NECBA August Meeting

Thirty-five people booksellers and sales reps gathered last Thursday, August 9th, for a NECBA meeting at the Paul Pratt Memorial Library in Cohasset, MA. This lively roundtable discussion focused on working with schools and libraries and covered a wide range of topics, from bookfair strategies to author visits. Afterwards, nearby Buttonwood Books and Toys hosted a reception where the conversations continued while booksellers and reps enjoyed sweet treats baked by their staff.

Points that were hit upon were best ways to contact schools, different ways to work with them, book fairs, author visits, and ways to work with public libraries.

- Teachers are a great way to build relationships with schools. Host teacher nights, open them up to all school employees or have specialized events for specific teachers attending.
- Consider opening up your ARC shelves to teachers and librarians. Have them write shelf talkers for upcoming releases.
- Ways to contact schools; teachers, PTO/parents, reading specialists.
- Go to the school for book talks with teachers and staff.
- Have a teacher or librarian come in and read for story time.
- Put up signage and posts inviting librarians/teachers to ask you about events and other collaborations.
- Transparency is key to successful author event, explain how it works.
- Have book fairs/events tied to schools summer reading lists.
- Collaborate with libraries for summer reading.
- Host book group with teachers/for teachers.
- Coordinate with libraries to get books they need donated by customers/community.
- Host events at the library that would be too big for your store.

Back to School Title Share TITLES
Notes From the NEIBA Advisory Council

When a favorite author dies, we’re all saddened by the loss of a voice that has inspired and entertained us. When it’s a local author the loss is felt much harder, since they are apt to be a part of your bookstore community. You feel possessive of them and think of them as ‘ours’. That was the case with the poet and essayist Donald Hall, who died on June 23rd. He read at our store and other local venues many times. He was one of the great readers, with a strong, clear voice, a great sense of humor, and a knack for explaining the writing process. When he was in town, he’d stop in the store to shop and sign stock and perhaps chat a bit about the Red Sox. His was an essential New Hampshire voice, and we’ll miss him greatly.

It’s obligatory to make a display for an important deceased author, and we had a large prominent one for about a month for Don’s books. We now just have a small one (pictured). We’re thinking of turning into a permanent display to feature a poem and poet of the week (or month). This is the poem pictured:

The Master by Donald Hall

Where the poet stops, the poem begins. The poem asks only that the poet gets out of the way. The poem empties itself in order to fill itself up. The poem is nearest the poet when the poet laments that it has vanished forever. When the poet disappears The poem becomes visible. What may the poem choose, best for the poet? It will choose that the poet not choose for himself.

~ John LeDonne, Gibson’s Bookstore, Concord, NH, NEIBA Board Vice President
NEIBA
Best Sellers
for the week ended
Sunday August 12, 2018
Based on reporting from the independent booksellers of NEIBA and IndieBound
Click HERE for list

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