Notes from the NEIBA Advisory Council

Bookselling Beyond Four Walls

By Gibran Graham, The Briar Patch

The curtain is drawn, the tree is lit, and Tchaikovsky’s music begins. If this sounds a lot like The Nutcracker, then you may be wondering: Why is he talking about Christmas already?!

Today I received confirmation on the dates for the December performances of The Nutcracker featuring the Bangor Symphony Orchestra, Robinson Ballet, and... The Briar Patch. Sorry, no booksellers will be dancing in tights on stage (though never say never). Instead, we will be performing the Dance of the Sugarplum Booksellers in the lobby of the performance venue, selling Nutcracker-related books and toys to the families that attend the ballet every year.

Our partnership with the symphony has been building over the past couple years. We’ve set up for a Music of Oz event, a David Bowie tribute, and The Nutcracker ballet. It’s been a wonderful collaboration, giving us opportunities to face an audience full of new and regular customers. The promotional aspects are worth the time and the book sales are icing on the cake.

Last year’s Nutcracker performances took us by surprise as we found ourselves quickly sourcing replenishment throughout the weekend. Sales were brisk! While we brought an assortment of actual Nutcracker adaptations for all ages, we focused on pushing a newer Nutcracker-related book. It was a big hit. Which brings us back to now...

Here we are at the end of May and although I don’t want to think of cold weather so soon after the snow finally melted, I need to be on the hunt for this year’s Nutcracker book. Maybe I’ll find something at this week’s BookExpo, where I’ll be talking to publishers about local partnerships like this one (and the many others we cultivate in our area.)

There are the author-inspired dinners we host with a local fine dining restaurant, the downtown events we curate with local business and organizations, our work with Literacy Volunteers, and many more. All of these create an experience that you won’t get from an online mega retailer and are a major part of our marketing and sales strategy.
I'm excited for our store to continue providing book-related experiences outside our traditional four walls. And I can't wait to see the joy on the faces of children all dressed up for the ballet as they take their new book to their seats.

Now shhh, the orchestra's warming up...

---

**Wondering what galleys to grab at BEA?**

Check out PW's guide to available ARCs, booth signings, and more!

<table>
<thead>
<tr>
<th>Adult</th>
<th>Children's</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philippa Gregory</td>
<td><em>Look Both Ways</em></td>
</tr>
<tr>
<td><em>Tidelands</em></td>
<td><em>Guts</em></td>
</tr>
<tr>
<td><em>The Lesson</em></td>
<td><em>Silence</em></td>
</tr>
<tr>
<td><em>A Novel</em></td>
<td><em>The Man That Got Away</em></td>
</tr>
<tr>
<td><em>Cadwell</em></td>
<td><em>The Fountains</em></td>
</tr>
<tr>
<td><em>Turnbull</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Ruts Repets</em></td>
</tr>
</tbody>
</table>

---

**NEIBA at BookExpo**

Are you attending BookExpo this week? Have questions about anything and everything NEIBA?

Please stop by Beth’s NEIBA “office hours” in the ABA Member Lounge (#2962, located in the back of the “Unbound” section of the trade show floor) and chat.

**Wednesday, May 29, from 1-3 p.m. and 4-5 p.m.**

Hope to see you there!

---

**Wholesaler Information And Resources**

**2019 NEIBA Awards**

*It's time! Recognize a bookseller, sales rep, and New England title/author for a NEIBA Award.*

Send your nominations for the [Rusty Drugan Scholarship](mailto:Ali@NEBA.org) and [Saul Gilman Award](mailto:Ali@NEBA.org).

Send your submissions for the [New England Book Award](https://www.neiba.org/awards/) via the [Google form](https://docs.google.com/forms) (member's only) or the [physical form](https://www.neiba.org/awards/).
Social Media Spotlight

*I AM Books*

@IAMBooksBoston: *There is a bit of a lobster problem in the store...*  

---

**NEIBA Best Sellers**

for the week ended  
**Sunday May 26, 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. Normal People
   Sally Rooney, Hogarth, $26, 9781984822178
3. The Guest Book
   Sarah Blake, Flatiron Books, $27.99, 9781250110251
4. Circe
   Madeline Miller, Little Brown, $27, 9780316555637
<table>
<thead>
<tr>
<th>5.</th>
<th>Machines Like Me</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ian McEwan, Nan A. Talese, $26.95, 9780385545112</td>
</tr>
<tr>
<td>6.</td>
<td>Exhalation: Stories</td>
</tr>
<tr>
<td></td>
<td>Ted Chiang, Knopf, $25.95, 9781101947883</td>
</tr>
<tr>
<td>7.</td>
<td>Mistress of the Ritz [New!]</td>
</tr>
<tr>
<td></td>
<td>Melanie Benjamin, Delacorte Press, $28, 9780399182242</td>
</tr>
<tr>
<td>8.</td>
<td>Orange World and Other Stories</td>
</tr>
<tr>
<td></td>
<td>Karen Russell, Knopf, $26.95, 9780525656135</td>
</tr>
<tr>
<td>9.</td>
<td>Cari Mora [New!]</td>
</tr>
<tr>
<td></td>
<td>Thomas Harris, Grand Central, $29, 9781538750148</td>
</tr>
<tr>
<td>10.</td>
<td>The Flight Portfolio</td>
</tr>
<tr>
<td></td>
<td>Julie Orringer, Knopf, $28.95, 9780307959409</td>
</tr>
<tr>
<td>11.</td>
<td>Disappearing Earth [New!]</td>
</tr>
<tr>
<td></td>
<td>Julia Phillips, Knopf, $26.95, 9780525520412</td>
</tr>
<tr>
<td>12.</td>
<td>Women Talking</td>
</tr>
<tr>
<td></td>
<td>Miriam Toews, Bloomsbury, $24, 9781635572582</td>
</tr>
<tr>
<td>13.</td>
<td>Lost Roses</td>
</tr>
<tr>
<td></td>
<td>Martha Hall Kelly, Ballantine, $28, 9781524796372</td>
</tr>
<tr>
<td>14.</td>
<td>Redemption</td>
</tr>
<tr>
<td></td>
<td>David Baldacci, Grand Central, $29, 9781538761410</td>
</tr>
<tr>
<td>15.</td>
<td>A Bend in the Stars</td>
</tr>
<tr>
<td></td>
<td>Rachel Barenbaum, Grand Central, $26, 9781538746264</td>
</tr>
</tbody>
</table>

**HARDCOVER NONFICTION**

<table>
<thead>
<tr>
<th>1.</th>
<th>Educated</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tara Westover, Random House, $28, 9780399590504</td>
</tr>
<tr>
<td>2.</td>
<td>The Pioneers</td>
</tr>
<tr>
<td></td>
<td>David McCullough, S&amp;S, $30, 9781501168680</td>
</tr>
<tr>
<td>3.</td>
<td>Furious Hours</td>
</tr>
<tr>
<td></td>
<td>Casey Cep, Knopf, $26.95, 9781101947869</td>
</tr>
<tr>
<td>4.</td>
<td>Becoming</td>
</tr>
<tr>
<td></td>
<td>Michelle Obama, Crown, $32.50, 9781524763138</td>
</tr>
<tr>
<td>5.</td>
<td>The British Are Coming</td>
</tr>
<tr>
<td></td>
<td>Rick Atkinson, Holt, $40, 9781627790437</td>
</tr>
<tr>
<td>6.</td>
<td>The Second Mountain</td>
</tr>
<tr>
<td></td>
<td>David Brooks, Random House, $28, 9780812993264</td>
</tr>
<tr>
<td>7.</td>
<td>Howard Stern Comes Again</td>
</tr>
<tr>
<td></td>
<td>Howard Stern, S&amp;S, $35, 9781501194290</td>
</tr>
<tr>
<td>8.</td>
<td>Upheaval</td>
</tr>
<tr>
<td></td>
<td>Jared Diamond, Little Brown, $35, 9780316409131</td>
</tr>
<tr>
<td>9.</td>
<td>The Moment of Lift</td>
</tr>
<tr>
<td></td>
<td>Melinda Gates, Flatiron Books, $26.99, 9781250313577</td>
</tr>
<tr>
<td>10.</td>
<td>Save Me the Plums</td>
</tr>
<tr>
<td></td>
<td>Ruth Reichl, Random House, $27, 9781400069996</td>
</tr>
<tr>
<td></td>
<td>William H. McRaven, Grand Central, $30, 9781538729748</td>
</tr>
<tr>
<td>12.</td>
<td>Nanaville [New!]</td>
</tr>
<tr>
<td></td>
<td>Anna Quindlen, Random House, $26, 9780812996104</td>
</tr>
<tr>
<td>13.</td>
<td>Salt, Fat, Acid, Heat [New!]</td>
</tr>
<tr>
<td></td>
<td>Samin Nosrat, Wendy MacNaughton (Illus.), S&amp;S, $35, 9781476753836</td>
</tr>
<tr>
<td>14.</td>
<td>A Woman of No Importance [New!]</td>
</tr>
<tr>
<td></td>
<td>Sonia Purnell, Viking, $28, 9780735225299</td>
</tr>
<tr>
<td>15.</td>
<td>Pocket RBG Wisdom [New!]</td>
</tr>
<tr>
<td></td>
<td>Hardie Grant Books, Hardie Grant, $9.99, 9781784882877</td>
</tr>
</tbody>
</table>
TRADE PAPERBACK FICTION
1. Little Fires Everywhere
   Celeste Ng, Penguin, $17, 9780735224315
2. The Overstory
   Richard Powers, Norton, $18.95, 9780393356687
3. There There
   Tommy Orange, Vintage, $16, 9780525436140
4. A Gentleman in Moscow
   Amor Towles, Penguin, $17, 9780143110439
5. The Tattooist of Auschwitz
   Heather Morris, Harper, $16.99, 9780062797155
6. Washington Black
   Esi Edugyan, Vintage, $16.95, 9780525563242
7. The Woman in the Window
   A.J. Finn, Morrow, $16.99, 9780062678423
8. Eleanor Oliphant Is Completely Fine
   Gail Honeyman, Penguin, $16, 9780735220690
9. The Immortalists
   Chloe Benjamin, Putnam, $16, 9780735215092
10. Transcription
    Kate Atkinson, Back Bay, $16.99, 9780316176668
11. Conversations with Friends
    Sally Rooney, Hogarth, $17, 9780451499066
12. Warlight
    Michael Ondaatje, Vintage, $16, 9780525562962
13. The Clockmaker’s Daughter New!
    Kate Morton, Washington Square Press, $17, 9781451649413
14. The Lost Girls of Paris
    Pam Jenoff, Park Row, $16.99, 9780778330271
15. Before We Were Yours New!
    Lisa Wingate, Ballantine, $17, 9780425284704

TRADE PAPERBACK NONFICTION
1. The Mueller Report
   The Washington Post, Scribner, $15, 9781982129736
2. How to Change Your Mind
   Michael Pollan, Penguin, $18, 9780735224155
3. Born a Crime
   Trevor Noah, Spiegel & Grau, $18, 9780399588198
4. Sapiens
   Yuval Noah Harari, Harper Perennial, $22.99, 9780062316110
5. The Soul of America
   Jon Meacham, Random House, $20, 9780399589829
6. Into the Raging Sea New!
   Rachel Slade, Ecco, $17.99, 9780062699879
7. White Fragility
   Robin DiAngelo, Beacon Press, $16, 9780807047415
   Craig Brown, Farrar, Straus and Giroux, $16, 9780374538392
9. My Own Words
   Ruth Bader Ginsburg, S&S, $18, 9781501145254
10. The Perfectionists New!
    Simon Winchester, Harper Perennial, $17.99, 9780062652560
11. The Mueller Report
12. Searching for Stars on an Island in Maine New!
Alan Lightman, Vintage, $15.95, 9780525432593
13. Keep Going: 10 Ways to Stay Creative in Good Times and Bad
Austin Kleon, Workman, $12.95, 9781523506644
14. On Grand Strategy
John Lewis Gaddis, Penguin, $18, 9780143132516
15. Killers of the Flower Moon
David Grann, Vintage, $16.95, 9780307742483

MASS MARKET
1. A Game of Thrones
George R.R. Martin, Bantam, $9.99, 9780553593716
2. The Mueller Report
3. Good Omens
4. The Name of the Wind New!
Patrick Rothfuss, DAW, $9.99, 9780756404741
5. 1984
George Orwell, Signet, $9.99, 9780451524935
6. Dune
Frank Herbert, Ace, $9.99, 9780441172719
7. A Clash of Kings
George R.R. Martin, Bantam, $9.99, 9780345535429
8. Animal Farm New!
George Orwell, Signet, $9.99, 9780451526342
9. Neuromancer New!
William Gibson, Ace, $8.99, 9780441569595
10. The Left Hand of Darkness
Ursula K. Le Guin, Ace, $9.99, 9780441478125

CHILDREN’S ILLUSTRATED
1. Make Way for Ducklings
Robert McCloskey, Puffin, $7.99, 9780140564341
2. Oh, the Places You’ll Go!
Dr. Seuss, Random House, $18.99, 9780679805274
3. Goodnight Moon
Margaret Wise Brown, Clement Hurd (Illus.), Harper, $8.99, 9780694003617
4. Dear Boy,
New!
5. Blueberries for Sal
Robert McCloskey, Puffin, $7.99, 9780140501698
6. High Five
Adam Rubin, Daniel Salmieri (Illus.), Dial, $19.99, 9780525428893
7. Dragons Love Tacos New!
Adam Rubin, Daniel Salmieri (Illus.), Dial, $16.99, 9780803736801
8. Tiny T. Rex and the Impossible Hug New!
Jonathan Stutzman, Jay Fleck (Illus.), Chronicle Books, $15.99, 9781452170336
9. I Want My Hat Back New!
Jon Klassen, Candlewick, $8.99, 9781536207576
10. Marvel Alphablock New!
CHILDMEN'S INTEREST
1. Diary of an Awesome Friendly Kid: Rowley Jefferson's Journal
   Jeff Kinney, Amulet Books, $13.99, 9781419740275
2. The Hate U Give New!
   Angie Thomas, Balzer + Bray, $18.99, 9780062871350
3. Camp
   Kayla Miller, HMH Books for Young Readers, $10.99, 9781328530820
4. Share Your Smile: Raina's Guide to Telling Your Own Story
   Raina Telgemeier, Graphix, $12.99, 9781338353846
5. On the Come Up
   Angie Thomas, Balzer + Bray, $18.99, 9780062498564
6. Shouting at the Rain
   Lynda Mullaly Hunt, Nancy Paulsen Books, $16.99, 9780399175152
7. With the Fire on High
   Elizabeth Acevedo, HarperTeen, $17.99, 9780062662835
8. One of Us Is Lying New!
   Karen M. McManus, Delacorte Press, $17.99, 9781524714680
9. The Sun Is Also a Star
   Nicola Yoon, Ember, $12.99, 9781984849397
10. Lifeboat 12 New!
    Susan Hood, Simon & Schuster Books for Young Readers, $17.99, 9781481468831

CHILDMEN'S SERIES TITLES
1. Spy School British Invasion
   Stuart Gibbs, Simon & Schuster Books for Young Readers, $17.99, 9781534424708
2. Dog Man: Brawl of the Wild
   Dav Pilkey, Graphix, $9.99, 9781338236576
3. Just Jaime (Emmie & Friends)
   Terri Libenson, Balzer + Bray, $12.99, 9780062851062
4. Dog Man: Lord of the Fleas
   Dav Pilkey, Graphix, $9.99, 9780545935173
5. Big Nate: Payback Time!
   Lincoln Peirce, Andrews McMeel, $9.99, 9781449497773
6. Aru Shah and the Song of Death (Pandava Series, #2)
   Roshani Chokshi, Rick Riordan Presents, $16.99, 9781368013840
7. Mr. Lemoncello's All-Star Breakout Game (Mr. Lemoncello's Library, #4) New!
   Chris Grabenstein, Random House Books for Young Readers, $16.99, 9780525646440
8. The Princess in Black and the Science Fair Scare New!
   Shannon Hale, Dean Hale, LeUyen Pham (Illus.), Candlewick, $6.99, 9781536206869
9. Harold & Hog Pretend For Real! (Elephant & Piggie Like Reading!) New!
   Dan Santat, Mo Willems, Hyperion Books for Children, $9.99, 9781368027168
10. Spy School New!
    Stuart Gibbs, Simon & Schuster Books for Young Readers, $8.99, 9781442421837