party HarperCollins: Friday Book & Author Breakfast

Partners/West: Author Feast

National Association of Independent Publishers Reps: co-sponsors of reps refreshments Simon & Schuster Children's Publishing/Sasquatch Books: Canvas bags

A Calendar for Northwest Booksellers

Sept 21, 2006	BPNW meeting, Good Shepherd Center, Seattle	www.bpnw.org
Sept 23 - 30, 2006	Banned Books Week	www.abffee.com
Oct. 12-14, 2006	PNBA 2006 Fall Show, Portland	541-683-4363
Nov. 2-4, 2006	Publishers Assoc of the West Conference	303-447-2320
March 15-17, 2007	PNBA 2007 Spring Show, Portland	541-683-4363

". . . the joy of freely saying whatever we want to say is inextricably linked with human dignity . . ." — Orphan Pamuk, from the inaugural PEN Arthur Miller Freedom to Write Memorial Lecture delivered April 25

Features

May 2006

- 2 Booksellers Write column by Colin Rea: *The Examined Life; or, the Requisite James Frey Column*
- 4 Book Pro of the Month: Paul Hanson on Personnel
- New Job Listings Program/Bookselling Calendar

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On the Homefront

We Thought You Should Know . . .

PNBA staff members are planning and packing for Book Expo America in Washington, DC, where we'll meet with publishers about the Holiday Catalog, Tradeshows and other PNBA programs. Here are some odds and ends we've been meaning to pass along:

Russ Lawrence of Chapter One Book Store in Hamilton, Montana has been elected ABA president for a one-year term. Lucky ABA! We remember when Russ was president of our Board.

Booksellers, you've still got time to display the winners of our 2006 Book Awards. Build something beautiful and e-mail or snail-mail photos to the office by June 2. It's really pretty easy to wow us. One of our smallest stores (with a staff of two) has placed in the last two display contests. Look for your Holiday Catalog contracts next month.

And authors! We're like proud parents when it comes to our NW authors. In the last month, we've seen John Daniel, William Sullivan, Jane Kirkpatrick, Erik Larson (again!), Stephanie Kallos (still!) and Terri Jentz on the Pacific NW Indie Bestseller List. Seattle author Clyde Ford has won a 2006 IPPY (Independent Publishers Book Award) in the mystery/thriller category for The Long Mile. Decade of the Wolf: Returning the Wild to Yellowstone by Gary Ferguson and Doug Smith is the winner of the

fourth annual Montana Book Award! **Kevin O'Brien** has been chosen as the 2006 recipient of the eleventh annual Friends Of Mystery Spotted Owl award for *The Last Victim*. And, Spokane author **Jess Walter**, who won the Spotted Owl award last year, has won an Edgar award for *Citizen Vince*.

Thanks to generous support from PNBA members, library shelves at North Cascades Institute's new Learning Center are filling up with books from Northwest publishers. Recent gifts have included titles from Sasquatch Books, The Mountaineers Books, Fulcrum Publishing, Lone Pine Press, University of Washington Press and Triad Institute.

North Cascades Institute, now celebrating its 20th anniversary, is a Washington nonprofit conservation organization whose mission is to conserve and restore Northwest environments through education. The Learning Center is tucked at the foot of Sourdough Mountain where Gary Snyder once served as a fire lookout.

Booksellers interested in making donations of regional natural history titles to North Cascades Institute may contact longtime board member and Village Books' co-owner Chuck Robinson or Kris Molesworth, development director, at kris_molesworth@ncascades.org

Booksellers Write

Mission Statement



he Mission of the Pacific Northwest Booksellers Asso-

ciation is to promote a healthy independent bookselling community in the Northwest. We seek to accomplish: (In order of priority)

- 1. Interactions of the bookselling community
- 2. A highly skilled bookselling membership
- 3. Public awareness of the value of independent bookselling
- 4. Recognition of Northwest books and authors
- 5. A public that reads books
- 6. Freedom of expression for all

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The Examined Life; or, the Requisite James Frey Column

by Colin Rea, UO Bookstore, Eugene

Admit it; you want to be a writer. Or, at least, you WANTED to be a writer until you picked up *Infinite Jest* and realized that you'd never be that good. So you put that idea to bed and concentrated on something more likely to make good money – like casino gambling or a nice Ponzi scheme.

I've always thought that I have a book in me. The fiction hasn't exactly spewed forth, so what about a great piece of investigative or historical nonfiction? That's out. I have three young kids, and I barely have time to research the expiration date on the milk I'm pouring into their cereal each morning.

What's left? A travel book – I'm a bookseller; I can't afford to go anywhere. An art book – last I checked Keith Haring cornered the market on stick figures. A Memoir? Hmmm... now that has possibilities. Let's explore!

What makes for a riveting memoir?

Drugs. Well, I have been known to take three Ibuprofen tablets when the bottle says to only take two. That probably sounds more dangerous than it really is, but certainly not enough to reach the Booksense bestseller list.

Alcohol. I enjoy single malt scotch, which is too expensive for me to drink enough of to get into trouble. Remember, I'm a bookseller. (Note to sales reps: I also enjoy good beer. Meet me at the Brickskellar at BEA Thursday night, around 8pm.)

Family. I was brought up in a solidly upper-middle class neighborhood in one of the best public school systems in the country. I had two parents, a

brother, and two sisters – and not one of us was ever arrested.* I think I once took a ten-spot from my parent's dresser, but that's about it. Little did my parents know the long term consequences to my possible writing career by raising me in a loving, decidedly non-warped home.

Celebrity. Until he started to outbald me, sometimes people thought I looked like Anthony Edwards in his E.R. prime. Other than that, this category is unlikely to yield a result.

Scandal. Just in case there is actually something in my past worthy of a good scandal, I think perhaps I'll wait until such indiscretions are reported by someone other than my old college roommates whilst reminiscing about how stupid we were back then.

It's time to face facts. My life to date would be of no interest to the general book-buying public. Nothing that I could throw together would be memoir-worthy in these heady days of Belles Lettres publishing. I have to focus on what I've always done... sell books. In the meantime, I'll try to hit the liquor store more often, hope for some spectacular, bone-jarring accident that both makes national news and requires me to fill a no-limit, narcotic based prescription, and hope that my next family reunion involves a multitude of left-field revelations.

Now if you'll excuse me, I have to go read something else I saw in the news about James Frey...

*Actually, I was arrested once, but that didn't count. Really.











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BookPro of the Month

Send in the Clones

by Paul Hanson, Eagle Harbor Book Company, Bainbridge Island, WA

When I started out in bookselling many years ago, I began with the basics. I learned the book biz from the bottom up ... and all the little details along the way. I loved the details. They were comforting. They were my friends. If I didn't know the answer, I'd find it out so next time someone asked me a question, I'd be able to give it to them. Over the years, I became the problem-solver, the trouble-shooter, the go-to-guy for staff members with questions. I took great pride in knowing all the answers.

Then I became a manager and all that knowledge really came in handy. I could train anyone to do anything and I had all the answers to all the questions ... and there were plenty. Over time, it seemed like everyone had a question for me. I spent most of my day fixing problems, taking on tasks, answering questions. I was good at my job but I was stretched thin. Everyone could see I was busy. They all said I needed a clone. Hmm, there was an idea. But until technology caught up, I guess I'd just have to work harder.

And the more questions I answered, it seemed like the more were asked. And they were the same questions over and over! It seemed like no one else knew the answers but me! I just kept thinking that if I answered enough questions, gave enough instruction and did enough training that everyone would eventually get better at their jobs and I would have less to do. I was so busy, I

didn't recognize that sharp stench of burn-out in the air.

Then I realized that good leadership isn't about doing all the work, it's about empowering and coordinating others to make sure the job gets done.

Then I learned that it's not a fine line between leadership and micromanagement. It's a big fat chasm.

The first thing I had to do was truly let go of *doing* everything.

Which led to *not* knowing all the details.

That meant I no longer knew *all* the answers. Boy, was that tough on the ego. You mean I actually had to say, "I don't know" to someone? You should try it sometime. It's disconcerting but very liberating.

Unfortunately, it's not all that help-ful to the ones asking the questions. But if you say instead, "What do you think?" or "Why don't you ask Betty Sue what she thinks and let me know what you come up with?" or "Here's my suggestion ... but you can handle it however you think is best," suddenly the ones asking the questions are figuring it out for themselves. They become the problem solvers.

Over time, the questions reduce to a trickle and the troubleshooting is being handled not by just you but by everyone. It's not easy. It takes a leap of faith over that big fat chasm. It takes trusting, truly trusting that those around you know a thing or two and can think for themselves. If they haven't demonstrated that particular ability up until now, it isn't because they don't have it, it's because it's either been easier for them to ask because they know you'll have the answer or they haven't been allowed to have the answer up until now. So next time someone on your staff asks you a question, try responding with another question. Let them come up with a solution ... even if it's not the one you would have chosen. You'll find more time on your hands to do the things a leader is supposed to do and a staff of strong, talented booksellers who feel invested in what they do.

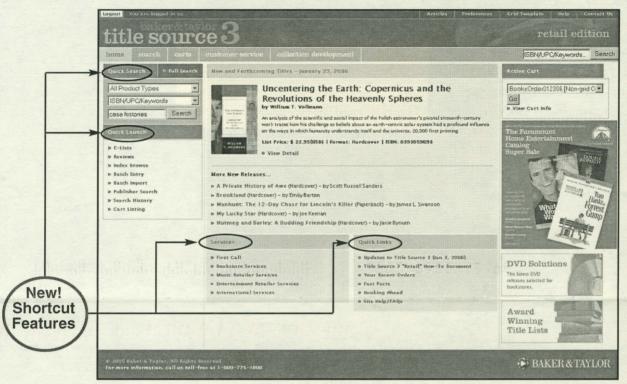
As for me, I don't have to wait for technology to catch up. I have plenty of clones. Well, not clones exactly... but better. They're a team of independent, free thinking, problem-solving, troubleshooting gurus.

Just because you make the big decisions doesn't mean you have to have all the little answers. Go ahead. Jump that big fat chasm. It smells better here on the other side.

Paul Hanson is the manager at Eagle Harbor Book Company on Bainbridge Island, WA, vice president of PNBA and our Personnel BookPro. Reach him at paulh@eagleharborbooks.com or 206-842-5332.

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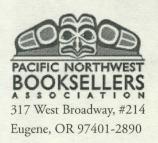
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The Back Page

Help Wanted?

Looking for a book biz job in the Northwest? Hiring a new manager for your store? Want to help find a great spot for your favorite employee who's moving to Portland this summer? We can help.

By popular demand, PNBA will launch a monthly e-mail jobs listing service next month.

Send your listings of 25 words or less to Jamie@pnba.org by June 14 and we'll e-mail them to the membership June 15 (and mid-month each month after that). Members receive one free ad per year. It's \$30 for members' second listings and for non-members.

A Calendar for Northwest Booksellers

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FOOTNOTES

News from, for, and of the Pacific Northwest Booksellers Association

"Time may be money in the rest of the world, but not in the bookstore. There's little money here, so we can all take our time."

—Lewis Buzbee in The Yellow-Lighted Bookshop (Graywolf)

Features

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On the Homefront

Fall Show Offers Free Education, Feasting, Fun, Old Friends, Plus 75 Authors, 100+ Exhibitors and Lunch with Chuck Palahniuk

Enclosed is your attendee registration form for the Fall Tradeshow, October 12-14 at the Oregon Convention Center in Portland. We've got a great show lined up.

In addition to the free education sessions all-day Thursday, the Celebration of Authors, the Decadent Desserts Author Signing party, the exhibits, the autographings, the Feast (line up includes Barry Lopez, Tess Gallagher, Lewis Buzbee and Janet Fitch!) and two author breakfasts—Friday's features Vikram Chandra (Sacred Games, HarperCollins), Jim LaMarche (Up, Chronicle), and Amy Stewart (Flowers Confidential, Algonquin); and Saturday's breakfast features Laura Kalpakian (American Cookery, St. Martins), Jon Muth/L. Zucherman (I Will Hold You' Til You Sleep, Scholastic), and Andy Borowitz (The Republican Playbook, Hyperion), take note:

• The keynote lunch Thursday features **Chuck Palahniuk**, who will regale us with his special blend of story/charm/humor. If you've never seen Chuck speak, you'll want to sign up for this.

- We've reduced the price for the **Author Feast** this year. For just \$30, you get to dine with five authors and receive a hefty bag of books.
- Booksellers: If you're new to PNBA's tradeshows—or maybe you attended one or two and found them overwhelming—we've got a new **mentor program** for you. Just check the space on your registration and we'll pair you with a more experienced booksellers to answer your questions and introduce you to key people on the exhibit floor.
- Don't forget to pick up a **Buzz-Books** card at registration. Get your card stamped by participating publishers on the exhibit floor (think scavenger hunt) and you'll be entered to win some nice cash prizes.
- The Red Lion Hotel, Oregon Convention Center, 800-343-1822, offers rooms for PNBA attendees for \$92.00/night (plus tax, which is currently 12.5%). The cut-off date to reserve rooms at these rates is Friday, **September 29**, or when the room block is sold out. Back-up Host Hotel: Courtyard by Marriott Portland Lloyd Center, 800-321-2211.

Mission Statement



he Mission of the Pacific Northwest Booksellers Asso-

ciation is to promote a healthy independent bookselling community in the Northwest. We seek to accomplish: (In order of priority)

- 1. Interactions of the bookselling community
- 2. A highly skilled bookselling membership
- 3. Public awareness of the value of independent bookselling
- 4. Recognition of Northwest books and authors
- 5. A public that reads books
- 6. Freedom of expression for all

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View from the Other Side of the Counter

by Paul Hanson, manager, Eagle Harbor Book Co, Bainbridge Island, WA

As a career bookseller, I've long worked with self-published authors and small presses and been put on the spot with requests to carry their books of varying quality. Interruptions to my busy day, mediocre binding with amateurish covers, and unreasonable expectations of what we can do for them — I'd seen them all.

Then I became one of them. Imagine my caution when approaching fellow booksellers to see if they'd be interested in carrying my book, a self-published collection of speculative short fiction by our in-store writing group and other local authors no one had ever heard of. I was hyper-aware of booksellers' wariness, their guarded interest in my meager book. Especially after last winter when I found myself in a room full of booksellers discussing how they dealt with all the selfpublished authors. They spoke with blatant disdain and voiced policies as drastic as "we take them on consignment and if they don't sell in two months, we donate them or throw them away." Ouch.

Oh, believe me, I know the arguments. The books don't look as good as the big publishers' books. It's difficult to deal with all the individual authors and small presses with their varying terms and quality of customer service. We don't sell enough of their books for it to be worth our time. It's a good thing the big publishers don't think it's too much of a pain to deal with the independent bookstores for the very same reasons. Where would we be then?

Small presses embody the same entrepreneurial spirit that we independent booksellers value in ourselves. We booksellers complain about the lack of choices in the publishing marketplace and the consolidation of publishers, yet here we have our pool of local authors to encourage, nurture and support. The primary role of a bookstore is to connect writers with readers. Why then shouldn't we champion the author who's overlooked by the corporate publishing world? Can we find a way to partner with small presses and be better advocates for their books? What more worthwhile endeavor can we pursue? After all, they are us.

There's one other aspect to consider: Technology is making it easier every day to publish your own books. Self-publishing is here to stay and will only get bigger and better. If we don't find a way to support this growing segment, they'll find another way to get their books into hands of readers ... and it won't be through us.

As for my own book, *Obliquity*, I've had nothing but support from my fellow booksellers (too many to name; you know who you are), Kurtis Lowe, and Partners West since its release. It's enjoying a modicum of success despite my reluctance for shameless self-promotion, and we are starting to tour some local bookstores. Seeing the excitement of these first-time authors who never dreamed that they'd see their writing in print has been priceless and has infused me with renewed purpose in this career that I love.

BookPro of the Month

I'd Rather Be Remaindered Than Pulped

by Mark Mouser, University Bookstore, Seattle, WA

Recently I came across a copy of an article written by E. Lyle Goss, one of our store's early managers, in the August 1938 issue of The College Store. In it he talks about how "we watch the remainder market closely, and if we find books that we know will please some of our customers, we are quick to order them and bring them into the store to sell at a price that is very attractive to the customer. We can make a reasonable margin and the customer is getting a very good buy."

Sixty-eight years later, that's still our approach to remainders. But some things have changed. I'd say we watch the market obsessively rather than closely these days. And we don't stack bargain books quite as high as we used to. With more competition and less traffic, we've moved to shorter stacks and more titles in order to maintain that atmosphere of "you snooze, you lose."

The biggest change for us has only developed in the past 10 months since we added used books to our shelves. When our friends at Powell's taught us about used books they also opened our eyes to handling remainders in different ways. I know a lot of stores are years ahead of us, but we had just always put bargain books on bargain tables. By selectively feeding copies onto our shelves we've been able to play with the margin in all sorts of ways. It's been a liberating retail experience to finally be able to build solid margin into our inventory with used and remainders.

What's really been driven home for me in the last year is how impor-

"Let's recognize pub-

lisher overstocks for

what they are: a mis-

calculation that is

no reflection on the

quality of the book."

tant it is to respect ALL types of books equally whether they're used, new, or remainders. In discussing the overstock market with certain publishers, I've been told that the remainders and hurts cut

into the new book sales and they don't want their books out in that market.

I'll agree that the dynamics of hurts and remainders (and used) have changed with their increased visibility on the Internet. It's made a big difference going from bargain table impulse purchases to online price comparisons. But it's a different world now, and it's not changing back. Having the remainder market much more visible is the price that publishers should be willing to pay for all those sales they're getting through online sellers, price clubs and chains.

If publishers want to reduce massive returns, they need to get a handle on print-runs and overbuying and offer a discount that would actually compensate stores for buying non-returnable. The solution isn't to start pulping thousands upon thousands of perfectly fine books (which our progressive industry calls recycling) or with-

> holding them so long from the remainder market that no one really cares anymore.

Let's recognize publisher overstocks for what they are: a miscalculation that is no reflection on the quality of the book. They've

been a part of the book business forever and they are one of the few parts of the business that can help independent stores survive with a truly unique selection and the opportunity for margin.

Let's get great books out of the pulping machines and into people's hands. There are very few people on this planet able to build a library of any size when required to pay publisher's list price. But there are millions of people able to build libraries from bargain tables, used books, and new books. I think that's something that all of us in the book business will want to support.

Mark Mouser is general manager of University Bookstore in Seattle and your Remainders BookPro. Reach him with your questions at 206-634-3400 or <mmouser@ u.washington.edu>.

Bookselling News

Let's Get the Word Out on the Spoken Word

WHAT IS THE SPOKEN WORD?

Most of you have probably heard about The Spoken Word by now. It's a one-hour weekly public radio series featuring talks, readings and performances about literature, the arts, and our culture recorded at independent booksellers throughout the country. The Spoken Word was syndicated in October of 2003 and now airs on public radio stations around the US. The series is produced by Public Radio Partnership in Louisville, Kentucky.

This is great programming (think of your favorite NPR show—it's that good!). Because PNBA is a sponsor, our member stores are already getting thanked on air. Each week, the program's host thanks eight independent bookstores by name. Our member stores are also listed on the program's web site at: http://www.spoken-wordradio.org/bookstores.shtml>

WHAT YOU CAN DO

We need your help in introducing The Spoken Word to the Northwest's public radio stations. The first thing you can do is get your local public radio station's particulars to the producers of the show. Send an e-mail to Michael Bright, Vice President of Programming and Marketing at Public Radio Partnership, at <mbr/>bright@prp.org>. Tell him:

- 1) the station call letters
- 2) the market or city, and
- 3) the nature of your relationship with the station (for example, do you advertise with the station, and, if so, who is the contact person?)

If he'd like to enlist you in contacting the station, he'll instruct you from there. If you do not already have a relationship, Michael would prefer that booksellers DON'T call the station at this point and ask them to carry Spoken Word.



HOW YOU CAN USE THE SPOKEN WORD

Once more local stations carry the program, we'll work on getting our stores' events recorded.

When your local station begins offering the show, the producers suggest some of the following ideas to help promote it:

- 1) Distribute bookmarks with station call letters and time that the program airs
- 2) Develop in-store signage promoting the partnership between the store and the station
- 3) Contact Daren Wang dwang@
 prp.org> for possible recording of
 an upcoming store event
- 4) Bag stuffers with program info, day and time, as well as station's weekly broadcast schedule
- 5) Store discounts for folks who are members of their local station
- 6) Store can offer to promote pub station membership and hand out preprinted membership info and benefits
- 7) If local stores are actually spon-

soring the local broadcast, then they should ask for a Web presence on station's site as well as a link to bookstore.

- 8) Stations typically offer "premiums" to attract new members during fund drives. One of those premiums might be a low-priced item from the store, or a 10% discount card good for all purchases for a one year period, in exchange for on-air mentions during the membership drive.
- 9) Bumper sticker distribution in exchange for on-air mentions. Store bags with station call letters.

HOW TO LISTEN

Here's how you and your customers and staff can hear The Spoken Word if it's not yet broadcast in your market:

- Listen to a live stream via the WFPL Web site, Sundays at 8pm by going to http://www.wfpl.org/listen.htm.
- Go to the program's Website: http://www.spokenwordradio. org/audio_archives.shtml> and listen to audio archives (It's downloadable if you right-click and "save as").
- Go to http://www.prx.org/>
 and search for "The Spoken Word"
- Soon, a podcast will be available for downloading at http://www.spokenwordradio.org/>.

We're excited to bring The Spoken Word to the Northwest, and we'll keep you posted on more opportunities in the coming months.

Thanks for your help!

Baker & Taylor

The Lifeline of the Independent Bookseller

Small independent bookstores often rely on their communities and neighbors in order to thrive. The exclusive services and discounts available through Baker & Taylor's First Call Program are designed to help independent bookstores like **The Four-Eyed Frog**, in Gualala, CA succeed in an increasingly competitive marketplace.

"Baker & Taylor's First Call Program gives us free freight on only 10 books, and an extra 2% on NYPs; these perks plus the extra 2% early pay discounts may seem like small things but they make a big difference," exclaims Joel Crockett, co-owner

of The Four-Eyed Frog. "Overall, if you're going to manage a business like this and expect to prosper, you find that all those percentages really add up."

"Baker & Taylor's people are always responsive and make me feel special, even though my store is small. Like an independent bookstore, Baker & Taylor has a personality!"



Joel Crockett and Jeremy Crockett

Stop by the Baker & Taylor booth at the **PNBA Trade Show** and ask Chris about B&T's programs designed just for independent booksellers like you.



Fall Tradeshow Education Schedule for Thursday, OCTOBER 12, 2006 @ Oregon Convention Center This is a preliminary schedule and is subject to change.

Room A-105 Bookseller Education.	Room A-106 Booksellers Education	Room A-107 Bookseller Picks	Room A-108 Frontline Bookseller Education	Room A-109 Publishing/Author Education
		8:00 - 8:45 am Intro for First-timers, for Retail Booksellers		8:00 - 8:45 am Intro for First-timers, for Publishers and Authors
9:00 - 10:15 am Bookseller Panel Shop Local: Forming Business Alliances in Your Community, with Oren Teicher		9:00 - 11:45 am Bookseller Workshop Our Reps Offer Their Favorite Seasonal Picks	9:00 - 10:15 am Bookseller Panel Putting Passion to Paper: Writing Great Blurbs, with Brian Juenemann	9:00 - 10:15 am Author/Pub Workshop NWABP will produce
10:30 - 11:45 am Bookseller Workshop Improving Efficiency to Achieve Success, with Len Vlahos		V	10:30 - 11:45 am Bookseller Panel Taking the Mystery Out of Bargain Book Sales, wtih Mitch Press	10:30 - 11:45 am Author/Pub Workshop Integrate Marketing and Publicity to Increase Sales, with Sharon Castlen & Cynthia Frank
26 - 416.6 4	Keynote	Room A-106 12:00 - 1:00 pm Address: Chuck Palate of the Industry, with		TVO A STORY
1:15 - 2:15 pm Bookseller Workshop Creating Killer Events, with Oren Teicher		1:15 - 2:30 pm Bookseller Workshop: Pick of the Children's Books Lists	1:15 - 2:30 pm Bookseller Panel So You Want to Own a Store? Considering the Options	1:15 - 2:30 pm Pub/Author Workshop Writers Read Naked: Public Performance Training for Authors, with Peter Kahle & Melanie Workhoven
2:30 - 3:45 pm Bookseller Workshop Above the Treeline: An Introduction, with Len Vlahos		2:45 - 3:45 pm Bookseller Workshop Promoting the Holiday Catalog, with Brian Juenemann	2:45 - 3:45 pm Bookseller Session B2B: Working with Other Businesses to Sell Books, with Deb Lewis	2:45 - 4:00 pm Author/Pub Workshop BPNW will produce
	4:00 - 6:00 pm A Celebration of Authors, moderated by A Bookseller,	<u>6:30 - 7</u>	:30 pm	4:15 - 5:30 pm Author/Pub Workshop NWABP?
		Emerging Din	Leaders	

Attendee Registration

PNBA's 2006 Fall Tradeshow • October 12-14, Portland, OR This form is for Attendees only. Exhibitors please use Exhibitor Registration form. Attendees, please read the instructions on the reverse side before filling out this form. Prices are not valid after September 29, 2006.

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PNBA Fall Tradeshow Attendee Registration Instructions

October 12-14, Oregon Convention Center, Portland, OR

This form is for Attendees only. Exhibitors please use Exhibitor Registration form. Attendees: Please read the instructions before filling out this form. This form and these prices are valid only if received by September 29, 2006.

- A. This is for your store, company or library name and address. Authors may use the name of their publisher but should provide their own mailing address. Media should list the name of their publication or station. The company name will appear on your badge. Bookseller badges, tickets and show programs will be mailed to this address. Non-bookseller badges and meal tickets will be held at PNBA's registration desk at the show.
- B. Check the appropriate affiliation. If, for instance, everyone listed will be representing your bookstore, check the designation Book Retailer. If any of the badges for people listed on this form are different than the other(s), add the appropriate affiliation next to each name. This show is not open to the public. Attendees should be prepared to show proof of their book industry affiliation.
- C. After each name, you have the option of checking "literacy donor." Attendees with badges so marked will not be asked to donate cash to PNBA's literacy programs at author signings. Many attendees find this saves time and hassle.
- D. If more than four people from a PNBA Member bookstore will need badges, list the extras on a seperate sheet, and note those for whom you are paying \$20 for literacy badges. Multiply the total number of extra badges needed by \$5 and record the total here. Extra badges will cost \$10 at the show.
- E. Multiply the number of badges that you marked for literacy donors by \$20 and write that total here.
- F. Badge fees are for people who are not members of PNBA. Staff of pre-registered PNBA member stores, exhibitors, authors scheduled to autograph and media do not have to pay a badge fee.
- G. If you have already paid your 2006 PNBA membership dues, ignore this line. Dues are \$90 through December 2006. Membership is by mailing address. Stores or companies with multiple sites must send an application for each address seeking membership. Membership is not required to attend the show; non-members: see line (F) above.
- H. For Booksellers only: Check if you'd like to be paired with a mentor to answer questions and take you around the exhibitor floor. Your mentor will contact you before the show to answer questions and set up a time to meet.
- I. The Thursday Keynote Lunch features Chuck Palahniuk. The menu offers Jamaican chicken salad with grill jerked chicken breast; jicama slaw with papaya relish; tropical fruits; chili roasted potatoes garnished with cocnut on a bed of romaine hearts; a roll; dessert and coffee, decaf or tea. A vegetarian option will be available.

The Friday breakfast is your choice of EITHER Breakfast Blintzes (cheese blintzes with strawberry sauce & mandarin orange segments, scrambled eggs, and smoked ham) OR Granola & Yogurt Parfait. Each breakfast will also include Cranberry Juice; a basket of assorted bakery items, preserves & butter; and coffee, decaf or tea.

Friday's Author Feast features your choice of EITHER Marinated Grilled Salmon Fillet (served with tomato, cucumber, caper salsa & basmati rice) OR 10 oz. Black Pepper Encrusted Prime Rib (topped with caramelized onion au jus, served with rosemary roasted red potatoes) OR Stuffed Portobello Mushroom (stuffed with roasted fall vegetables with roasted tomato sauce, served with wild rice pilaf). All dinner entrees include green salad medley with assorted dressings; rolls & butter; chef's choice of vegetable; dessert; and coffee, decaf or hot tea. Authors will rotate among tables of booksellers, spending 15 minutes at each.

Saturday breakfast is your choice of EITHER French Toast Platter (Cinnamon Rolls dipped in egg batter served with strawberry compote, maple syrup and whipped butter, and bacon) OR Vegetable Quiche with fresh fruit. Each option includes orange juice; a basket of assorted bakery items, preserves & butter; and coffee, decaf or tea.

J. The total for lines D through I.

ACCOMMODATIONS: The Red Lion Hotel, Oregon Convention Center, 800-343-1822, offers rooms for PNBA attendees for \$92.00/night (plus tax, which is currently 12.5%). The cut-off date to reserve rooms at these rates is Friday, September 29, 2006, or when the room block is sold out. Back-up Host Hotel: Courtyard by Marriott Portland Lloyd Center, 800-321-2211

The 2006 Pacific Northwest Booksellers Association FALL TRADE SHOW

Red Lion Hotel AND Oregon Convention Center, Portland, Oregon

This is a preliminary schedule and is subject to change.

Friday, October 13

8 am to 9:15 am Book & Author Breakfast [Red Lion Hotel, Grand Ballroom] featuring Vikram Chandra

(Sacred Games, HarperCollins), Jim LaMarche (Up, Chronicle), and Amy Stewart

(Flowers Confidential, Algonquin). Paul Hanson, manager of Eagle Harbor Book Co, on

Bainbridge Island, will emcee. (Tickets required)

9 am to 4:30 pm PNBA's Registration Desk and BuzzBooks headquarters

opens at the Oregon Convention Center.

9:30 am to 4:30 pm EXHIBITS OPEN [Oregon Convention Center, Halls A-A1]

10 am to noon Author Autographing [Convention Floor]

10 am to noon PNBA's Book Awards Committee Meeting [Room A-209]

2 pm to 3 pm PNBA's Education Committee Meeting [Room A-109]

2 pm to 3:30 pm Author Autographing [Convention Floor]

4:30 - 6 pm PNBA General Membership Meeting [Room A-108]

7 pm to 9 pm Author Feast [Red Lion Hotel, Grand Ballroom]

BuzzBooks winners announced! Authors featured include, in alphabetical order: Kim Barnes/Claire Davis, eds., Kiss Tomorrow Hello (Doubleday); Lewis Buzbee, The Yellow-Lighted Bookshop (Graywolf); Alison Clement, Twenty Questions (Atria); Carmela & Steven D'Amico, Ella Sets the Stage (Scholastic); Brian Doyle, The Grail (OSU Press); Janet Fitch, Paint It Black (Little Brown); Tess Gallagher,

Dear Ghosts (Graywolf Press)/Distant Rain (EWU Press); David Greenberg, Don't Forget

Your Etiquette (F, S & G); Tom Hager, The Demon Under the Microscope

(Harmony Books); Steve Hendricks, The Unquiet Grave (Avalon); Karen Karbo, Miner-va Clark Goes to the Dogs (Bloomsbury Children's); Barry Lopez, ed., Home Ground (Trinity Univ Press); Jana McBurney-Lin, My Half of the Sky (Komenar); Gregg Olson, A Wicked Snow, (Kensington); Lynn Pomeranz, Among Wild Horses (Storey Publishing); Spider Robinson, Variable Star (Tor Books); Heather Sharfeddin, Mineral Spirits (Bridge Works); Obert Skye, Leven Thumps and the Whispered Secret (Simon &

Schuster) and John Taliafero, In a Far Country (PublicAffairs).

Saturday, October 14

8 am to 9:15 am Book and Author Breakfast [Red Lion Hotel, Grand Ballroom], featuring Laura

Kalpakian (American Cookery, St. Martins), Jon Muth/L. Zucherman (I Will Hold You' Til You Sleep, Scholastic), and Andy Borowitz (The Republican Playbook, Hyperion). Caroline Sloan, author coordinator of Annie Blooms Books in Portland, will emcee.

(Tickets required)

9 am to 2 pm PNBA's Registration Desk open at the Oregon Convention Center.

9:30 am to 2 pm EXHIBITS OPEN [Oregon Convention Center, Halls A-A1]

10 am to 12:30 pm Author autographing [Exhibit Floor]

12:00 noon to 1:00 pm Boxed lunches available (advance tickets required)

Booksellers at the Breakfasts will receive one signed copy of each speaker's book. When quantities are limited, PNBA may limit the books to one copy per member store. Booksellers at the Author Feast will receive a selection of at least ten signed books at the end of the dinner.

Member News

Glenna Martin, an Auntie's (Spokane) employee and the former owner of Periwinkle Station in Florence, OR, will open Pearl Street Books & Gifts in Ellensburg, WA with her two daughters August 22. The trio will sell new general books and sidelines, such as English tea and greeting cards. The store is located in a brick building, circa 1888, in an old part of town. Glenna will commute between Auntie's and Pearl Street for the time being. Address is: 421 N. Pearl St. Ellensburg, WA 98926 T: 509-925-5678 E: pearlstreet@elltel.net

DeDe Teeters' **Armchair Books** has moved to a new location near the water in downtown Port Orchard, WA. New address is: 802 Bay St.
Port Orchard, WA 98366-5206

The Rediscovered Bookshop, formerly an online only store, will open as a bricks-and-mortar store this September, selling new and used in a 4,000 sq. ft space.

The Rediscovered Bookshop Bruce and Laura DeLaney 7079 Overland Road Boise, ID 83709

T: 208-376-4229

Veteran bookseller Marylin Carty reports that she is working part-time at Paperbacks Galore in Longview, WA. Carty previously worked for 25 years at Old Harbor Books in Sitka, Alaska as well as serving on the PNBA board. If anyone is left from "the old days" she can be contacted at <macnwoody@yahoo.com.>

Laura Norris is the new owner of Griffin Bay Bookstore in Friday Harbor, WA. She bought the store from Frank Eyerly of Vallejo, Calif., whose mother, Susan Eyerly, owned the store for more than 25 years before dying of leukemia in April.

Jane Kirkpatrick, chair of the 2007 WILLA Literary Awards (sponsored by Women Writing the West) is looking for nominations from independent booksellers. The competition includes seven categories: Contemporary Fiction; Historical Fiction; Original Softcover Fiction; Creative Nonfiction; Scholarly Nonfiction; Poetry; Children's/Young Adult Fiction & Nonfiction. The common denominator is that the book represents

a woman's or women's stories set in the American West. There is a \$50 fee plus three copies to enter; publishers, authors, booksellers, can all nominate. Final selections are judged by librarians from around the country, independent of Women Writing the West. Winners earn a cash award and they, as well as Finalists, receive trophies and book stickers and are honored at the Women Writing the West annual conference held in October - this year in Colorado Springs, Oct 20-22. For more information, e-mail Jane Kirkpatrick at <Jane@ jkbooks.com> or visit <www. womenwritingthewest.org.> Submission for 2006 copyright titles begins in November with a February 1, 2006 deadline.

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Classified Ads

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More than 20 years experience in the book business, new to the Northwest, actively seeking a good position. I've done both retail and wholesale buying, management of people and stores, enjoy working with people, and love to be part of a team. Willing to relocate for the right job. Contact Meg at brigid-sown@aol.com, Home: 425-917-0757, Cell: 603-689-4653

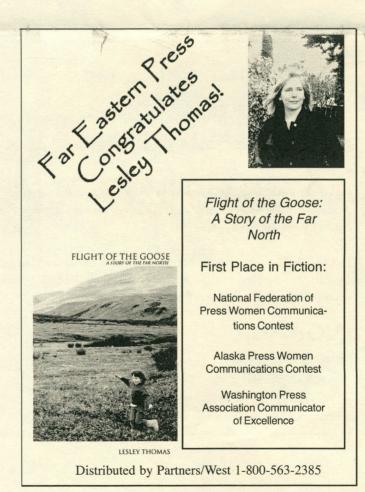
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Want to add used books to your mix? We're running out of space and selling our whole used book inventory. We have about 11,000 available: 3,500 nonfiction (1,000 listed on ABE, 2,500 unclassified) and 7,500 fiction (priced at half the cover price). Retail value approximately \$34,000 total. We're

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Well-established Seattle travel store for sale. Annual sales near \$700,000. New (2005) computers & inventory program. Loyal knowledgeable staff and two web sites. Contact Simone Andrus at 206-634-3453 or <travel@speakeasy.net>.



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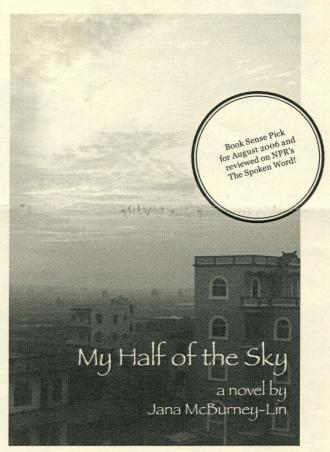
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The Back Page

ABFEE Seeks Support from Bookstore Customers

The American Booksellers Foundation for Free Expression, the bookseller's voice in the fight against censorship, is seeking to persuade bookstore customers to contribute to the cost of defending the freedom to read, says ABFFE President Chris Finan. ABFFE has created a "FREADOM Isn't Free!" donation box that it hopes booksellers will place on their counters during Banned Books Week, Sept. 23-30. ABFFE has created an attractive and easy-to-assemble donation box that does not occupy much counter space. In addition, ABFFE has anticipated customer questions about the purpose of the box by listing several of its most important activities, including seeking changes in the PATRIOT Act, opposing the censorship of books in schools, libraries and bookstores, and sponsoring Banned Books Week. To order a donation box, send an e-mail to <info@abffe.com.>

A Calendar for Northwest Booksellers

August 31, 2006	NWABP meeting, Fairfield Inn, Lake Oswego	503-223-9055
Sept 21, 2006	BPNW meeting, Good Shepherd Center, Seattle	www.bpnw.org
Oct. 12-14, 2006	PNBA 2006 Fall Show, Portland	541-683-4363
Nov. 2-4, 2006	Publishers Assoc of the West Conference	303-447-2320
March 15-17, 2007	PNBA 2007 Spring Show, Portland	541-683-4363

Booksellers Write

Mission Statement



he Mission of the Pacific Northwest Booksellers Asso-

ciation is to promote a healthy independent bookselling community in the Northwest. We seek to accomplish: (In order of priority)

- 1. Interactions of the bookselling community
- 2. A highly skilled bookselling membership
- 3. Public awareness of the value of independent bookselling
- 4. Recognition of Northwest books and authors
- 5. A public that reads books
- 6. Freedom of expression for all

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A Report Card from BookExpo '06

by Colin Rea, UO Bookstore, Eugene, OR

I'll stick to the things that change from year to year, as there is no use in handing out grades to the constants, such as the multitude of self-published authors dressed for Halloween, or the business suits on the Random House folks that probably cost more than my car.

The Convention Center: B-

The new convention center in D.C. is obviously huge. The main floor is THREE BLOCKS long, and yet, too small to handle the whole show. A second floor was located three escalators away. Because of a road that cut through the middle of the building, only certain escalators would get you to the top floor. I have a great sense of direction, and I still hadn't figured out how to navigate that building by day three. However, because it is brand spanking new, the interiors are beautiful, and the artwork was fantastic. With a little work, the next D.C. show could improve on this mark.

The Hotel: D

Most hotels treat booksellers with respect, and seem to be thrilled to be the Official BEA Hotel. Apparently, the management and staff at this year's host was too busy getting Paris Hilton's suite ready in case she dropped in. I heard countless complaints – from me and my coworker who were put in smoking rooms, despite a printed confirmation that we reserved non-smoking rooms, to those of booksellers from all over the country who got dirty rooms, rude staff, and room service

food that probably came from the airline industry. The best that can be said of the Official BEA Hotel was the weather.

The Coffee: F

I have a FANTASTIC idea for any PNBA member store who serves good coffee. Buy booth space at the next BEA and sell coffee. Trust me, you'll make bank. I understand and will grant that we're coffee snobs here in the PNW, but that doesn't excuse the coffee served at the kiosks in the hotels and at the convention center. I'm very excited that Russ Lawrence is the new president of ABA, but I worry about the coffee he's getting out there in Montana. I overhead him comment that the specialty drinks served in the hotel coffee bar, which were made WITH-OUT an espresso machine (how do you DO that?!) were passable. Russ, you're an incredible bookseller, a great lunchtime speaker, but I must agree to disagree with your palate!

The Crowd: A

After throwing elbows in New York, just to get down an aisle, walking through BEA this year was a treat. Without 90% of the publishing world a cab ride away, the show floor was easy to navigate. I felt like I had just gotten out of my old Chevette to take over driving my grandpa's luxury Buick. There were still too many folks loaded down with bags and bags of books they probably will only look at as they are listing them on E-Bay, but some things will never change.

BookPro of the Month

Use Your Newsletter to Sell More Books

by Patti McCall (your Advertising & Newsletters BookPro), Queen Anne Books, Seattle, WA

When new customers visit our store, we love it when they leave with armloads of books. However, even if they don't buy a thing, we hope they take home a lasting impression of our genuine passion for reading and of our commitment to our customers. We always give them a memento: our store's monthly newsletter, "Books 'n' Bookings."

Content: Our first newsletters were one page, double-sided. We weren't holding many events so each issue had a few reviews and book news such as award winners, holiday titles and upcoming releases. Seven years later, our newsletter is four pages, with one page devoted to a Calendar of Events and the remaining three almost entirely filled with staff reviews. These reviews, a written form of handselling, are the key to our newsletter's success.

Our customers really want to know what we've been reading and recommending, and they enjoy the breadth of voices that come from multiple contributors. Queen Anne Books is lucky to have not only a staff of voracious readers, but also employees who enjoy writing. Mid-month, I post a notice in our office letting people know the deadline for next month's newsletter and, lo and behold, my email inbox starts to fill up with reviews. I use Microsoft Publisher so layout is an easy matter of cutting and pasting. Then I include the book cover image downloaded from

the publisher's website or from Ingram. There are usually threeto-five reviews per page – each one thoughtful, personal and interesting.

By far, our customers' two favorite newsletters of the year are the "lists." In June or July each staff member compiles a list of seven favorite "Summer Reads." And, in January, we publish a "Best of the Year" with employee picks for 10 favorite books from the previous year. Each employee's #1 pick is reviewed, making these lists concise resources. I often get requests for these flyers long after the month has passed. The ability to archive online brings me to the website...

Multi-tasking: Writing a review requires time and thought, so we try to get the most out of each contribution. First, the majority of the content from the "Books 'n' Bookings" is also cut and pasted into our Book Sense website (www.queenannebooks.com) so customers who have moved out of the area or who don't want another piece of paper to recycle can still check in and see what we're reading. Our popular lists are archived online for reference. Another plus: as soon as customers read a review on our site, they can click immediately to purchase, boosting online sales.

We also use some of the content to compose Constant Contact (a service through the ABA) email newsletters to keep customers up to date on events and store favorites. We don't use snail mail for our newsletter for three reasons: the cost is prohibitive; all of the information can be found on our website; and Constant Contact is better suited for last-minute event notification.

Costs: We print our newsletter for less than \$100 a month, but I also factor in the cost of our website and Constant Contact in our advertising/newsletter calculations, for a total of about \$365 a month.

By taking advantage of publishers' Newsletter Co-op we more than make up our costs. Most publishers offer \$50 newsletter co-op for a review of one of their titles. Publishers' rules differ (how many words; inclusion of a picture, etc,) but I no longer worry about those details since our reviews are always longer than the minimum and always include a cover image. Instead, I can focus on presenting my claims, and the publishers really seem to be working to make that easier through innovations like paperless co-op.

If We Can Do It, You Can, Too! Go on, explore your store's creative side! Make your employees published authors by including them in your newsletter! Take a little time and not too much money to create a publication which reflects the qualities and personality of your store. You'll sell more books, and

Reach Patti at qaabooks@qwest.net or 206-283-5624.

the newsletter will pay for itself.

Bookselling News

Cool Ideas from BEA and Beyond

We asked member booksellers who attended BookExpo America 06 to tell us what they learned during the show that they would take back and use in their stores. Here's what we heard:

The education session called "Getting the Most From Your Website" described a promotion that another store is using to compete for online sales. The indie bookstore offers giftcards for web purchases as one part of a positive and comprehensive program to make customers aware of all the financial benefits of buying from local retailers—as opposed to corporate online retailers who return nothing (except maybe pollution?) to our communities. — Will Peters, Annie Blooms, Portland

From the "Getting the Most From Your Website" session, one piece of good advice we got was Put Your URL on Everything...bookmarks, newsletters and Even On Your Phone Answering Machine Message.

— Dan Domike, Jackson Street Books, Seattle

Susan Richmond at Inklings Bookshop in Yakima sent us several ideas:

• About six months ago, we signed up for Constant Contact, but had not taken the time to design the newsletter, upload the addresses, etc. Well, we finally did and we have successfully sent two email newsletters. What a nice program! The template was fairly easy to design — I had a little help with colors, etc, but was able to import pictures and do text entry and editing by following the directions.

The response has been very good.

- We are now doing everything in our power to increase our database. We had an off-site event at the local charity Festival of Flowers and got four pages of emails a goldmine in spite of the paltry sales at the event. The email addresses are priceless. We have also started a newsletter just for educators. Our first attempt at this newsletter last week has already generated several good-sized orders.
- We are featuring a T-shirt of the month this summer with shirts from



Wondershirts.
June's shirt has a
picture of Frog
and Toad reading
in a rowboat. As a
bonus for June we

ordered some shirts that we bought specifically for Father's Day – Real Men Read. July will be Driven to Read with Mo Willems illustration and August is an Edward Gorey. Website for these folks is www.won-der-shirts.com.

- I have finally done the tutorial for Above the Treeline and we will be signing up. I can already see how easy it will be to justify the small cost for the tremendous increase in information available to our store.
- One of the best sidelines we found at the show is Weeding Glasses http://weedingglasses.com/. Besides the really great name, these are cute, useful and a cinch to sell to any woman over 40. They are magnifier sunglasses with wild and fun paint-

ing on the frames. They come in cute cases, many different strengths and the display is a must to sell them. We took these glasses to an off-site event this weekend and they were a smash.

- We signed up for the Random House free gift cards. I felt like we couldn't afford to miss this offer. Our gift cards are really starting to take off. We started selling gift cards in December, but we plan to sell our gift certificates as well until supplies run out. We give the customers a choice.
- I learned a lot in every educational session. Some of these classes were even repeats for me because I took them at the PNBA tradeshow, but because the booksellers are different in every session, I learned new things each time.

And, here's another neat idea that came across our desk this month:

Third Place Books in Seattle has been creating its own limited edition broadsides to commemorate

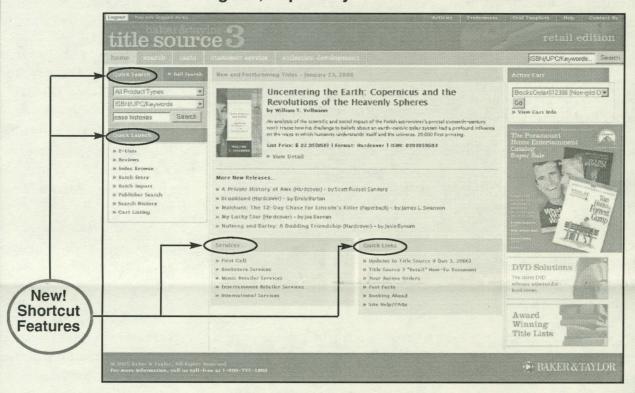
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purchase of the book. Some customers even collect the broadsides, which the store produces two-to-four times per year. For more info, check out this Bookselling This Week article: http://news.book-web.org/4506.html.

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Information and Entertainment Services

Ch-ch-ch-Changes: New owners and Other News from Members

Bookstore owners and managers: Don't forget to let the PNBA office know if there's anyone in your store who would like to receive *Footnotes*, weekly bestseller lists, monthly classifieds and other e-notes. We're now offering these publications free to employees of member stores. E-mail the employee's name, address and e-mail to info@pnba.org. Let's get more booksellers in the loop!

Congratulations to **Stephanie Griffin**, who bought **Twenty- Third Avenue Books** in Portland and took over in late April. Former owner **Bob Maull** is moving to Cape Cod with his wife. Stephanie lives in the neighborhood near the bookstore and had been a long-time customer of the store. Her previous day job was as an accountant and she also worked in a Barnes & Noble. She says she has no plans to change the store right now.

More Congrats to Melody and Mark Sanders, who've bought So Many Books . . . in Vancouver, WA from Clyde Holloway. The Sanders, who come to bookselling from the computer industry, will take over July 1 and will change the name of the store to Cover to Cover Books. Smedley the store cat will stay.

After the landlord raised the lease at their previous location, the spirituality specialty bookstore **Soul Food Books** in Redmond, WA has moved to a new location in a funky (good-funky) building that's part of a shopping mall.

Owner **Melinda Gillcrist** says the store gained about 1,800 square feet and added a coffee shop, a live music venue and more sidelines. Neighbors include a craft store and a children's store.

Old Harbor Books celebrated 30 years of service to southeast Alaska on May 13. Don Muller, one of six partner/owners for the Sitka general bookstore known for its environmental activism and support of progressive causes, told *Bookselling This Week* that the best advice he got before the store opened was: "... the bigger your selection, the more you sell."

After eight years as a new and used store, Bob's Beach Books in Lincoln City, OR, is now, as of June 1, a used books only store. Diana Portwood, daughter of the owner Robert Portwood, will manage the store. Robert Portwood also owns Robert's Bookshop (used) in the Nelscott area of the Oregon Coast and The Book End (new) in Lincoln City. Former Bob's Beach Books manager Patti Siberz, a bookseller since 1970, says she can't imagine not being a bookseller and she hopes to see everyone at the PNBA fall show.

KISS Books in Portland closed April 30. Owner Rebecca Howe says she'd like to stay in the book business.

A last bit of bad news on the store closure front, **Second Story Bookstore** closed at the end of May after 21 years of indepen-

dently selling books in Wallingford Center in Seattle. Second Story owner **Carol Santoro** says she's "extremely grateful for the support I've received at Second Story and that I continue to receive in my new store, **Santoro's Books**."

We have more good news from PNBA authors: *Franca's Story: Survival in World War II Italy* won Publishers Marketing Association's Benjamin Franklin gold award for best interior design of a book using 1-2 colors. Seattle designers **Peggy Zafarana** and **Lautaro Gabriel Gonda** worked with author **Diane Kinman** on the book, published by Wimer Publishing Company of Mercer Island, WA.

The Gentleman from Finland - Adventures on the Trans-Siberian Express by Bob Goldstein also received a Benjamin Franklin Award, his in the travel-essay category. The Franklin Awards are presented annually by the PMA, the largest nonprofit trade association of book publishers in the United States. Awards go to the best books in specific categories by small and independent publishers. The Gentleman from Finland was also a finalist in the travel category for ForeWord Magazine's Book of the Year Award.

A Land of Sheltered Promise by Jane Kirkpatrick was named a Spur Award Finalist for the Best Novel of the West from Western Writers of America.

Member Changes

Handbook Updates and Classified Ads

Arundel Books

Dale Speicher is no longer with Arundel. (He's off pursuring percussion and occasional book scouting). See handbook, pg 10

Ballinger, Steven, Princeton Univ Pr rep New addresss: 812 SW Washington Street # 1225 Portland, OR 97205 See handbook, pg 18

Harrison, Bob

Now repping Chronicle in ID/ MT/OR/WA See handbook, pg 19

So Many Books

New Name: Cover to Cover Books New Owners: Melody & Mark Sanders New e-mail: mel.j.sanders@gmail.com See handbook, pg 14

Soul Food Books

New address: 15748 Redmond Way Redmond, WA 98052 See handbook, pg 14

Third Place Books

Phone number correction: T: 206-366-3333 See handbook, pg 14

Twenty-Third Avenue Books

New owner: Stephanie Griffin New e-mail: bookson23rd@aol.com See handbook, pg 10

New Bookstore Member Chapters Books and Coffee

Maureen Rogers
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Seattle indie bookstore looking for professional bookseller for full time position. Immense job satisfaction -- lousy pay. Resumes and cover letter to: Michael at 414 Broadway E, Seattle, WA 98102.

JOBS WANTED

One incredibly hardworking bookseller with a talent for beautiful display work looking for a FT job in the Northwest. Leah worked for me as a student for the past 4 years and I'm extremely sad to lose her. Call Claudia Wohlfeil at 208-885-9125 or email claudiaw@uidaho. edu for more information about one great employee!

More than 20 years experience in the book business, new to the Northwest, actively seeking a good position. I've done both retail and wholesale buying, management of people and stores, enjoy working with people, and love to be part of a team. Willing to relocate for the right job. Contact Meg: brigid-sown@aol.com/Home: 425-917-0757/Cell: 603-689-4653

Seeking a professional position in either a bookstore or as a rep in the Portland area. I am a bookseller and former rep who has over 20 years of experience. Contact Patrick Ewing: Cell: 720-394-1224/E: nahayla@msn.com

INVENTORY FOR SALE

Want to add used books to your mix? We're running out of space and selling our whole used book inventory. We have about 11,000 available: 3,500 nonfiction (1,000 listed on ABE, 2,500 unclassified) and 7,500 fiction (priced at half the cover price). Retail value approximately \$34,000 total. We're asking \$9,600 for the whole lot or \$4,100 for just the nonfiction, but will take offers. The books are in Red Lodge, Montana. You arrange the transportation. Contact Gary Robson: gary@redlodgebooks. com/406/446-2742

STORES FOR SALE

Independent Books at the Beach Well-established and popular with both locals and visitors, this general bookstore in downtown Long Beach, WA firing on all cylinders. 60-40-10 new-used-collectible. Contact Gayle Borchard 360/642-8438/info@independent-books.com.

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The Back Page

Job wanted? Help wanted? Stuff to Sell? Use PNBA Classifieds

Looking for a book biz job in the Northwest? Hiring a new manager for your store? Want to help find a great spot for your favorite employee who's moving to Portland this summer? We can help.

PNBA has launched a monthly classifieds service. Classifieds will be e-mailed to members each month and reprinted in *Footnotes* (as space allows). Send your listings of 25 words or less to info@pnba.org by July 14 and we'll e-mail them to the membership July 17 (and mid-month each month after that). Members receive one free ad per year. It's \$30 for members' second listings and for non-members.

A Calendar for Northwest Booksellers

July 13-16, 2006	PN WA Conference, Seattle	www.pnwa.org
July 27, 2006	NWABP meeting, Fairfield Inn, Lake Oswego	503-223-9055
August 17, 2006	BPNW meeting, location TBA (no July meeting)) www.bpnw.org
Aug. 19-22, 2006	Seattle Gift Show	www.seattlegift.com
Oct. 12-14, 2006	PNBA 2006 Fall Show, Portland	541-683-4363
March 15-17. 2007	PNBA 2007 Spring Show, Portland	541-683-4363



FOOTNOTES

News from, for, and of the Pacific Northwest Booksellers Association

"I'm exactly the sort of writer who most depends on independent bookstores-a writer whose 12 books have all been published by independent publishers, whose work appears primarily in literary journals . . ."—Floyd Skloot

Features

April 2006

- 2 Booksellers Write column by Amelia Reising
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 - Show Sponsors/Bookselling Calendar

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On the Homefront

A Buzzworthy PNBA Spring Show.

Though overall attendance at the spring show was similar to the previous spring (with about 275 booksellers from 108 stores this year), there was an unmistakable energy at this show. Everywhere we turned, we were hearing good things from booksellers, authors and publishers. The room block at the hotel was exceeded. All the ticketed author events sold out, and, at the Saturday breakfast, staff and volunteers were turned away!

Valerie Ryan of Cannon Beach Book Co. told us she thought the show was the best one she'd been to in some time. "I thought that the vibe on the floor was really good, the outlook optimistic and the PNBA Book Award winners excellent!" she e-mailed.

Booksellers and publishers told us they loved the new BuzzBooks program, which worked like a scavenger hunt in which booksellers had to find books by ten publishers and vote on the most buzzworthy books of the show. If you haven't heard the results yet, in the adult category, booksellers chose Strange Piece of Paradise (Farrar, Straus & Giroux) by Terri Jentz. In the Children's/YA category, booksellers picked Prince Ezrick and the Morphëas Curse (Canterwine Press) by newcomer Jordan McMakin. Then, four booksellers walked away with \$300 each after the BuzzBooks drawing Friday night.

BuzzBooks participant Paul Chasman (Bay View Arts) said the program was an invaluable opportunity. "I was able to connect personally with a boggling number of booksellers in a format that allowed me to give it my best shot," he said.

Charlotte Cook at KOMENAR Publishing also praised the program. "This 'scavenger hunt' for booksellers was an amazing opportunity not only to meet booksellers but to meet them in an atmosphere of fun," she said.

It was fun! Was it BuzzBooks, great authors, booksellers with orders, active emerging leaders? We hope all of the above and that the energy will continue at the fall show.

We like what Mary Finnigan scholar Amelia Reising had to say about the show: "I think the most important thing I learned during the convention was also the thing that made me feel the most secure in this, my chosen profession: time after time, authors expressed their incredible gratitude for our efforts, said how important we independent booksellers are to their success and how much they appreciate us. Makes me feel like we're doing important work, helping democracy out a bit by making sure everyone has a voice."

Booksellers Write

Mission Statement



he Mission of the Pacific Northwest Booksellers Asso-

ciation is to promote a healthy independent bookselling community in the Northwest. We seek to accomplish: (In order of priority)

- 1. Interactions of the bookselling community
- 2. A highly skilled bookselling membership
- 3. Public awareness of the value of independent bookselling
- 4. Recognition of Northwest books and authors
- 5. A public that reads books
- 6. Freedom of expression for all

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Springtime Brings Hope, Tomatoes for New Store

by Amelia Reising, Books Without Borders, Eugene, OR

When co-worker James and I were toying with the idea of opening our bookstore, one of the things I mentioned was plants. Plants have a way of making a place feel more homey. Our store, I reasoned, should be a comfortable place.

And so a planter box offers sustenance to three enormous tomato plants at one of our windows.

We're into our tenth month here, and the tomato plants are still alive, like our business. I feed them organic fertilizer when I think about it and water them twice a week. I know I'm going to have to replace their soil soon, and I had to trim them pretty severely a couple of months ago when they started to overgrow the window, the stacks of free papers, and the display table. They seem to have taken it all pretty well.

That was late December, after the last of the late tomatoes had been picked and eaten (yes, the plants were still making tomatoes after Christmas) and the lack of sun made them struggle. They knew hard times in the grey of Oregon winter, that's for sure, and suffered more when I watered them a day late. But even with the trimming and the lack of sun, the dehydration and the old dirt, they're carrying on in incredible ways.

I noticed the other day a tiny red tomato smaller than a dime growing on one of the vines. A few days later, I found a second, equally tiny, green tomato hiding among the leaves. The plants are basking in the sunshine now, and, I think, also basking in the very miracle of their survival. They're in full-on growth mode, new shoots of frilly green, intensely scented leaves. And then there are the clusters of yellow tomato blossoms. It's early March.

It could be a coincidence, but at the same time the tomato plants began to notice spring, so did our customers. Like the plants, our store struggled through the long winter. We made up for lagging sales by hosting benefit book sales, providing books to a book fair and exhibiting at a home and garden show. The lack of these opportunities in February made the grey month even greyer as we waited to see if we'd make it through.

Suddenly, the end of February came, and along with the last day of the month came our first strong sales day since Christmas.

Maybe we concentrated on the wrong things, these last ten months. Maybe the tomatoes needed more sunlight and the store needed more advertising. I don't know. But it's March now, and I'm starting to feel hopeful again about this little shop and its future. Each hope is like a tiny red tomato.

Amelia Reising is co-owner of Books Without Borders in Eugene.

BookPro of the Month

Sidelines You Say? NO, Gift Items!

by Wendy Manning (your Sidelines, er, Gift Item BookPro), Third Place Books, Lake Forest Park, WA

One of the perks of my job is that I am the Gift Item Buyer. I love overhearing customers oohing and aahing about something I've brought in. And I especially love it when they say to the cashiers "You just have the coolest stuff here." It's satisfying and inspires me to keep searching for the ultimate gift item. In an effort to assist with YOUR quest I thought I would give you some tips and a list of my favorite vendors.

Finding Unique Items

SHOP! You can do this by going out & about, and going online. You have to see what's out there and what's new, so you can stay on top of trends and know when one's fizzling.

Finding Reps

You can find the manufacturer online and call them. Most likely they will have a Northwest rep or will send you a catalog with a sample. Most reps will have other lines as well, so looking into one line may lead to a few great lines of similar value and quality.

Buying is Like Thrift Store Shopping

Many items aren't your style and don't fit. Take a good look through each catalog. Sometimes there are a few products that are really great, but you might miss them because you have dismissed the entire line because the catalog is pink with baby angels on the cover. Find out the vendor's minimum; it might be low enough for you to get just the items you like.

Be Open, but Know Your Customer

You have to be willing to take a chance on something that might not seem practical. Some customers will buy an expensive card as THE gift, or a completely pointless item as a gift embellishment, or a bunch of small goofy items to make up for the fact that they didn't put any thought into a gift. Cater to this person. At the same time if your gut is telling you that a particular item doesn't fit your store you are most likely right.

Here are my favorite Vendors: **Galison/MudPuppy** – Box Cards,

Journals, Address Books, Puzzles,

Paperweights. This line is just a solid line. Great design & packaging at really reasonable prices.

Kikkerland – Sleek, reasonable cost. Perennial bestseller is the original solar rainbow maker & currently, little pig oinking LED light keychains.

Noted – Odds & Ends. Recent favorite - little ceramic eggs that you can grow herbs out of.

Aitoh – Origami central. Great selection, good customer service.

Hog Wild – Portland company. Toys for kids & adults. Great design & packaging, reasonably priced.

Blue Q – What has taken off is their gum & air fresheners, lip balms & room spray. They are a great price point and have POP displays that sell them like crazy.

Manhattan Toy – FINGERPUPPETS. I'm all about Finger Puppets this spring. Quite a few companies have great ones and Manhattan Toy Company puts out a great selection.

Schylling – This line sells. My approach is to only bring in items under \$15

retail. Beware: their tin collectable toy packaging is terrible. My faves - Curious George bouncing balls & their oh-so-soft fingerpuppets.

Bottman Designs – Laini's Ladies & OK Gift Enclosures.

Knock Knock – Clevuh. Really funny notepads & flashcards. I can't wait to see their new line of life awards.

TJ International – Oriental Carpet Bookmarks & Mousepads. These go like gangbusters.

Unemployed Philosophers – These guys are hilarious. You'll love their Che Guevara, Gandhi & Frida Kahlo fingerpuppets and die-cut cards of artist & authors. Try out the Disappearing Civil Liberties mug – when you fill it up with coffee you'll see your Civil Liberties melt away!

Iota – Bright colors, great designs highlight their enclosure cards & cute little notebooks, with great POP displays. They also have Thank You Card Kits that I adore.

Rich Frog —One item in particular sells for us like crazy: a wind up monkey that's riding a donkey. I love it...and the customers love it.

Remember to HAVE FUN!

If you aren't having fun being the sideline buyer chances are that your customers aren't having fun buying what you've brought in. A lot of great items out there complement what a great bookstore you have, and create that "where do you find this stuff??" feeling. Keep that in mind and you can't go wrong!

Tradeshow News

Heard During and After the Spring Show

David D. Horowitz, president Rose Alley Press, wrote about his success at PNBA's spring tradeshow on the Book Publishers Northwest blog (www.bpnw. org). It is reproduced here with permission from BPNW.

I sold three books at the PNBA's Spring Trade Show, and I consider my day there a smashing success.

No, I am not delusional. I also met owners of five bookstores who told me they would be delighted to host me for an author reading. Another bookstore owner for whose store I have read before invited me back to read. These connections will make for a phenomenal autumn tour and probably many future readings, and book sales, over the years. I am thrilled!

I also had numerous excellent conversations with bookstore owners, authors, and fellow publishers. Some took a Rose Alley Press brochure and promised to consider ordering one or more of our titles through a wholesaler. Others praised the beauty of our books and the eloquence of their poetry. Again, I am thrilled!

Moreover, I promised an author with whom I will read in The Dalles this April that I would help him research a publishing niche in which he maintains special interest. At the trade show I discovered a publisher in

Montana that might help him enormously. I can at least offer contact information and a recommendation. I feel triply thrilled!

Last, each sale of a book was accompanied by a thoughtful, provocative conversation. We traded ideas, not simply books and cash.

At this year's Spring Trade Show, I developed and deepened social connections, initiated relationships with owners of venues previously unknown to me, exchanged provocative ideas, and learned ever more about the changing landscape of Pacific Northwest publishing and bookselling. Yes, that is a success.

Here's an excerpt from the speech given by 2006 Book Award winner John Daniel at the spring show Awards Banquet:

... Book. The word has heft and grain and smell in its own history. "Book" is directly related to "beech," the species of tree, with an original sense of beechwood sticks on which runes were carved. That early book must have been a versatile thing. Besides what edification and inspiration it might provide, it could be leaned on when one was tired, kindled to start a fire, or gripped hard to bang robbers on the head. (I needed such a book one night in my Rogue River solitude when I awoke dead certain that an intruder had entered the cabin. Fumbling in the dark at my bedside table, my hand found only a softcover Icelandic novel with which to defend myself.) . . .

the making of a writer, but surelyalong with the mother complex, the poor social skills, the exhibitionism parading behind modesty, the limitless ego, and the perverse unwillingness to work a real job--along with those factors and more, surely a love of the book as physical thing must play a part. A writer, I suspect, wants more than to write a book. He wants to be a book, and to some extent he is.

And what of you, dear booksellers? What are the secrets of your psyche? Surely it wasn't only the money and sheer glamour of the trade that attracted you. But what, then? Were you habitually naïve and optimistic as children? Did you actually imagine that you could spend your lives on this most impractical excursion from reality?

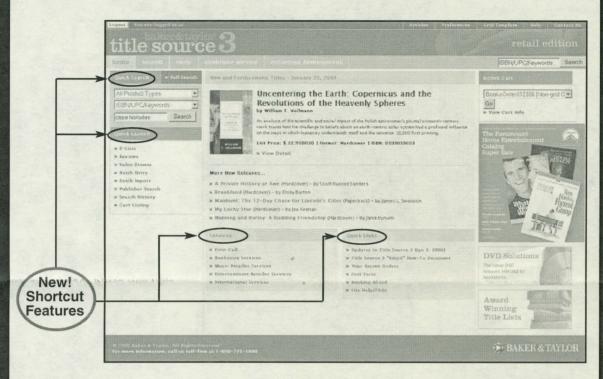
Perhaps it was this simple: you could not imagine a career without the close company of this lively, fragrant creature, the book. And perhaps it was this simple too: you formed a conviction that good books ought to have a public, that they can speak for themselves only if read, and that in order to be read they must first be spoken for, they must be spirited from the shelf to the hand of the reader by a friendly and knowledgeable advocate.

Thank you for being that advocate.

And thank you for selecting Rogue River Journal for this award, which does me great honor and gives me great happiness.

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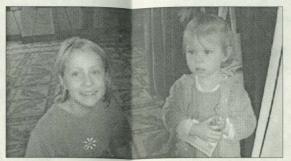
Faces from PNBA's Spring Tradeshow



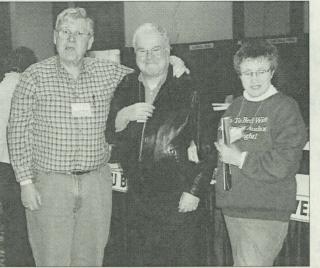
Yogi George Carroll begins a morning yoga session with attendees.



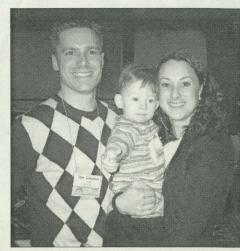
Independent sales rep David Diehl and PNBA Executive Director Thom Chambliss.



Emerging leaders in children's bookselling, Sophie Peters and Lucy Chambliss.



Big trouble, independent rep Reid Davis, retired Mc-Graw-Hill rep Alan Sears and Madie Harris.



JASI exhibitor Rebecca Johnston and family.



PNBA Past-President Holly Myers, Elliott Bay Book Company



New PNBA Board member Kurtis Lowe, independent sales rep



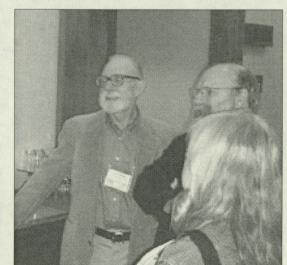
Former president Pat Rutledge, A Book for All Seasons, crowns Will Peters, Annie Bloom's, the new President of PNBA.



The exhibit floor was bustling with booksellers Friday.



Trails End's Amy Sweet finds a moment to read during exhibits.



Ivan Doig chats with booksellers after speaking at Friday's breakfast.



Independent sales rep Christine Foye and Sylla McClellan, Third Street Books.



Oregon author/poet Floyd Skloot shows off his PNBA Award after the Awards Banquet Friday.



PNBA staff present four bookseller BuzzBooks winners with \$300 each.

Literacy News

PNBA Literacy Grants: How They Work and Recent Recipients

Wondering if your store's support of a local literacy program qualifies you for a PNBA literacy grant? Not sure what a literacy project might look like? Matching literacy grants come in all shapes and sizes.

The most straightforward donation is either in the form of merchandise from your store, books or some such. And often, struggling non-profit organizations love cold hard cash.

There are myriad other creative ways booksellers have found to support literacy. For example, Village Books in Bellingham, Washington sponsors a team in the Whatcom Literacy Council's annual Spelling Bee. The team, known as the Village Idiots enjoyed the public humiliation and raised money through their entry fee for programs dedicated to increasing adult literacy skills.

Many bookstores offer a percentage of their sales to help raise money. An example of this is with one of PNBA's newest members, Book Stop in Hood River, Oregon, which donates half of the proceeds from the sale of their bargain books in a three-month period to a local elementary school. So far, two local schools have benefited from Book Stop's cleverness and generosity.

The PNBA Literacy Committee's broad outline for what constitutes a literacy program makes it easy for bookstores to help their local nonprofit organizations that

support teaching or encouraging reading. Matching grants up to \$250 are offered by PNBA twice a year at its two annual tradeshows. Using the form in your handbook or available on the PNBA website, apply for one of the next grants by October 6.

If you have questions about literacy grants, contact the PNBA office or Literacy Committee Chair Holly Myers at hmyers@elliottbaybook.com

—This public service announcement has been brought to you by members of the PNBA Literacy Committee.

The following twenty grants, totaling \$4,500.00, have been approved for distribution for the spring 2006 season:

A Book for All Seasons

\$250 to Lisa Gilbert/Osborn Elementary

All for Kids

\$250 to Northwest Literacy Foundation

Armchair Books, Pendleton, OR

Friends of the Helix Public Library

Auntie's Bookstore

\$250 for Success by Six/Children's Book Bank

Betty's Books

\$250 for Baker Co. Library Dist.

Book 'N' Brush

\$250 to Lewis County Literacy Council

Bookstop: The Neighborhood Bookshop \$250 for Hood River School District

Broadway Books

\$250 for Roosevelt High School

Chapter One Book Store

\$150 for

Darby Community Public Library

Eagle Harbor Book Co.

\$100 to Literacy Council of Kitsap

Eagle Harbor Book Co.

\$150 to

Bainbridge Island School District

Elliott Bay Book Company

\$250 for Reach Out and Read at Odessa Brown Children's Clinic

Jackson's Books

\$250 for Saxon Foundation

Orca Books

\$250 for

South Sound Reading Foundation

Pacific Mist Books

\$250 for Parenting Matters Foundation

Secret Garden Bookshop

\$250 for Ballard Branch—Seattle Public Library

Trails End Books

\$100 for

Public School Funding Alliance

Village Books

\$250 for Whatcom Lit Council

Watermark Book Co.

\$250 for Fidalgo Rotary Club

Waucoma Bookstore

\$250 for Mid-Columbia Child and Family Center

Member News

Rural Library, Booksellers in Space, What We're Reading and Other News

Booksellers: Do any of your employees want to receive their own copies of *Footnotes* via snail mail and the Pacific Northwest Independent Bestseller list and other PNBA updates/reminders via email? Let them in the loop. E-mail their names, address and e-mails to Jamie (Jamie@pnba.org) and we'll get them signed up.

A big thank you to all the publishers that donated books to the PNBA Rural Library Project at the Spring Show in Seattle. The recipient was the Scammon Bay Public Library in Scammon Bay, Alaska. The donation of 27 boxes totaled \$14,466. A big thank you to all the volunteers that counted books and boxed up books and to Partners West, which generously volunteered to ship the books out at their expense. Thank you Partners West!

Rural Library Project Coordinator Michael Pritiken is looking for a rural Washington library to receive donations after the fall show. Those interested in nominating a library should contact Michael at mikep@bookie.sbc.wsu.edu or 509-332-2537.

It seems like we can't publish a newsletter without mentioning or publishing Village Books' **Chuck Robinson** or Chapter One Book Store's **Russ Lawrence**, but these active booksellers don't stay out of the news.

Chuck has won Quirk Books'
"Win a Trip to Space" sweepstakes. So, next winter he'll experience the closest anyone can
come to flying in space without a
rocket. According to Shelf Awareness, this happens when a zero-g
jet aircraft flies to the edge of the
earth's atmosphere in a parabolic
flight pattern at which point passengers feel weightlessness and can
spin and tumble like astronauts in
space. Cool. Our question: will he
bring any reading material?

Russ, who will very likely be president of the American Booksellers Association by the time this newsletter reaches you, sponsored a "Bye-Bye Big Box" going-away party for Wal-Mart a day before county commissioners held a hearing on an emergency zoning resolution that would keep a new Wal-Mart from opening. The party included "going-away presents" that Wal-Mart could take with it. such as unfair labor practices and traffic congestion. The next day, at a meeting attended by 1,400 people, county commissioners voted against the Wal-Mart.

On our nightstands Thom:

I just finished reading Water for Elephants, which was recommended by Holly Myers--it's terrific! I'm in the middle of In God We Trust, by Jean Shepherd, the book upon which the movie A Christmas Story was based. Next up, I'm planning to read The Weather Makers,

which I picked up at ABA's Winter Institute in California. I'm also in the middle of the April 17th issue of *The New Yorker*, with the controversial article by Seymour Hersh about our government's preparations for bombing Iran and a profile of Pete Seeger that I am really looking forward to reading.

Brian:

Just finished: Perishable: A Memoir by Dirk Jamison
Reading:
Rogue River Journal by John Daniel
Reading: Oh the Glory of It All
by Sean Wilsey
Top of Pile: When Chicago Ruled
Baseball by Bernard A. Weisberger
Top of Pile: The Trouble With Tom
by Paul Collins
Top of Pile:
The Grail by Brian Doyle

Jamie:

Floor by Eric Puchner Reading: The Madonnas of Leningrad by Debra Dean Reading: Gilead by Marilynne Robinson Reading: What to Expect When You're Expecting and Your Pregnancy Week by Week (thanks, Diana Wells!) Reading: Montessori from the Start by Paula Polk Lillard Next: Breeder: Real-life Stories from the New Generation of Mothers by Ariel Gore and Bee Lavender Next: Water for Elephants by Sara Gruen

Just finished: Music Through the

Griffin Bay Bookseller Dies

Susan Eyerly, owner of the Griffin Bay Bookstore in Friday Harbor, WA, died April 7 after a two-year fight with leukemia. She was 60. An except from her obituary in the *San Juan Islander* newspaper follows:

... Frank and Susan Eyerly moved to Friday Harbor in 1978 to open The Cannery House Kitchen and Bookstore, which was located in the Victorian house at the head of the ferry dock. Susan purchased the Griffin Bay Bookstore in 1980. The store under Susan's ownership became an institution on San Juan Island, an intellectual and social crossroads not only for islanders but also for visitors from all over the world. When asked once why she no longer practiced her art, she replied, "My art is my bookstore; I am a bookseller and I take what I do seriously."

"She had an amazing anticipatory quality as a bookseller," one customer said. "She always seemed to know what her readers wanted and if you asked if she'd read the work, she usually had. She was extremely well read and could converse in depth on a variety of subjects."

She also was well known for remembering her steady customers' birthdays. Invariably they would either find a book in the mail, or it would be waiting for them on their next trip to the store -- always giftwrapped. Susan took special pride in being publisher of two well-known books: Living High, a memoir of life in the islands in the mid-20th century by June Burn; and The Pig War: Standoff at Griffin Bay, an account of the San Juan Boundary Dispute by National Park Service historian Michael Vouri. Both volumes are sold in bookstores and online services throughout the United States and Canada.

In addition to reading, Susan loved gardening and would pore over the seed catalogs every winter. She also enjoyed travel (she took a special interest in Africa), the arts, and raising Golden Retrievers. Her beloved Duncan greeted visitors to the store for nearly 14 years. When the bookstore was doing well, she gave freely to charities and underwrote several scholarships. . . .

New Bookstore Members Fort Nisqually Living Hist. Museum

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Handbook Changes Vista Book Gallery

New address 1116 S. Vista Ave Boise, ID 83705-2429 See handbook, pg 7

Bob Harrison is now repping Nolo Press, See handbook, pg 19 If you've had recent changes to your contact information, let us know, so we can get it right in our upcoming directory. Look for your 2006-2007 PNBA Handbook and Member Directory in late May.

Bookstores for Sale

Scott's Bookstore

Established in 1976, always voted "Best Bookstore in the Skagit Valley," our store has customers from up and down the I-5 corridor. Approx. 5000 sq. ft., we share our old brick grainery building with an award-winning cafe.

Contact Mary at messcott@hotmail.com or 360-708-1825

Idaho Bookstore

Used Bookstore in Post Falls, Idaho for sale. 1,200 square-feet, turn key, 13,000+ titles, plus room for 5,000 more! Joni @ 208-640-6795 or 208-773-7041











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The Back Page

Thank you, Spring Tradeshow Sponsors!!!

Random House: Co-Sponsor of Education Day w/PNBA

Partners/West: Sponsor of Book Awards

Morrow: Book Awards Banquet Dinner

Mackinac Island Press and Picador: Co-Sponsors of Canvas Book Bags

A Calendar for Northwest Booksellers

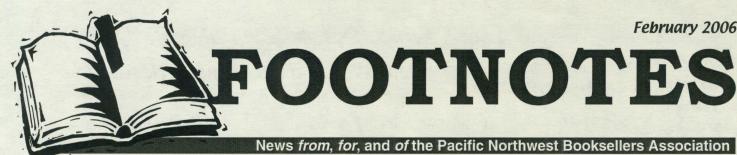
April 27, 2006	NWABP meeting, Fairfield Inn, Lake Oswego	503-223-9055
May 18, 2006	BPNW meeting, Seattle	www.bnnw.org
May 18-21, 2006	BEA/ABA Convention, Washington, DC	www.bookweb.org
July 13-16, 2006	PNWA Conference, Seattle	www.pnwa.org
Oct. 12-14, 2006	PNBA 2006 Fall Show, Portland	541-683-4363

Dear Thom--

I feel like I won the daily double last weekend--the terrific turnout at the PNBA breakfast, and Rick Bass's glowing review of my book in Publishers Weekly. *The Whistling Season* and I have a lot to be grateful for, this Monday morning.

And a lot of it starts with you. Thanks a million, again, for taking a look at the manuscript, way back there. Now it's up to me to do something nice for the PNBA, right? I'm trying; despite the national publicity tour Harcourt is going to send me on (things like the Bass review rev up a publishing house, as you know), at last count, I have fifteen signings lined up in PNBA stores and will squeeze in any more that I humanly can. Who knows, maybe this literature--peddling life we're all in still has a living in it as well, you suppose?

All best,



"I don't care what is written about me so long as it isn't true." -Dorothy Parker

Features

February 2006

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On the Homefront

Highest Quality PNBA Goods, Free at Spring Show

Our 2006 Spring Show brings together the best of what it means to be a PNBA member—a great mix of legendary, award-winning and fresh new authors; free education with something for everyone; great food; old friends, new friends; PETE FROMM and a Buzz to catch.

There's still time to register and there's still room in PNBA's hotel block at the Sea-Tac Hilton (where all sessions, events and exhibits take place—like that convenient wedding where the ceremony and the reception happen all in one place). Call 1-800-445-8667 and ask for PNBA rates, which include deluxe king rooms for \$94/night + taxes— 12.4 %. The cut-off date to reserve rooms at this rate is Fri., Feb. 24, or when the room block is sold out.

We offer free education sessions all day Thurs., March 16. Whether you're an author, a publisher, a new bookseller or a PNBA show veteran, we promise, we've got a session for you. If you don't learn at least one thing, we'll give your money back. Or, um, since it's free, we'll just look at you real surprised and funny-like and maybe urge you to teach a session next time. Our keynote lunch speaker Thursday is four-time PNBA Award Winner and everybody's favorite author from Great Falls, Montana Pete Fromm. You know you don't

want to miss that. And, Thurs. night, Partners/West sponsors a free chili feed at their warehouse.

The Fri. breakfast features three-time PNBA Award Winner Ivan Doig, Canadian master literary craftsman Bill Gaston, and compelling newcomer Terri Jentz, whose story you'll be telling to your customers and your friends.

The Sat. breakfast is just as good with everybody's favorite Hip Mama Ariel Gore, legendary American West writer Bill Gulick, bestselling pioneer fiction wrangler Jane Kirkpatrick and Portland's Dangerous Mind Tom Spanbauer.

The Book Awards Banquet, sponsored by Morrow, will be extra tasty this year, featuring a meal designed by James Beard Award-author Jerry Traunfeld (The Herbfarm Cookbook). All booksellers at the Banquet will receive a copy of Mr. Traunfeld's new book, The Herbal Kitchen, compliments of Morrow. Not to mention speeches by five of the six award-winning authors, Kurt Cyrus, John Daniel, Jim Lynch, Floyd Skloot, and Garth Stein. Diana Abu-Jaber will not be able to attend.

We're also excited to introduce a new program, BuzzBooks, that lets booksellers decide the most buzzworthy books at the show. Participating booksellers could dance away with one of four \$300 cash prizes. See pg. 12, 13.

Booksellers Write

Mission Statement



he Mission of the Pacific Northwest Booksellers

Association is to promote a healthy independent bookselling community in the Northwest. We seek to accomplish: (In order of priority)

- 1. Interactions of the bookselling community
- 2. A highly skilled bookselling membership
- 3. Public awareness of the value of independent bookselling
- 4. Recognition of Northwest books and authors
- 5. A public that reads books
- 6. Freedom of expression for all

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Good Words: a Recurring Reflection

by Scott Foley, Grass Roots Books & Music, Corvallis, OR

I read A Million Little Pieces and enjoyed James Frey's unconventional voice and his unsparing glimpse into the wound of addiction. Not an obviously friendly handsell, the book languished on our shelves. Of course, at Oprah's prompting Frey became among 2005's bestsellers. We're all familiar by now with the down shot.

Oprah defended and then damned Frey before her rapt and loyal audience. In her eyes, the larger crime was not so much misreporting the facts as it was embarrassing Oprah. While I recognize that Frey wielded his artistic license in a manner that has returned to damage his credibility, the vehemence driving industry response (even that of fellow PNBA booksellers) is alarming.

Writing is always, in part, an act of creativity and imagination, an artistic statement. While held to stricter standards, even the journalist and the historian must be capable of keeping our interest with a well-told story. Where Frey certainly fell short as a journalist, he remained true to his calling as a good storyteller. Does his misrepresentation of the details necessarily bring to question the worth of the entire work?

As writers we are storytellers. Our stories might possess a literal correspondence to events or they might be flights of obvious fantasy,

but truth may abide at both ends of that spectrum. Truth is woven throughout history, but truth transcends history as well. As a reader, it matters nothing to me if James Frey was imprisoned for four months or four hours; the metaphorical truth of his narrative resonates for me. It is the archetypal story of a man lost in a cloud of abuse, redeemed by the grace of friendship.

To employ another ready example, the Bible is not a history book, a science book, nor a memoir. It is an amalgamation of stories that represent truths that hold profound meaning for a multitude of readers. On a different scale, we might reference *Borrowed Finery*, JT LeRoy, or Elie Wiesel's *Night* (surely selected by Oprah's people prior to the Frey fiasco), which have proven themselves on the literary stage while drawing the scrutiny of fact checkers.

As lovers of stories, we owe it to storytellers such as James Frey not to jettison the whole of *A Million Little Pieces* for the sake of admitted inaccuracies. It is to our own detriment if we fail to maintain an open ear to anyone who offers, "Let me tell you a story."

Scott Foley is head Buyer at Grass Roots Books & Music in Corvallis, Oregon. He is past Vice President of the PNBA Board of Directors, and a past member of ABA's Bookseller Advisory Council.

Diane Leaverton

vistabk@spro.net

208-336-3011

BookPro of the Month

The Book Club Connection

by Cheryl McKeon, Third Place Books, Lake Forest Park, WA

There's a theory that the long, gray season is part of the reason Seattle leads the country in enthusiasm for reading. But our 60 registered book clubs are active 12 months of the year, and I think if they all moved to Arizona, they'd continue their passion for great books and good discussions. At Third Place, we serve our registered, private clubs, and host a monthly in-store club, the last Monday at 7.

Our simple "six weeks, 30 days, 20%" book club formula is easy for most clubs to follow. We require notice of a club's title 6 weeks before discussion of that book, display it for 30 days before the meeting, and give a 20% discount to club members during that month. A "Club Card" (cheaply created and copied in-store) with the member's club name is the passport at the cashier counter to get the discount.

Most clubs plan 6 to 12 months at a time, which I strongly encourage. If a club insists on deciding its book month-to-month, I discourage them from registering with us. All we ask is notification of titles, either on our registration form or by email. We don't have an expectation of sales, since the book club display is heavily shopped by other customers. Our Book Club and Staff Pick shelves form a cozy corner, and many customers say that's their favorite spot in the store.

Among our cleverly-named clubs: The Dusty Jackets, We Read It Before Oprah, Literary Chicks, and Wine Women and Words.

The most common snags are a club not notifying me of its title, or a club switching titles and forgetting to tell me. Developing a good rapport with the club coordinators is crucial.

Nurturing the clubs is such fun. Although we have a table with readers' guides, publishers' newsletters, and other literary freebies, my "Basket of Books" meeting has become a popular and successful tool to tell clubs about new titles, encourage loyalty to the store, and also provide me with valuable feedback. I create a quarterly list of new or soon-to-bereleased titles, with brief reviews, and bring this handout and the 30 or so books on the list in a shopping basket. (The list is given out only during "basket" talks, and not generally distributed.) The best "basket" gatherings are not presentations, but conversations, and it's thrilling when a club picks a recommendation and returns to rave about it! I schedule baskets any time the club requests, and usually at least a month In advance. The meetings encourage list planning, too. I try to send clubs news items, reviews, readers' guides or any material pertinent to what they're about to discuss, which they appreciate.

I e-mail Book Club members announcements of our upcoming author events with club appeal, or local news items (Book-It Theatre's club discount, for example). Periodically, I send an electronic Book Club Newsletter, and display a stack of hard copies near the club shelves.

Our in-store club draws about 50% "regulars," 25% occasional attendees, and 25% readers drawn by the month's titles, which range from brand-new (we read Kite Runner before anyone else!) to classics, to non-fiction. (Jarhead, two years ago, spurred the most heated debate.) Last fall, we hosted 75 readers, most in book clubs, for our First Annual "Pick of the Lists Book Club Night," featuring five publishers' reps speaking on topics including "Most Overlooked Book Club book," "My All Time Favorite," and so on. Customers are still talking about it.

For anyone in greater Lake Forest Park who doesn't have a club, a notebook is available for message posting: I have a club needing members, I'm a member seeking a club, and so on. Our goal: a book club for everyone, then register, then read.

Cheryl McKeon is the book club coordinator at Third Place Books and your PNBA Book Club BookPro. Reach her at 206-366-3352 or cmckeon@thirdplacebooks.com

Bookseller News

Why ABA's Winter Institute Worked

by Paul Hanson, Eagle Harbor Book Company, Bainbridge Island, WA

They say timing is everything. I make it a point not to believe everything "they" say, but in this case, I think they're right.

I've been attending American Booksellers Association Educational Sessions for over 10 years now (okay, so I'm an education junkie); and as much as I learn and as jazzed as I get to hit the ground running upon my return, the momentum just sort of peeters out a day or two after I walk through the door. After the PNBA Fall Show Seminars and even BEA, when we get home, we're planning and hiring for the holiday season and it's tough to add new systems. Not so this time. The organizers of the ABA Winter Institute held in Long Beach, CA in January didn't just nail their educational seminars, they did it at the right time.

January is a natural time to plan ahead. The holidays are done; we're decompressing and prioritizing for coming year. We meet, we discuss, we plan. And, along comes the Winter Institute and their sessions complemented our priorities oh so nicely.

The highlights? One biggie for me was "Budgeting and Monitoring." I took this session a few years back at BEA in New York. I was inspired as much then as I am now by the tools the ABA provides bookstores to accurately record

and plan store finances so that, to paraphrase Avin Domnitz's words, you can pay all of your bills at the end of the year and not end up with a negative balance in your checkbook. It's disconcerting to make expenditure decisions by the seat of your pants. Wouldn't it be nice to be able to look at a budget and use that to inform your purchasing and hiring decisions? To plan on how to weather a financial storm rather than just hold on tight? In a business with slim profitability, it's way too easy to nickle and dime yourself to an early death.

And speaking of operating with an eye on the bottom line, the Email Newsletter Session struck home to me the fact that email is the most cost-effective tool you can use to increase your sales, instantly communicate with your customers, and develop a personality for your bookstore. There's no post office hassle or expenditure, you can do it as often as you want, and, through the ABA's partnership with Constant Contact, you can easily produce a professional-looking e-mail newsletter. And you can track its success with your customers.

Then there's perhaps one of the most exciting new technological tools available to bookstores today—Above the Treeline. This is the most powerful and useful tool for managing your inventory I've

ever seen. After a spontaneous round of applause broke out following the demonstration of just one of its many useful tools, Avin said, "I've never before seen a room full of booksellers so excited to see the books that they haven't sold."

Perhaps the best session for me personally was the last-minute addition of the Emerging Leaders in Bookselling. Just one week prior, PNBA board members had been discussing at their retreat how to connect with and nurture future bookstore owners in order to keep the independent bookstore spirit alive in an age of declining membership. Lo and behold, they are with us already. I heard from an amazing group of booksellers, owners, and managers who spoke from their hearts about their passion for bookselling and their concerns for the future. I was immensely inspired by the camaraderie demonstrated that night and I hope to see even more opportunities like this in the future.

So now that I've been back in the store for two weeks, the question is, am I sustaining the momentum? You betcha! And that's longer than I've ever been able to before. I can't wait for the year, and the years, ahead!

Paul Hanson is manager of Eagle Harbor Book Co. and a member of the PNBA Board of Directors.

PNBA Spring Show, March 16-18, 2006 Hilton Hotel, Seattle Airport

17620 Pacific Highway South, Seattle, WA

- individually, interest i	
7:45 am-4:30 pm	PNBA Registration Desk Open (Conference Center, 3rd floor foyer)
8:00-8:45 am	First-Timers' intro for retail booksellers. (Mercer B)
8:00-8:45 am	Intro for publishers and authors. (Orcas B)
8:00-8:45 am	Wake-Up Yoga, with George Carroll. (Orcas A)
9:00-10:15 am	Bookseller Workshop: Introducing Used Books into the New Book Store (Mercer B)
9:00-11:45 am	Bookseller Workshop: Reps Offer their Pics of the Lists (Orcas A)
9:00-10:15 am	Bookseller Workshop: ABA Session TBD (Mercer A)
9:00-10:15 am	Pub/Author Workshop: Jane Isenberg, on Things My Agent & Editor Never Told Me (Orcas B)
10:30-11:45 am	Bookseller Workshop: Getting Graphic: Merchandizing & Marketing Graphic Novels (Mercer B)
10:30-11:45 am	Bookseller Workshop: ABA Session TBD (Mercer A)
10:30-11:45 am	Pub & Author Workshop: Book Cover Design with Judy Ness, et als. (Orcas B)
Noon-1:00 pm	Lunch Session Keynote Address: Pete Fromm, author of As Cool As I Am (Picador)
	(Crystal Ballroom A) (lunch tickets required)
1:00-5:00 pm	Exhibit area available for vendor set-up (Emerald Ballroom)
1:15-2:45 pm	Bookseller Workshop: Merchandizing Displays for Fun & Profit (Mercer B)
1:15-2:45 pm	Bookseller Panel: The Basics of Handselling & Customer Service (Orcas A)
1:15-2:45 pm	Bookseller Workshop: ABA Session TBD (Mercer A)
1:15-2:45 pm	Pub/Author Workshop: Distribution Networks, with Cynthia Frank & Sharon Castlen (Orcas B)
3:00-4:30 pm	Bookseller Panel: Children's Books Pick of the List (Mercer B)
3:00-4:30 pm	Bookseller Session: Basics of Bookselling Q & A (Orcas A)
3:00-4:30 pm	Bookseller Session: ABA Bookseller Forum (Mercer A)
3:00-4:30 pm	Publisher Workshop: Maximize Your Assets: Turn Your Book Into Multiple Products, with BPNW (Orcas B)
4:45-5:30 pm	PNBA's General Membership Meeting (Mercer B)
6:00-7:30 pm	CHILI FEED & Warehouse Tour, at Partners/West (maps will be provided)
8:00-10:00 pm	Decadent Desserts Autographing Part, (Crystal Ballroom B & C)
Friday, March 17	
7:00-9:30 am	Exhibit area available for vendor set-up (Emerald Ballroom)
7:30-4:30 pm	PNBA Registration Desk Open (3rd floor lobby)

7:00-9:30 am	Exhibit area available for vendor set-up (Emerald Ballroom)
7:30-4:30 pm	PNBA Registration Desk Open (3rd floor lobby)
8:00-9:30 am	Book & Author Breakfast, featuring Ivan Doig (The Whistling Season, Harcourt); Bill Gaston (Sointula,
	Raincoast Books); and Terri Jentz (Strange Piece of Paradise, Farrar, Straus & Giroux) (Crystal Ballroom A)
	(Tickets req'd) Authors at Friday's Breakfast will pre-sign books, which will be given to attending booksellers
9:30 am-4:30 pm	Exhibits open (Emerald Ballroom)
4:45-5:45 pm	Author Autographing (Crystal Ballroom C)
6:30-8:30 pm	PNBA 2006 Book Awards Banquet, co-sponsored by Morrow & Partners/West, featuring Kurt Cyrus

(Hotel Deep: Light Verse from Dark Water, Harcourt, Inc.); John Daniel (Rogue River Journal, Shoemaker & Hoard); Jim Lynch (The Highest Tide: A Novel, Bloomsbury); Floyd Skloot (Approximately Paradise, Tupelo Press); and Garth Stein (How Evan Broke His Head and Other Secrets: A Novel, Soho Press). Award-winner Diana Abu-Jaber (The Language of Baklava, Pantheon) will not be able to attend because of a schedule conflict. The Banquet features a special meal designed by James Beard Award-author Jerry Traunfeld (The Herbfarm Cookbook). All booksellers at the Banquet will receive a copy of Mr. Traunfeld's new book The Herbal Kitchen, compliments of the publisher, Morrow. (Crystal Ballroom A) (Tickets required)

Book Awards Author Autographing, (Crystal Ballroom C) (Banquet tickets required)

The attending Book Award authors will sign their books for Banquet attendees after the Banquet.

Saturday, March 18

8:30-9:30 pm

Thursday, March 16

7:45-10:00 am PNBA Registration Desk Open (Conference Center lobby)

8:00-9:30 am Book & Author Breakfast featuring, Ariel Gore (The Traveling Death and Resurrection Show,

HarperSanFrancisco); Bill Gulick (Sixty-four Years as a Writer, Caxton Press); Jane Kirkpatrick

(A Clearing in the Wild, WaterBrook Press); and Tom Spanbauer (Now Is the Hour, Houghton Mifflin)

(Crystal Ballroom A) (Tickets required)

9:30-10:30 am Breakfast authors' Autographing (Crystal Ballroom A)

This is a preliminary, tentative schedule, and is subject to change.

PNBA's 2006 Spring Show Northwest Autographing Schedule

All signings will take place in the Conference Center at the Seattle Airport Hilton

Thursday Evening Decadent Desserts Autographing Party, March 16, Crystal Ballroom C:

	Table A	Table B	Table C	Table D
8:00 pm	M.J. Zellnik Murder at the Portland Variety Midnight Ink	Diane Goeres-Gardner Necktie Parties Caxton Press	Goldie Silverman Camping with Kids Wilderness Press	Sharon McKenna Sex and the Single Mom Ten Speed Press
8:30 pm	Jordan McMakin Prince Ezrick and the Morpheas Curse Canterwine Press	Diane Kinman & Franca Marcati Martin Franca's Story Wimer Publishing Company	Mary Guterson We Are All Fine Here Berkley Signature	Elissa Minor Rust The Prisoner Pear: Stories from the Lake Swallow Press
9:00 pm	Brent Hartinger Grand & Humble HarperCollins	Elsie Hulsizer Voyages to Windward Harbour Publishing	Layne Maheu Song of the Crow Unbridled Books	Charlie Valentine Better Days Ahead English Mill Press
9:30 pm	Jill Barnett The Days of Summer Atria Books	Linda Carroll Her Mother's Daughter Doubleday	Claire Davis Season of the Snake Picador	Peter Rock The Unsettling MacAdam/Cage Publishing

Friday Afternoon, March 17, Crystal Ballroom C:

	Table A	Table B	Table C	Table D
4:45 pm	Dawn Prince-Hughes Expecting Teryk Swallow Press	Colin Bull Innocents in the Arctic University of Alaska Press	Paul Chasman The Book of Bob Bay View Arts	Sondra Kornblatt 365 Energy Boosters Conari Press
5:15 pm	Rick Spier O'Sullivan's Odyssey Monteiro & Company	Annie Duke How I Raisedand You Can, Too Plume	Judith Ryan Hendricks The Baker's Apprentice William Morrow	Pete Fromm As Cool As I Am Picador

Friday Evening, March 17, Crystal Ballroom C:

	Table A	Table B	Table C	Table D	Table E
8:30 pm	Kurt Cyrus	John Daniel	Jim Lynch	Floyd Skloot	Garth Stein
	Hotel Deep	Rogue River Journal	The Highest Tide	Approximately Paradise	How Evan Broke His Head
	Harcourt	Shoemaker & Hoard	Bloomsbury	Tupelo Press	Soho Press

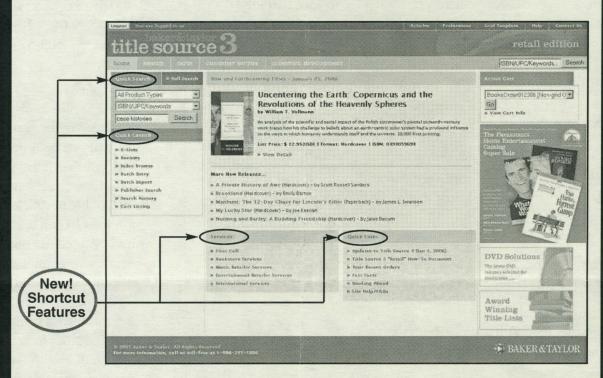
Saturday Morning, March 18, Crystal Ballroom C:

	Table A	Table B	Table C	Table D
9:30 am	Jane Kirkpatrick A Clearing in the Wild WaterBrook Press	Bill Gulick Sixty-Four Years as a Writer Caxton Press	Ariel Gore The Traveling Death and Resurrection Show HarperSanFrancisco	Tom Spanbauer Now Is the Hour Houghton Mifflin

This is a preliminary, tentative schedule, and is subject to change.

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BAKER & TAYLOR

Information and Entertainment Services

Bookstore Profile: St. John's Booksellers

Nena Rawdah, formerly of Annie Bloom's, and Lizabeth Dorman, formerly of Powell's, opened St. John's Booksellers in the St. John's neighborhood in North Portland in June, 2005. Nena likes to describe the area as the last affordable neighborhood in Portland. The 1,350 square foot store specializes in literature, mysteries, science fiction, children's books and progressive politics. We caught up with Liz and Nena via e-mail recently to see how things are going.

Favorite distinguishing feature of bookstore (like a store cat)? Leashed dogs are welcome (this is why no cat); customers compliment us on our open layout and cozy armchairs.

Distance from nearest coffee shop?

Maybe 30 yards. We can see it from the window.

Other neighbors?

The Mexican Restaurant next door is owned by a Powell's employee.

Average age of customer?
40 (but shifting downward as neighborhood changes)

Most interesting request from a customer so far? Korean-language children's books.

What's your Favorite Valentine's handsell: Liz: *The Time Traveler's Wife*

What was your bestselling December title? Jumptown: The Golden Age of Portland Jazz, 1942-1957 (OSU Press) by local author Robert Dietsche (36 copies)

What's was your favorite December handsell this year? Liz: *Jumptown* Nena: *Zen Shorts by John J. Muth (Scholastic)*

Best response/advice given to you about owning a bookstore? Liz: "You're crazy!"

Nena: "Don't spend your startup money on a computer system."

Favorite bookstore other than your own? Liz: Shakespeare's in Dallas, TX (closed in 1993—first bookstore job) Nena: Annie Bloom's

Bookstores for Sale

Portland Area Bookstore

Friendly & stable w/ 20 yr history, Books and more, 2,900 SF, SD of \$35K, Asking \$29,000+ Inv. Exit Strategies: 503-577-5649

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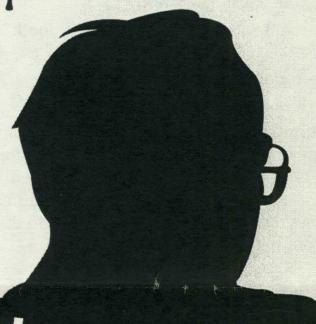
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Wordstock 2006

Portland's Annual Festival of the Book Three days of books, authors and stories. April 21-23. wordstockfestival.com



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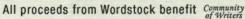


Comcast.











Obvious Signs that Bookseller Has Contracted "The Buzz" at the Spring Show

Waving punch-card like double mocha addict in vicinity of coffee kiosk

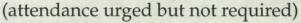
Rented bee costume (does not increase chances of winning)

Ladies cutting off chats with Pete Fromm to, "talk to some guy at a booth"

Spotted buying \$42 Seahawks money clip in hotel gift shop

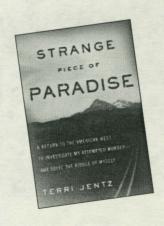
Ready to expose yourself and risk the ultimate affliction of a pile of cash? Stop by the <code>BuzzBooks</code> table at registration and get a card. Then visit the rep for each participating title, listen to the pitch and receive your punch. When you're card is full, flip it over and vote for the book you feel is most qualified to become the buzz of the show. Once you've cast your vote, you are in the running for one of four \$300 cash prizes!

Winning BuzzBooks and Booksellers to be Announced at Friday's Book Awards Banquet.













Spring 2006 BuzzBook Candidates

Arianna Kelt and the Wizards of Skyhall. J.R. King, Reagent Press

The Book of Bob. As revealed to Paul Chasman, Bay View Arts

An Inmate's Daughter. Jan Walker, Raven Publishing

The Kingdoms and the Elves of the Reaches. Robert Stanek, Reagent Press

Motherlode: Legacies of Women's Lives and Labors in Butte, Montana Ellen Crane and Janet Finn, Clark City Press

My Half of the Sky. Jana McBurney-Lin, KOMENAR Publishing

Prince Ezrick and the Morpheas Curse. Jordan McMakin, Canterwine Press

Sherman the Frog Meets the Snow Princess. Louise Flodin, Sherman and Friends

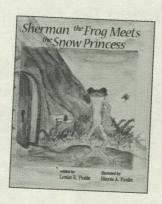
Song of the Crow. Layne Maheu, Unbridled Books

Strange Piece of Paradise. Terri Jentz, Farrar Straus and Giroux

White King And The Doctor. Lee Kessler, Brunnen Intl.













FOOTNOTES, February 2006



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Ivan Doig

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The Back Page

Thank you, Spring Tradeshow Sponsors!!!

Random House: Co-Sponsor of Education Day w/PNBA

Partners/West: Sponsor of Book Awards

Morrow: Book Awards Banquet Dinner

Mackinac Island Press and Picador: Co-Sponsors of Canvas Book Bags

A Calendar for Northwest Booksellers

Feb. 23, 2006	NWABP meeting, Fairfield Inn, Lake Oswego	503-223-9055
March 13-17	PAZ Prospective Bookseller Workshop	www.pazbookbiz.com
March 16-18, 2006	PNBA 2006 Spring Show, Seattle	541-683-4363
May 18-21, 2006	BEA/ABA Convention, Washington, DC	www.bookweb.org
Oct. 12-14, 2006	PNBA 2006 Fall Show, Portland	541-683-4363

"Choose an author as you would a friend." — Wentworth Dillon

Features

January 2006

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- 3 2006 BookPROSE lineup
- 4 Spring Show Schedule
- 5/6 Spring Show Attendee Form
 - 8 Member Changes/What We're Reading
- Holiday Catalog DisplayContest Winners/Bookselling Calendar

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Pacific Northwest Booksellers Assn. 317 W. Broadway #214, Eugene, OR 97401 (541)683-4363 Fax (541)683-3910 info@pnba.org www.pnba.org

On the Homefront

Celebrate PNBA's 40th Annual Book Awards

Join us in Seattle March 17 as we toast six exceptional Northwest authors at our 40th annual Awards Banquet at our spring tradeshow. (Register for the show with the enclosed attendee registration form.) The Book Awards Banquet will offer a specially-designed meal, featuring recipes from Jerry Traunfeld, chef at the Herbfarm Restaurant in Seattle, and speeches by the Award Winners. We're thrilled that our Awards Committee chose the following authors to receive this recognition:

→ Diana Abu-Jaber, of Portland, OR/Miama, FL for *The Language of Baklava* Pantheon/Anchor, hc: 0375423044, pb: 1400077761

Children's Book Award

★Kurt Cyrus, of Eugene, OR

for Hotel Deep: Light Verse from Dark Water

Harcourt, Inc., hc: 0152167714

✦John Daniel, of Elmira, OR

for Rogue River Journal: A Winter Alone Shoemaker & Hoard, an imprint of Avalon Publishing Group, hc: 1593760515

→ Jim Lynch, of Olympia, WA for The Highest Tide: A Novel

Bloomsbury, hc: 1582346054, pb: 1582346291

William Stafford Memorial Poetry Award

✦ Floyd Skloot, of Amity, OR

for Approximately Paradise

Tupelo Press, dist. by Consortium, pb: 1932195254

+Garth Stein, of Seattle, WA

for How Evan Broke His Head and Other Secrets: A Novel Soho Press, dist. by Consortium, hc: 1569473900, pb: 1569474230

Booksellers: Look for your Book Awards display materials, sponsored by Partners/ West, in the mail in late February or early March.

Mission Statement



he Mission of the Pacific Northwest Booksellers

Association is to promote a healthy independent bookselling community in the Northwest. We seek to accomplish: (In order of priority)

- 1. Interactions of the bookselling community
- 2. A highly skilled bookselling membership
- 3. Public awareness of the value of independent bookselling
- 4. Recognition of Northwest books and authors
- 5. A public that reads books
- 6. Freedom of expression for all

Board of Directors

Pat Rutledge, President 509-548-1451 abookfor@earthlink.net Will Peters, Vice-President 503-245-1831 books@annieblooms.com Greg Millard, Secretary/Treasurer 503-399-8694 greg@jacksonsbooks.com Holly Myers, Past President 206-624-6600 hmyers@elliottbaybook.com Gene Smith 503-639-9822 gsmith@scholastic.com Christy McDanold 206-789-5006 bookshop@secretgardenbooks.com Jay Weaver 206-545-4359 jayw@u.washington.edu Paul Hanson 206-842-5332 paulh@eagleharborbooks.com Diane Leaverton 208-336-3011

Thunk! ... Dear Publishers ...

by Colin Rea, UO Bookstore, Eugene, OR

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

There is no 'Next DaVinci Code.'
There never will be. Please stop
putting this in your catalogs and on
your books. Ditto Harry Potter.

Booksellers hate shrink wrap—
especially booksellers who chew their
nails. Any book you feel the need to
shrink wrap usually retails in the
neighborhood of \$40-\$100.

NOBODY buys a book that expensive
without getting to see the good bits
inside. And if the good bits happen to
be naughty bits, the only way that
book won't be returned as severely
shelf worn is if you reinforce the
binding with bolts, and go with sheet
metal instead of cloth.

Speaking of packaging, stop already with the "creative bindings." Just because there is no writing on the spine (or on the dreaded plastic coil thingy we all thought was cool when were in, say, 2nd grade) doesn't mean we're going to face out your book. Really, we won't, on general principal.

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

Let's talk dumps. You may call them "cardboard displays" or "point-ofsale displays," or something fancy, but they're dumps. When did it become standard practice to put trade paperbacks in a dump created for hard covers? The slots for the books are so much bigger than the books, it is ridiculous. It's like putting an XL parka on a five year old. If you don't have a dump that fits the book, scrap the idea entirely. Flashing lights, screaming audio, and generic risers that look like they were created on my old Commodore 64 - bad. Elegant use of lights (see the Narnia dump from HC), string (Lemony Snicket), and pop-up (Robert Sabuda's Winter's Tale) good.

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

I see I'm at the end of my allotted word count. In a few months, perhaps I'll continue this letter. In the meantime, please go to a bookstore, shadow a few customers or employees (not too closely... that's called Stalking), read a bit, and then buy a book. Hell, buy two.

Thunk! is a recurring column by UO Bookstore trade book buyer Colin Rea.

vistabk@spro.net

PNBA BookPROSE Program

Got questions? Meet our new PNBA BookPRO's

Dear Booksellers:

We've updated our BookPro's for 2006 and want to welcome new pro's Patti, Cheryl, Brian, Paul, Mark and Wendy. Lest they think that these are honorary titles, put these booksellers to work!

Are you stumped with a bookselling question? Have you wondered just how one of your colleagues pulls together a newsletter or an author event? The BookPROSE program is a forum for members seeking the advice of other members who have experience and knowledge in specific areas. BookPROSE is where Professional References On Simply Everything are just a telephone call away!

Opinions and advice are personal to each Book Pro and should be considered as such. If you have a particularly thorny problem, consider consulting a second Pro. Telephone calls should be at the convenience of the Book Pro, and you should absorb all expenses of the call. Please try to limit your telephone calls to no more than fifteen minutes.

General Philosopher

Chuck Robinson, Village Books, Bellingham, WA T: 360-671-2626, E: chuck@villagebooks.com

Advertising & Newsletters

Patti McCall, Queen Anne Avenue Books, Seattle, WA T: 206-283-5624; E: qaabooks@qwest.net

Book Clubs (small to mid-sized stores) Cheryl McKeon, Third Place Books, Seattle, WA T: 206-366-3352; E: cmckeon@thirdplacebooks.com

Buying (small to mid-sized stores)
Russ Lawrence, Chapter One Book Store, Hamilton, MT
T: 406-363-5220, M-F, 2-5pm (Mountain time), E: russ@chapter1bookstore.com

Children's Bookselling

Holly Myers, Elliott Bay Book Company, Seattle, WA T: 206-624-6600, E: hmyers@elliottbaybook.com

New Booksellers

Brian Sweet, Trail's End Bookstore, Winthrop, WA T: 509-996-2345, E:trailsendbookstore@mymethow.com

Personnel

Paul Hanson, Eagle Harbor Book Company, Bainbridge Island, WA T: 206-842-5332, E: paulh@eagleharborbooks.com

Remainders

Mark Mouser, University Bookstore, Seattle, WA T: 206-634-3400, E: mmouser@u.washington.edu

Sidelines

Wendy Manning, Third Place Books, Seattle, WA T: 206-366-3316, E: wmanning@thirdplacebooks.com

Used, Rare & Antiquarian

Chris Hagen, Powell's, Portland, OR T: 503-228-0540, x459, T-S, 9am-4pm, E: chris.hagen@powells.com

PNBA Spring Show, March 16-18, 2006 Hilton Hotel, Seattle Airport

17620 Pacific Highway South, Seattle, WA

This is a preliminary, tentative schedule, and is subject to change.

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7:45 am-4:30 pm	PNBA Registration Desk Open (Conference Center, 3rd floor foyer), *BuzzBooks Headquarters*
8:00-8:45 am	First-Timers' intro for retail booksellers. (Mercer B)
8:00-8:45 am	Intro for publishers and authors. (Orcas B)
8:00-8:45 am	Wake-Up Yoga, with George Carroll. (Orcas A)
9:00-10:15 am	Bookseller Workshop: Introducing Used Books into the New Book Store (Mercer B)
9:00-11:45 am	Bookseller Workshop: Reps Offer their Pics of the Lists (Orcas A)
9:00-10:15 am	Bookseller Workshop: ABA Session TBD (Mercer A)
9:00-10:15 am	Pub/Author Workshop: Jane Isenberg, on Things My Agent & Editor Never Told Me (Orcas B)
10:30-11:45 am	Bookseller Workshop: Getting Graphic: Merchandizing & Marketing Graphic Novels (Mercer B)
10:30-11:45 am	Bookseller Workshop: ABA Session TBD (Mercer A)
10:30-11:45 am	Pub & Author Workshop: Book Cover Design with Judy Ness, et als. (Orcas B)
Noon-1:00 pm	Lunch Session Keynote Address: Pete Fromm, author of As Cool As I Am (Picador)
	(Crystal Ballroom A) (lunch tickets required)
1:00-5:00 pm	Exhibit area available for vendor set-up (Emerald Ballroom)
1:15-2:45 pm	Bookseller Workshop: Merchandizing Displays for Fun & Profit (Mercer B)
1:15-2:45 pm	Bookseller Panel: The Basics of Handselling & Customer Service (Orcas A)
1:15-2:45 pm	Bookseller Workshop: ABA Session TBD (Mercer A)
1:15-2:45 pm	Pub/Author Workshop: Distribution Networks, with Cynthia Frank & Sharon Castlen (Orcas B)
3:00-4:30 pm	Bookseller Panel: Children's Books Pick of the List (Mercer B)
3:00-4:30 pm	Bookseller Session: Basics of Bookselling Q & A (Orcas A)
3:00-4:30 pm	Bookseller Session: ABA Bookseller Forum (Mercer A)
3:00-4:30 pm	Publisher Workshop: Maximize Your Assets: Turn Your Book Into Multiple Products, with BPNW (Orcas B)
4:45-5:30 pm	PNBA's General Membership Meeting (Mercer B)
6:00-7:30 pm	Partners/West CHILI FEED & Warehouse Tour (maps will be provided)
8:00-10:00 pm	Decadent Desserts Autographing Party (Crystal Ballroom B & C)

Friday, March 17

7:00-9:30 am	Exhibit area available for vendor set-up (Emerald Ballroom) *BuzzBooks Headquarters*
7:30-4:30 pm	PNBA Registration Desk Open (3rd floor lobby)
8:00-9:30 am	Book & Author Breakfast, featuring Authors To Be Announced (Crystal Ballroom A) (Tickets req'd)
	Each author at the Tuesday Breakfast will pre-sign books, which will be given to attending retail
	hooksellers

	bookseners.
9:30 am-4:30 pm	Exhibits open (Emerald Ballroom)
4:45-6:00 pm	Author Autographing (Crystal Ballroom C)

6:30-8:30 pm	PNBA 2006 Book Awards Banquet, co-sponsored by Morrow & Partners/West, featuring Diana Abu-
	Jaber (The Language of Baklava, Pantheon); Kurt Cyrus (Hotel Deep: Light Verse from Dark Water,
	Harcourt, Inc.); John Daniel (Rogue River Journal, Shoemaker & Hoard); Jim Lynch (The Highest Tide:
	A Novel, Bloomsbury); Floyd Skloot (Approximately Paradise, Tupelo Press); and Garth Stein (How Evan
	Broke His Head and Other Secrets: A Novel, Soho Press). The Banquet features a special meal designed by
	James Beard Award-author Jerry Traunfeld (The Herbfarm Cookbook). All booksellers at the Banquet will
	receive a copy of Mr. Traunfeld's new book The Herhal Kitchen, compliments of the publisher, Morrow.

BuzzBooks winners announced! (Crystal Ballroom A) (Tickets required)

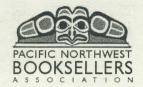
8:30-9:30 pm Book Awards Author Autographing, (Crystal Ballroom C) (Banquet tickets required)

The Book Award authors will sign their books for Banquet attendees immediately following the Banquet.

Saturday, March 18

7:45-10:00 am	PNBA Registration Desk Open (Conference Center lobby)	
8:00-9:30 am	Book & Author Breakfast featuring, authors to be announced	
	(Crystal Ballroom A) (Tickets required)	

9:30-10:30 am Breakfast authors' Autographing (Crystal Ballroom A)



Attendee Registration

PNBA's 2006 Spring Tradeshow • March 16-18, Seattle Airport Hilton This form is for Attendees only. Exhibitors please use Exhibitor Registration form. Attendees, please read the instructions on the other side before filling out this form.

Prices are not valid after Friday, March 3, 2006

A.	Company Name Contact Person Address					
	City	ate Zip				
	Phone	FAX	Email			
В.	BADGE CATEGORY:	☐ Book Retailer (B) ☐ Wholesaler/Distributor (D) ☐ Prospective Bookseller (K) ☐ Independent Publicist, Media	☐ Sales Rep (S) ☐ Author (A) ☐ Media (M) ☐ Guest (G)			
C.	If you want to purchase a l	FOUR BADGES come with each Member registration. Please list the attendees from your company below. If you want to purchase a literacy donor badge (\$20 each) for any or all, check the box after their name. Literacy Donor 1				
	3					
D.			n. Extra badges x \$5=			
E.	LITERACY DONOR BADGES for your attendees are \$20 each. Literacy badges x \$20=					
F.	NON-MEMBER BADGE FEE for attendees is \$40. Non-member badges x \$40= The staff of member stores, exhibitors, scheduled authors and media people do not pay a badge fee.					
G.	2006 PNBA MEMBERSHIP \$90 (\$70 for renewal of 2005 dues if received at PNBA by Feb. 10).					
H.	Event Tickets (indicate quantity) PRICES VALID UNTIL MARCH 3. TICKET PRICES INCREASE ON-SIT					
		sage/eggsfruit plate chickenscallopsveg	x \$15 each x \$15 each x \$15 each x \$35 each x \$15 each			
I.	Total due:		Total enclosed \$			
	MAIL or FAX this form with payment to: PNBA, 317 West Broadway, Suite 214, Eugene, OR 97401-2890. FAX 541-683-3910 PAYMENT CHOICE: Check enclosed Credit Card: Visa/MC Discover Am Express					
	Acct #		Exp. Date			
	V-code (for Visa on	ly, this is the last three digits of the numbe				

PNBA Spring Tradeshow

March 16-18, 2006 • Seattle Airport Hilton • Seattle, WA Attendee Registration Instructions

This form is for Attendees only. Exhibitors please use Exhibitor Registration form.

Attendees: Please read the instructions before filling out this form.

This form and these prices are valid only if received by March 3, 2006. After deadline, contact PNBA for prices.

- A. This is for your store, company or library name and address. Authors may use the name of your publisher but should provide your own mailing address. Media should list publication or station name. The company name will appear on your badge. Badges, tickets and show programs will be mailed to this address in March.
- B. Check the appropriate affiliation for the badges you will need. If, for instance, everyone listed will be representing your bookstore, check the designation Book Retailer (B). If any of the badges for people listed on this form are different than the other(s), add the appropriate affiliation letter next to each name. This show is not open to the public. Attendees should be prepared to show proof of their book industry affiliation.
- C. After each name, you have the option of checking that you want that person's badge to be marked as a "literacy donor." At autographing events, attendees with badges so marked may gather autographed books without being asked to donate to PNBA's literacy programs. Many attendees find that this saves time and the hassle of looking for cash.
- D. If more than four people from your PNBA Member store will need badges, list the extras on a seperate sheet, and note those for whom you are paying \$20 for "literacy badges." Multiply the total number of extra badges needed by \$5, and record the total here. Extra badges will cost \$10 at the show.
- E. Multiply the number of badges that you marked for literacy donors by \$20 and write that total here.
- F. Badge fees are for people who are not members of PNBA. Staff of pre-registered PNBA member stores, exhibitors, authors scheduled to autograph and media do not have to pay a badge fee.
- G. If you have already paid your 2006 PNBA membership dues, ignore this line. New member dues are \$90; renewal of 2005 dues is \$70 (if paid by Feb. 10). Membership is by mailing address. Stores or companies with multiple sites must send an application for each address seeking membership. Membership is not required to attend the show; see line (F) above.
- H. On THURSDAY (Educ day), we will have a Keynote Lunch, featuring multiple-PNBA Award winner PETE FROMM, speaking about the "State of the Industry," in the usual Fromm-style. This will be a sit-down, served meal, and the options will be EITHER: Asian Chicken Salad, with shredded roasted chicken, cabbage, bok choy, carrots & fresh greens, topped with crispy Asian noodles and a ginger soy vinaigrette OR: Baked Vegetable Lasagna, with a house salad. Both come with rolls & butter, and coffee or tea. We hope you'll join us!

The Friday breakfast is your choice of EITHER: scrambled eggs, country sausage and seasoned potatoes OR: Fresh fruit plate, with yogurt. Both breakfasts include breakfast breads, juice, and coffee or tea.

The Book Awards Banquet will offer a specially-designed meal, featuring recipes from Jerry Traunfeld, chef at the Herbfarm Restaurant in Seattle. Pre-signed copies of Jerry Traunfeld's new book "The Herbal Kitchen" will be distributed to attendees during the event, compliments of the publisher, Morrow. The meal choices are EITHER: Pesto stuffed chicken breasts with cherry tomatoes; OR: Sea Scallops on herbed succotash; OR: Penne with walnut pesto and eggplant. Each dinner will include salad, dessert and coffee or tea. The Book Award authors will sign copies of their books for dinner attendees immediately following the meal.

The Saturday breakfast offers EITHER: eggs benedict, made with two poached eggs on Canadian bacon and toasted English muffins, with Hollandaise sauce, and seasoned breakfast potatoes OR: a fresh fruit plate, with yogurt. Breakfast includes breads, juice, and coffee or tea.

I. The total for lines D through H.

ACCOMMODATIONS: Sea-Tac Hilton, 1-800-445-8667. Reserve by Fri., Feb. 24 for PNBA rates.

Service At Your Doorstep

Baker & Taylor is bringing more to your doorstep in 2006!

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www.btol.com



New Members, Member Changes and What We're Reading

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Hillary Hyde PO Box 80134

Portland, OR 97280

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F: 503-293-4351

E: hillary@gooddivorcebooks.com

W: gooddivorcebooks.com

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The Rediscovered Bookshop

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ONL with plans to open a storefront within the year

Member Changes:

Wiley rep Cris Cooke

New contact info:

1619 14th Street

Los Osos, CA 93402

T: 805-528 1393

F: 805-528 8602

E: ccooke@wiley.com

See handbook, pg 18

Kim Ricketts/Book Events

New address/phone:

711 N. 35th St. Suite 207

Seattle, WA 98103

T: 206-632-2419

See handbook, pg 12

Park Place Books

New e-mail:

parkplacebooks@integra.net See handbook, pg 14

Thom: On Jon Stewart's recommendation, I am reading Assassin's Gate. Though, so far, I have not learned anything specifically new, I am fascinated by the author's portrayal of what incredibly bad managers the Bush Administration has hired to conduct the war in Iraq.

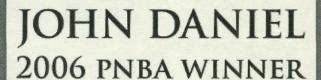
Brian: One of the most apt titles I can recall. Walking It Off defines, with equal grace, a day in the life and the life whole of Doug Peacock. This early realization made me hunger for the intensely informed meditations I knew lay ahead.

Jamie: Raincoast sent us Bill Gaston's recent short story collection, Mount Appetite, with an author proposal. I read it in two days, surprised and wow-ed by these weird, smart characters-all unique but united by a thoughtful kind of restlessness. It was like discovering a Raymond Carver or an Amy Hempel.

SHOEMAKER & HOARD



Wishes to Congratulate



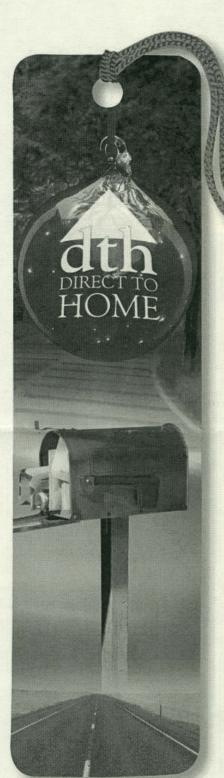
Rogue River Journal: A Winter Alone



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The Back Page

HC Display Contest Winners Know How to Read It. Dream It. Share It.

The results of the 2005 Holiday Catalog, *Enchanted Sled*-inspired display contest are official. Out of 52 participating stores, we have four honors to bestow. Of those stores that took up the challenge to work an actual sled into their arrangements, our judge couldn't resist the sledging goose from, where else, **The Snow Goose Bookstore** in Stanwood, WA. The Goose earned a five-pack of fine books from the Creative Company. In the overall category, our (\$100) Third Place winner is **Books Without Borders** in Eugene, OR, whose custom snowflakes drifted onto a sleigh display from 12-foot ceilings. Second Place (\$200) goes to **Eagle Harbor Book Co.** on Bainbridge Is, WA. Their "Read It. Dream It. Share It" snowflakes and icicles looked like a working winter mobile. And this year's big winner of the (\$300) top honor, **Third Street Books** in McMinnville, OR. Their classic window display with an airborne sled about to knife right into the street was a nearly interactive eye-catcher. Thanks for your efforts to impress us, and more importantly, to everyone who challenged themselves to sell more books!

A Calendar for Northwest Booksellers

Jan. 26-27, 2006	ABA Winter Institute, Long Beach, CA	www.bookweb.org
Jan. 26, 2006	NWABP meeting, Fairfield Inn, Lake Oswego	503-223-9055
Jan. 28-31	The Seattle Gift Show	www.seattlegift.com
March 13-17	PAZ Prospective Bookseller Workshop	www.pazbookbiz.com
March 16-18, 2006	PNBA 2006 Spring Show, Seattle	541-683-4363
May 18-21, 2006	BEA/ABA Convention, Washington, DC	www.bookweb.org
Oct. 12-14, 2006	PNBA 2006 Fall Show, Portland	541-683-4363

Member News

News, Views and What We're Reading

PNBA donated \$2,500 to the Bookseller Relief Fund established by the American Booksellers Association in response to the recent hurricane disasters in Louisiana, Texas, and Alabama. The ABA has established the fund and "seeded" it with \$25,000, to be spent on immediate aid to booksellers in the states hardest hit by the recent hurricanes. The first wave of Phase One BRF grants were mailed to 35 booksellers in the Gulf Coast in mid-October. If you haven't already contributed to BRF, PNBA strongly encourages you to do what you can. To learn more, go to www.bookweb.org/read/8092.

PNBA's Rural Library Project coordinator Michael Pritikin says he's amazed at the overwhelming response PNBA received for the project at the fall tradeshow. The donation this year went to Kamiah Public Library in Kamiah, ID. The donations totaled \$35,672. Volunteers from the library loaded a total of 65 boxes. Thank you publishers and vendors for your generosity in making this donation the biggest ever!

Michael is looking for a library in Alaska to be the recipient of spring show donations. Contact him at mikep@bookie.sbc.wsu.edu or 509-332-2537

Also from the fall show: On behalf of the membership of the Northwest Book Travelers Association, Partners West will receive a check for \$1,000, in the name of the Nenana Public Library in Alaska. Partners West will set up an account for them, and they will be free to use those funds for purchases from Partners West.

Maybe you booksellers have heard something about a spring catalog? Called **Spring into Reading**, this is a benefit for members of all of the regional bookselling associations.

Shipping to bookstores in mid-March, the catalog is 8 3/8 X 10 7/8 and full of new titles, including many Spring themes for moms, dads, brides, and grads. In early January, bookstores will receive a catalog order form with details on how to receive free catalogs with free customized imprinting.

Eight bookseller trade associations are combining efforts to bring members two new benefits. The first is this national Spring Catalog. The income from the catalog will be used to take **The Spoken Word** radio program national, bringing millions of consumers news about good books and writers.

You might note that the advice of our sage Book Pros is now available on the PNBA website. Remember that great column Powell's Chris Hagen wrote about pricing used books or the one Elliott's Bay's Holly Myers wrote about buying backlist? Check out the Best of Book Prose at www.pnba.org/bookprose.htm.

What We're Reading:

Thom: I'm reading a manuscript that Ivan Doig sent me of his new novel, *The Whistling Season*, about a teenage boy growing up on a homesteading farm in Montana, with his brothers and father after his mom has died. A mysterious, attractive woman comes into their lives, a "mail order" housemaid, who brings her odd and seemingly out-of-place brother with her. Everything changes, slowly, as do most things in Marias Coulee. I'm loving it.

Brian: Ordinary Wolves is every bit as good as you've been told it is, and even better than the first chapter suggested to me six months ago before my first copy was boxed. The bitter and bright descriptions of life in rural Alaska are amazing, but it's Kantner's inside-out view of an unsure boy growing into his world that unlock the files of my own brain. In brief moments, I am truly ten again. Truly.

Jamie: I'm reading *The Greening of Ben Brown* by Oregon author Michael Strelow. I have to say that it had me at the blurbs with nods to both Ken Kesey and Sherwood Anderson's *Winesburg, Ohio*. It's about a gentle green man who comes to small Oregon town and discovers a chemical spill cover-up. And, while it's not as weird and melancholy as Winesburg or as wild and mythic as Kesey, I'm savoring it, stopping every so often to read paragraphs out loud to whoever will listen.



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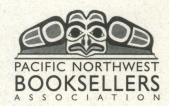
Thom Chambliss
Executive Director
Pacific Northwest Booksellers Association
317 W. Broadway, Suite 214
Eugene OR 9740l

Dear Thom--

In our phone conversation a while back about the spring show and my forthcoming novel *The Whistling Season*, you said you'd like a reading copy as early as possible. "Early" doesn't seem to be the applicable word in publishing these days, so what the hell, here's a manuscript copy. If it tickles your fancy enough to put me in a speaking slot, I can put together some pretty good behind-the-book stuff about my own family roots back there in homesteading and one-room schools. Montana stores seem avid for the book, and I have hopes that feeling will spread into Oregon and Washington.

Harcourt is the publisher this time around, by the way, and they're bringing out nice new paperbacks of *The Sea Runners* and *Heart Earth* along with this one. The publicist in charge of me at Harcourt is Michelle Blankenship, at (212)592-1023. One way or another, I look forward to crossing paths with you again at the spring show.

Regards,



T H O M C H A M B L I S S E X E C U T I V E D I R E C T O R

J A M I E P A S S A R O E X E C U T I V E A S S I S T A N T

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October 31, 2005

Ivan Doig 17277 15th Avenue NW Seattle, WA 98177

Dear Ivan,

Well, you have won me! I finished *The Whistling Season* this weekend, and am excited as a young man about to suffer a dog piling! It's a wonderful book. I can even see the movie. You have done a terrific job with this one, and the book will certainly be in the running for another PNBA Book Award. (Unfortunately, I am not on the Awards Committee, but I KNOW that it will get their attention.)

I cannot officially promise you any spot yet at the spring show, but I will do that in January. Protocol says that first I must poll our Selection Committee, after our deadline for publishers to submit the names of authors they would like to send to the show. The Selection Committee gives me their list of priorities, and then I invite authors, using their list. Trust me, you will be high on that list!!

Thank you so much for sending the manuscript—I feel very honored that you thought of me.

Sincerely,

Thom Chambliss

Thom Chambliss
Executive Director
Pacific Northwest Booksellers Association
317 W. Broadway, Suite 214
Eugene OR 97401

Dear Thom--

Boy oh boy, did I appreciate your good words about *The Whistling Season*. Except for Jyl Hoyt, the National Public Radio reporter in Idaho who wanted to file away an interview about the book while I was on a speaking gig there last month, you're the first person outside the publishing house to read it, and I couldn't ask for a more heartening reaction.

Harcourt seems hell-bent on doing well by the book, an East Coast tour and all, and out here I've been guiding their hand, storewise, for readings/signings from Russ Lawrence's place in Hamilton to Eagle Harbor. Whatever devolves for the spring show etc., I look forward to crossing paths with you then.

Best wishes, and thanks again.