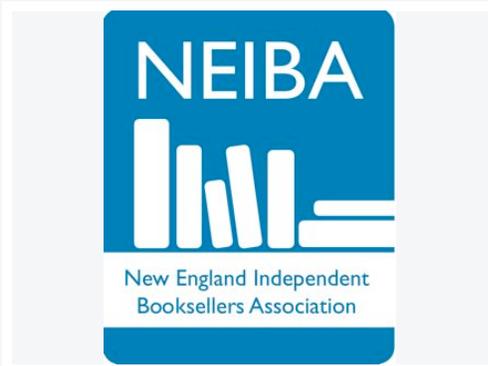


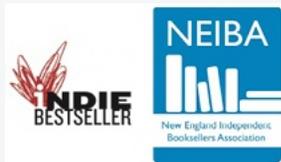
From: New England Independent Booksellers Association (NEIBA) nan@neba.org
Subject: This Week from NEIBA: #IndieYoureNext
Date: June 6, 2018 at 1:46 PM
To: nan@neba.org



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NEIBA Best Sellers



Click [here](#) to see our weekly regional indie best seller list.



NEIBA News

June 6, 2018

Notes From the NEIBA Advisory Council

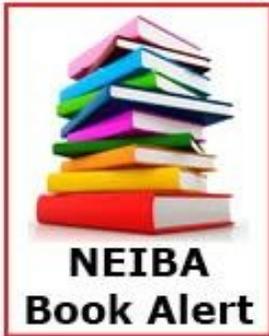
#IndieYoureNext

I make an effort to go to as many NEIBA programs as possible, mostly to take advantage of what's on offer. But we also enjoy a rare day out of the store and spend our driving time discussing, planning, plotting and otherwise brainstorming over store-related things, without actually having customers, shipments or other human interactions to get in the way.

It was when we were driving back from the April All About the Books that Nichole Cousins, amazing store manager here at White Birch Books, came up with the #IndieYoureNext idea. Nichole has worked at the store for about a year and a half and she is an idea person. Not all work, of course, but I think this is a great one!

Back to #IndieYoureNext. On our Facebook page, we do a weekly staff pick video. I try to task most of the staff, though some are shy, with the goal of giving our page personality and making it a little more interactive for our followers. With #IndieYoureNext, Nichole wanted to branch out with the staff pick video idea and include the New England community, stealing the concept of the viral video challenge.

Here's how it started - Nichole did a video for *The Feather Thief* by Kirk Wallace Johnson (published by Viking). In it, she 'tagged' three other people, basically tasking them with doing their own video and tagging three more people. When we posted the video, we tagged the three people and their stores, and we also tagged our wonderful Penguin rep (Yay, Megan!), Penguin and the NEIBA page. You can watch the video here:



CLICK image to view video

It didn't catch like wildfire, but eventually, more videos were done and more people tagged and it looked like we were cruising along... and then everyone went to Book Expo! But it doesn't have to die - it can still be revived!

I'm not here to call anyone out - everyone is busy - but it would be very cool to get this going again. We posted every video that was made on to our own store page. My customers got a kick out of it - seeing other booksellers, and reps, talk passionately about books. Plus it made them understand that we are part of a larger, awesome community.

So here is my plea - if you or your store got tagged, it's not too late. Do your video and make sure to include #IndieYoureNext, and then you can tag three more people. (It's best to let them know in advance!) Video shy? Post a book jacket and a write up - that will work. Not sure if you were tagged, the videos are all on the NEIBA Facebook page and you check them out there, or just search for #IndieYoureNext and find them that way. This is fun - let's do it!

~ Laura Cummings, NEIBA Board President, White Birch Books, N. Conway NH



Macmillan Bookseller Professional Development Scholarship

The Macmillan Bookseller Professional Development Scholarship is now open for applications. It is a great way to cover the expense of participating in a regional trade show, offering up to a maximum of \$500 for a bookseller from a traditionally underrepresented group to attend.

To be eligible to apply for a scholarship, a bookseller must have worked in a bookstore as a regular full or part-time employee for a minimum of 90 days. The bookstore must be a member in good standing of one of the regional trade associations. The applicant will answer three brief essay questions and the winners will be selected by a panel composed of Binc board members, booksellers, bookstore owners, and publishers. Click here to apply.



Direct to Shelf Program for

2018 New England Book Awards!

All books must be either written by a New England based author or be set in New England.

Eligible books must be published between September 1, 2017 and August 31, 2018 in either hardcover or paperback.

DETAILS

DEADLINE FRIDAY 6/8

Bookstores

In April **DartFrog** launched Direct To Shelf, a distribution program that financially rewards booksellers.

Any store that signs up to participate in Direct To Shelf by June 15th will be entered into DartFrog's NEIBA Membership Raffle.

The winners will have their 2018-2019 NEIBA membership dues paid by DartFrog. Two stores will be chosen at random from all those who join.

NEIBA stores that are already part of the DartFrog network will be automatically entered into the raffle.

Here's the link, if you are interested in signing up or just want to learn more.

New England Independent Booksellers Association, 1955 Massachusetts Avenue,
#2, Cambridge, MA 02140

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