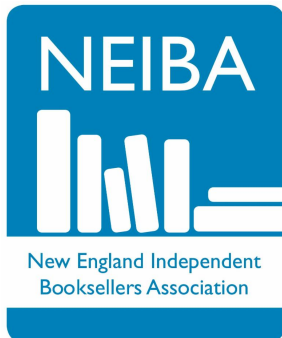


From: New England Independent Booksellers Association nan@neba.org  
Subject: This Week from NEIBA: NEIBA/IBD Rebate  
Date: January 30, 2019 at 1:37 PM  
To: nan@neba.org



# NEIBA News

January 30, 2019

[www.newenglandbooks.org](http://www.newenglandbooks.org)

## Winter Institute 14 – Top 5 Take-Aways

By Laura Cummings and Beth Ineson

As everyone who attended WI14 is getting back into the swing of things at home, we want to share our meeting highlights. What were yours? Keep this conversation going on the NEIBA Bookseller Facebook Forum!

### Laura's Top 5

- 1. Always take the opportunity to talk to someone new.** Whether you sit with someone new at the breakfast table, on the bus to dinner, or at a session – introduce yourself and then get down to business by finding out who they are, where they work, and what they do. I met a bookseller from Texas at the Speed Dating lunch whose bookstore specialized in small, independent press publishers. I don't think our stores had a single thing in common, until we started talking about cards. We're going to email each other our card line lists and see if we can each find some new and exciting lines to carry.
- 2. Don't read your email first thing in the morning.** At the "How to be a Highly Effective Bookseller, Manager or Buyer" seminar, I learned A LOT I should have already known. Sometimes it's good to get a re-education. When you need to really get work done, close the other tabs on your computer. Schedule the time to do it. Schedule time to read and respond to your email so you don't fall into a back-and-forth email spiral. And if you are constantly interrupted, ask if you can be given 15/20/25 more minutes before responding OR ask them to gather at least five things before you get interrupted. I think the most important thing is to actually schedule your work – not just put it on a list.
- 3. Talk to your reps!** In a meeting with other regional presidents, all of the new publisher programs were discussed along with some concern that smaller bookstores might not be benefitting from these programs. Every bookstore and every buyer should check in with their reps regularly to make sure they are getting the best the publishers have to offer. These offers are not a secret, but people get busy so it is always best to ask!
- 4. Always wake up for Margaret Atwood!** I think this is pretty self-explanatory.
- 5. And finally – NEIBA booksellers are really awesome.** Everywhere I looked NEIBA members were standing up and taking leadership roles -- from the NEIBA representatives on the ABA Board, to those on the Booksellers Advisory Council, and the NEIBA booksellers who represented us on panels, the Indies Introduce session, and the closing ceremonies, (Yes, this

is a shout out to Kelsey!) - NEIBA representatives did a phenomenal job. Go New England!

### **Beth's Top 5**

- 1. Be more brave, and less perfect.** Reshma Saujani's opening Keynote spawned a lively discussion in my bookseller breakout session about risk taking in our already-risky business. Are there bigger swings we can be taking if we set aside fear of failure? Inventory levels? Event choices? Title choices? Lots to process with this one.
- 2. Sales reporting/analysis matters.** I attended an analytics session that cemented the fact that we are only as good as our collective data mining. To make our case with publishers. To help the ABA's case as they work on providing a health care solution for member stores. To provide scholars like Ryan Rafaelli with ammo for their research. Become an ABA-reporting store. Participate in ABACUS. It raises all boats.
- 3. You have to make the time to plan/strategize/dream.** Laura and I went to the same "How to be a Highly Effective..." session and, as she mentioned above, it was amazing. My takeaway: despite the tsunami of detail we all have to weather every day, it's crucial for our businesses that we set aside time to do both long- and short-term planning and strategy. For every minute of task planning you do, you reap 10 minutes of time/day. This adds up, and that extra found time can be used to get creative about moving your business forward.
- 4. Be visible to publishers.** Are you executing killer social promotions for specific titles? Doing catchy in-store displays? Be SURE you tag your rep AND the publisher (or send them a quick email with a photo of the in-store display). This information is like gold for the reps, who include it in their call reports, and it helps catch the attention to the powers-that-be in-house. Don't let any marketing move go unreported.
- 5. See Laura's #5 above.** Hard same.

## **Notes From the NEIBA Advisory Council**

### **Bookseller is a Universal Word**

**By Cynthia Raiton, Bookazine Co., Inc., President, Sales**

You think there'd be a huge difference between a bookstore In Delhi, NY and Delhi, India considering that they're 15,000 miles apart and separated by multiple oceans & time zones?

Well, the short answer is no.

I can honestly tell you that after spending more than 30 years traveling globally, visiting bookstores both in the US and almost every continent outside the US, there is no difference. Sure, I may be offered a masala chai vs. a latte, but even that is changing. During my recent trip to the World Book Fair in New Delhi, India in January, I noticed more and more Starbucks stores cropping up. Still, nothing compares to the real thing – both the chai with that strong cardamom taste and a real bookseller explaining how it would only take 48 hours for a prized special order to arrive from the US. The world has shrunk and books are now even more accessible and available all over the world. Shipping has become more efficient and cost effective so most books can make it to any country for the same new release date as in the US.

Wherever I go - whether it is London, Frankfurt, Amsterdam, Dubai, Sydney, Singapore, Addis Ababa or beyond - with the exception of jet lag, it feels so much like I could be sitting in almost any US independent bookstore. Booksellers globally share similar conversations about the state of the industry. Whatever country or region, they want to discuss how the dust will



settle during this onslaught of ecommerce sites; how the status of our beloved brick and mortar bookstores may change and even grow. We all agree that the physical book is to here to stay – though in countries such as India the eBook never really made its mark booksellers still look up to the US as a mentor, almost as if the US book market is a crystal ball they can examine to see what their future holds.

Wouldn't it be wonderful if every bookstore in the US could have a sister or brother store in a foreign country and share ideas?

## NEIBA/IBD REBATE

In order to equitably support all member stores, NEIBA is offering a \$50 rebate to any store who registers to participate in Independent Bookstore Day. Stores can choose to pool these funds by state to help fund group promotional efforts, or use them individually. Rebates will be mailed by February 22, using the official IBD registration list.



### The Deadline to REGISTER is FRIDAY February 1

You register to participate in Independent Bookstore Day by placing your order for a minimum of 15 exclusive IBD items (free items do not count toward this total).

View and order items from the **Catalog** on the IBD website or on **Edelweiss**

## NEIBA Events

**Cocktail Party**, February 13, An Unlikely Story, Plainville MA  
**Deadline** February 1

**Owners Retreat**, March 5-6, Wentworth by the Sea in New Castle, NH  
**Deadline** February 8



## Where's Waldo?

Each year, the shop local campaign brings together small business communities across the nation in hosting scavenger hunts for the striped and bespectacled picture book character. Hunts, which run the entire month of July, lead searchers through participating stores in their local shopping districts, and Waldo hunters are eligible for prizes throughout the month at participating businesses. At the end of the month, the campaign culminates in a closing party at the organizing bookstore.

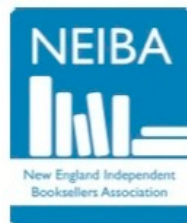


Online preregistration to participate in **Find Waldo Local 2019** is now open and ABA member stores have until **Friday, March 1**, to **sign up on BookWeb for the campaign**, co-sponsored, as always, by Candlewick Press and the American Booksellers Association.

Participation is capped at 250 stores.

# NEIBA Best Sellers

for the week ended  
**Sunday January 27, 2019**



Based on reporting from the independent booksellers of  
NEIBA and IndieBound

## **HARDCOVER FICTION**

1. Where the Crawdads Sing  
Delia Owens, Putnam, \$26, 9780735219090
2. There There  
Tommy Orange, Knopf, \$25.95, 9780525520375
3. The Overstory  
Richard Powers, Norton, \$27.95, 9780393635522
4. Unsheltered  
Barbara Kingsolver, Harper, \$29.99, 9780062684561
5. Devotions  
Mary Oliver, Penguin Press, \$30, 9780399563249
6. The Friend [New](#)  
Sigrid Nunez, Riverhead, \$25, 9780735219441
7. Late in the Day [New](#)  
Tessa Hadley, Harper, \$26.99, 9780062476692
8. My Sister, the Serial Killer [New](#)  
Oyinkan Braithwaite, Doubleday, \$22.95, 9780385544238
9. An Anonymous Girl  
Greer Hendricks, Sarah Pekkanen, St. Martin's, \$27.99, 9781250133731
10. The Winter of the Witch [New](#)  
Katherine Arden, Del Rey, \$28, 9781101885994
11. The Golden Tresses of the Dead [New](#)  
Alan Bradley, Delacorte Press, \$26, 9780345540027
12. A Gentleman in Moscow  
Amor Towles, Viking, \$27, 9780670026197
13. You Know You Want This: "Cat Person" and Other Stories  
Kristen Roupenian, Gallery/Scout Press, \$24.99, 9781982101633
14. Kingdom of the Blind  
Louise Penny, Minotaur, \$28.99, 9781250066206
15. Warlight  
Michael Ondaatje, Knopf, \$26.95, 9780525521198

## **HARDCOVER NONFICTION**

1. Becoming  
Michelle Obama, Crown, \$32.50, 9781524763138
2. Salt, Fat, Acid, Heat  
Samin Nosrat, Wendy MacNaughton (Illus.), S&S, \$35, 9781476753836
3. The Life-Changing Magic of Tidying Up  
Marie Kondo, Ten Speed Press, \$16.99, 9781607747307
4. Inheritance: A Memoir of Genealogy, Paternity, and Love  
Dani Shapiro, Knopf, \$24.95, 9781524732714
5. Educated  
Tara Westover, Random House, \$28, 9780399590504
6. The Library Book  
Susan Orlean, S&S, \$28, 9781476740188
7. Ottolenghi Simple: A Cookbook [New](#)

77. Strengthen Simple: A Cookbook [New](#)

Yotam Ottolenghi, Ten Speed Press, \$35, 9781607749165

8. Women Rowing North: Navigating Life's Currents and Flourishing As We Age

Mary Pipher, Bloomsbury, \$27, 9781632869609

9. The Truths We Hold [New](#)

Kamala Harris, Penguin Press, \$30, 9780525560715

10. The Fifth Risk [New](#)

Michael Lewis, Norton, \$26.95, 9781324002642

11. Maid: Hard Work, Low Pay, and a Mother's Will to Survive [New](#)

Stephanie Land, Hachette, \$27, 9780316505116

12. Frederick Douglass: Prophet of Freedom

David W. Blight, S&S, \$37.5, 9781416590316

13. These Truths: A History of the United States

Jill Lepore, Norton, \$39.95, 9780393635249

14. Cook Like a Pro

Ina Garten, Clarkson Potter, \$35, 9780804187046

15. How to Be a Good Creature

Sy Montgomery, Rebecca Green (Illus.), Houghton Mifflin Harcourt, \$20, 9780544938328

**TRADE PAPERBACK FICTION**

1. Eleanor Oliphant Is Completely Fine

Gail Honeyman, Penguin, \$16, 9780735220690

2. The Power

Naomi Alderman, Back Bay, \$16.99, 9780316547604

3. The Tattooist of Auschwitz

Heather Morris, Harper, \$16.99, 9780062797155

4. Asymmetry

Lisa Halliday, S&S, \$16, 9781501166785

5. Less

Andrew Sean Greer, Back Bay, \$15.99, 9780316316132

6. Pachinko

Min Jin Lee, Grand Central, \$15.99, 9781455563920

7. If Beale Street Could Talk

James Baldwin, Vintage, \$14.95, 9780525566120

8. Milkman

Anna Burns, Graywolf Press, \$16, 9781644450000

9. Crazy Rich Asians

Kevin Kwan, Anchor, \$16, 9780525563761

10. Paris by the Book [New](#)

Liam Callanan, Dutton, \$16, 9781101986295

11. The Perfect Nanny [New](#)

Leila Slimani, Penguin, \$16, 9780143132172

12. Love and Ruin

Paula McLain, Ballantine, \$17, 9781101967393

13. The Wife Between Us

Greer Hendricks, Sarah Pekkanen, St. Martin's Griffin, \$16.99, 9781250130945

14. The Alchemist [New](#)

Paulo Coelho, HarperOne, \$16.99, 9780062315007

15. Wishtree (Adult Edition) [New](#)

Katherine Applegate, Feiwel & Friends, \$15.99, 9781250306869

**TRADE PAPERBACK NONFICTION**

1. My Own Words

Ruth Bader Ginsburg, S&S, \$18, 9781501145254

2. Sapiens

Yuval Noah Harari, Harper Perennial, \$22.99, 9780062316110

3. No Time to Spare: Thinking About What Matters

Ursula K. Le Guin, Mariner, \$14.99, 9781328507976

4. White Fragility

Robin DiAngelo, Beacon Press, \$16, 9780807047415

5. Killers of the Flower Moon

David Grann, Vintage, \$16.95, 9780307742483

6. The Monk of Mokha

Dave Eggers, Vintage, \$16.95, 9781101971444

7. Enlightenment Now: The Case for Reason, Science, Humanism, and Progress

Steven Pinker, Penguin, \$18, 9780143111382

8. You Are a Badass [New](#)  
Jen Sincero, Running Press, \$16, 9780762447695
9. Braiding Sweetgrass  
Robin Wall Kimmerer, Milkweed Editions, \$18, 9781571313560
10. The Soul of an Octopus [New](#)  
Sy Montgomery, Atria, \$16, 9781451697728
11. The Stranger in the Woods [New](#)  
Michael Finkel, Vintage, \$16, 9781101911532
12. The Recovering: Intoxication and Its Aftermath [New](#)  
Leslie Jamison, Back Bay, \$18.99, 9780316259583
13. Homo Deus [New](#)  
Yuval Noah Harari, Harper Perennial, \$22.99, 9780062464347
14. The Four Agreements  
Don Miguel Ruiz, Amber-Allen, \$12.95, 9781878424310
15. How Democracies Die  
Steven Levitsky, Daniel Ziblatt, Broadway, \$15, 9781524762940

#### **MASS MARKET**

1. Good Omens  
Neil Gaiman, Terry Pratchett, HarperTorch, \$7.99, 9780060853983
2. 1984 [New](#)  
George Orwell, Signet, \$9.99, 9780451524935
3. The Diary of a Young Girl  
Anne Frank, Bantam, \$7.99, 9780553577129
4. Dune  
Frank Herbert, Ace, \$9.99, 9780441172719
5. Go Tell It on the Mountain  
James Baldwin, Vintage, \$7.99, 9780345806543
6. To Kill a Mockingbird  
Harper Lee, Grand Central, \$9.99, 9781455538966
7. The Wise Man's Fear  
Patrick Rothfuss, DAW, \$9.99, 9780756407919
8. The Catcher in the Rye  
J.D. Salinger, Little Brown, \$8.99, 9780316769488
9. The Couple Next Door  
Shari Lapena, Penguin, \$9.99, 9780525505310
10. The Dispossessed  
Ursula K. Le Guin, Harper Voyager, \$7.99, 9780061054884

#### **CHILDREN'S ILLUSTRATED**

1. Goodnight Moon  
Margaret Wise Brown, Clement Hurd (Illus.), Harper, \$8.99, 9780694003617
2. Make Way for Ducklings  
Robert McCloskey, Puffin, \$7.99, 9780140564341
3. My Heart [New](#)  
Corinna Luyken, Dial Books, \$17.99, 9780735227934
4. Where the Wild Things Are [New](#)  
Maurice Sendak, Harper, \$18.95, 9780060254926
5. Pat the Bunny [New](#)  
Dorothy Kunhardt, Golden, \$9.99, 9780307120007
6. Little Blue Truck [New](#)  
Alice Schertle, Jill McElmurry (Illus.), HMH Books for Young Readers, \$7.99, 9780544568037
7. We Don't Eat Our Classmates [New](#)  
Ryan T. Higgins, Disney/Hyperion, \$17.99, 9781368003551
8. Here We Are: Notes for Living on Planet Earth [New](#)  
Oliver Jeffers, Philomel, \$19.99, 9780399167898
9. P Is for Pterodactyl: The Worst Alphabet Book Ever [New](#)  
Raj Haldar, Chris Carpenter, Maria Beddia (Illus.), Sourcebooks Jabberwocky, \$17.99, 9781492674313
10. The Snowy Nap  
Jan Brett, G.P. Putnam's Sons Books for Young Readers, \$18.99, 9780399170737

#### **CHILDREN'S INTEREST**

1. Max and the Midknights  
Lincoln Peirce, Crown Books for Young Readers, \$13.99, 9781101931080
2. The Hate U Give  
Angie Thomas, Balzer + Bray, \$18.99, 9780062871350

Angie Thomas, Balzer + Bray, \$10.99, 9780002071550

3. Two Can Keep a Secret

Karen M. McManus, Delacorte Press, \$19.99, 9781524714727

4. Dragon Pearl

Yoon Ha Lee, Rick Riordan Presents, \$16.99, 9781368013352

5. Click

Kayla Miller, HMH Books for Young Readers, \$10.99, 9781328911124

6. The Friendship War [New](#)

Andrew Clements, Random House Books for Young Readers, \$16.99, 9780399557590

7. The Atlas Obscura Explorer's Guide for the World's Most Adventurous Kid [New](#)

Dylan Thurau, Rosemary Mosco, Joy Ang (Illus.), Workman, \$19.95, 9781523503544

8. Dry [New](#)

Neal Shusterman, Jarrod Shusterman, Simon & Schuster Books for Young Readers, \$18.99, 9781481481960

9. The Book Thief

Markus Zusak, Knopf Books for Young Readers, \$14.99, 9780385754729

10. Stories for Boys Who Dare to Be Different [New](#)

Ben Brooks, Quinton Winton (Illus.), Running Press Kids, \$16.99, 9780762465927

### **CHILDREN'S SERIES TITLES**

1. Diary of a Wimpy Kid: The Meltdown

Jeff Kinney, Abrams, \$13.95, 9781419727436

2. Dog Man: Lord of the Fleas

Dav Pilkey, Graphix, \$9.99, 9780545935173

3. Dog Man and Cat Kid

Dav Pilkey, Graphix, \$9.99, 9780545935180

4. The Vanishing Stair (Truly Devious, #2) [New](#)

Maureen Johnson, Katherine Tegen Books, \$17.99, 9780062338082

5. Dog Man

Dav Pilkey, Graphix, \$9.99, 9780545581608

6. The Lightning Thief (Percy Jackson and the Olympians, Book 1) [New](#)

Rick Riordan, Hyperion, \$7.99, 9781423134947

7. Dog Man Unleashed [New](#)

Dav Pilkey, Graphix, \$9.99, 9780545935203

8. To All the Boys I've Loved Before [New](#)

Jenny Han, Simon & Schuster Books for Young Readers, \$10.99, 9781442426719

9. Harry Potter and the Sorcerer's Stone

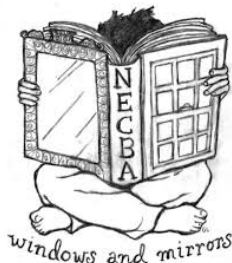
J.K. Rowling, Scholastic, \$10.99, 9780590353427

10. The Bad Guys in Superbad (The Bad Guys, #8) [New](#)

Aaron Blabey, Scholastic, \$5.99, 9781338189636



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