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.

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**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 *
8. You Are a Badass  
Jen Sincero, Running Press, $16, 9780762447695
9. Braiding Sweetgrass  
Robin Wall Kimmerer, Milkweed Editions, $18, 9781571313560
10. The Soul of an Octopus  
Sy Montgomery, Atria, $16, 9781451697728
11. The Stranger in the Woods  
Michael Finkel, Vintage, $16, 9781101911532
12. The Recovering: Intoxication and Its Aftermath  
Leslie Jamison, Back Bay, $18.99, 9780316259583
13. Homo Deus  
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  
2. 1984  
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  
Corinna Luyken, Dial Books, $17.99, 9780735227934
4. Where the Wild Things Are  
Maurice Sendak, Harper, $18.95, 9780060254926
5. Pat the Bunny  
Dorothy Kunhardt, Golden, $9.99, 9780307120007
6. Little Blue Truck  
Alice Schertle, Jill McElmurry (Illus.), HMH Books for Young Readers, $7.99, 9780544568037
7. We Don't Eat Our Classmates  
Ryan T. Higgins, Disney/Hyperion, $17.99, 9781368003551
8. Here We Are: Notes for Living on Planet Earth  
Oliver Jeffers, Philomel, $19.99, 9780399167898
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  
Annie Thomas, Balzer + Bray, $18.99, 9780062871350
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
Dylan Thuras, 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 Wintor (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