A sales rep’s job doesn’t end when he or she leaves your store. After driving home and sitting in traffic for an hour or 2; a sales rep doesn’t sit down upload and download orders, check edelweiss for suggested orders to modify, do laundry, repack the car, make and eat dinner and then sit down to read the latest manuscript of a favorite author- oh, no! When the sun goes down, your friendly rep hits the town!

On Wednesday it was the Non-Fiction Hootenanny at Brookline Booksmith. Five reps and booksellers from about 12 stores in and around Boston gathered to eat pizza, drink beer and talk about non-fiction to sell customers for back to school and through the holidays. As you can see from the picture at the start of the event booksellers were more interested in pizza-
Soon the audience returned to their chairs to hear about Mrs. Astor’s Guide to Manners and how to behave in any situation which might require more than one fork; Nelson Mandela and his letters from prison; How to be a Good Creature and be kinder to the world around you; just how young is old enough to be in a protest march and a remarkable book about the sky by Brian May, yes, THAT Brian May. Questions, comments and laughs rounded out the night along with plenty of giveaways and swag to take back to stores.

Thursday found this happy sales rep at a local Somerville wine bar, Spoke for a wine tasting event with Terry Thiese, wine importer and author of the upcoming WHAT MAKES A WINE WORTH DRINKING (HMH 11/18). Booksellers and Boston media mingled with HMH culinary marketing and publicity and had time to eat snacks and drink some lovely wine selected for the summer night by Terry. It was delicious and opened my eyes and palate to some wines I might not normally choose. Terry imports wines from small scale family produced wineries which he believes are infused with the spirits of the people and places that produced them. I would add the wines you share with friends are always better when the conversation circles and swirls around books and bookselling.

My last event of this busy week was on Monday night at Water Street Books in Exeter. I went to hear Keith O’Brien speak to a hometown crowd about his New York Times best-selling FLY GIRLS. NEIBA booksellers were introduced to Keith at the June All About the Books and the book has taken flight (okay, that was a poor pun). FLY GIRLS is about 5 female aviators who raced to be the first to cross the US and then the Atlantic Ocean. It is the story of women who were told “no” and did what seemed to be impossible anyway. It’s message still resonates today, only 6% of commercial airline pilots are female and soon there will be a pilot shortage. The crowd at Water Street had lots of great questions and the signing line was long which of course did my sales rep heart a whole lot of good.
There are some weeks when a sales rep’s evenings are long and lonely on the road and some weeks when it seems as though the edelweiss catalog mark-ups will never be finished. The best weeks are full of events and a chance to get to visit with booksellers and other friends with no set agendas and plenty of time to swap stories and laughs and oh yes, a whole new list of books to read and discover.

~ Katie McGarry Houghton Mifflin Harcourt

Arcadia Publishing And ABA Team Up To Help Local “Come Alive” In Independent Bookstores

With local-interest book offerings increasingly recognized as a key to independent bookseller success, Arcadia Publishing, the nation’s leading publisher of local content, and the American Booksellers Association (ABA) announced today the YourTown partnership program to enable bookstores to assemble and display uniquely customized assortments of local-interest books for their customers.

In addition to a compelling new set of sales terms, the YourTown partnership program grants ABA members access to the newly launched YourTown Store Match service, making available a store-specific curated assortment of hyper-local titles drawn from the 14,000 local-interest books published by the Arcadia Publishing and History Press imprints. Click for DETAILS

Help Wanted

Innisfree Bookshop in Meredith, NH is currently hiring year-round full or part time booksellers. The flexibility to work evenings and weekends on a regular, not rotating, basis is required. If you’d like to know more about what it takes to become a member of the staff at Innisfree please call or visit the shop for more information. We can be found at 312 Daniel Webster Highway in Mill Falls Marketplace, Meredith NH or contacted at (603)-279-3905.
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