Notes from the NEIBA Advisory Council

Embracing and Inspiring Bookstore Shine

By Nicole Brinkley, Oblong Books & Musc

Does your bookstore embrace the shine?

Coined by Ann Friedman and Aminatou Sow, shine theory is a theory that if the people around you don't do well, neither do you; it's an encouragement to collaborate rather than compete, especially with other women. "I don't shine if you don't shine."

As a whole, booksellers are pretty good about embracing shine theory. It's what makes regional associations like NEIBA so special. Owners and managers come together to talk about bookstores and work together to make their stores better.

But are you encouraging shine theory with your staff?

Owners and managers are as good as their stores and as good as their staff. When their staff shines, so do they. Investing in your booksellers—be they part-time, frontline, or buyers; and with encouragement, monetary investment, and time investment—means that your bookstore will do better. Everybody shines.

Shine theory also applies when encouraging booksellers to be friends. It's not just owners or managers that should be networking and connecting—it's everybody.

Encouraging friendships between booksellers means that your bookstore will do better, not worse. There's a constant flow of ideas, a constant challenge to read and do more, and an endless enthusiasm for bookstores that grow as thoughts are traded between friends.

My relationships with other booksellers have made me a better bookseller, allowing me to bring more ideas to the table and more enthusiasm into my work. The investment in our staff means a constant flow of new ideas, from our Fiction Into Film book group to our
plethora of staff picks to our involvement with other local organizations. I love watching everybody work, and I love hearing what everybody works on.

Bookstores almost always shine, but I love the challenge that we can always do more: to be more encouraging, more collaborative, and more supportive. What can you do to embrace shine theory today?

**Action Items for June**

- **ABACUS Survey** due June 26 (TODAY!)
- **Publisher Contracts for 2019 Holiday Catalog** due June 26 (TODAY!)
- **NEIBA 2019-2020 Membership Registration** due June 30
- **June's Indie Playlist Promotions** due July 1
- **Binc & Macmillan Scholarship Applications** due July 15

**June's Indie Playlist Promotions**

*Don't miss out! Deadline is July 1.*

June's two Indie Playlist promotions, featuring collections of titles from independent presses, are ready to be revealed! The themes are **Summer Reads** and **Dystopia**.

Indie Playlist publishers are providing additional terms for the titles on these lists. Participating publishers for June include Catapult, Europa Editions, 7 Stories Press, Grove Atlantic, and Beacon Press. Stores can create displays around either — or both! — themes. Displays must include some titles from the above lists but can include additional titles of a store's choosing.

**The prize for best display is $500: $250 for the bookseller who creates it and $250 for the store.**

To submit your display, take a picture and email it to **NAIBA** (with a cc to **NEIBA**) by July 1.

For more information about this program, contact Beth: **Beth@NEBA.org**.
Binc Foundation & Macmillan Scholarships Return

Binc and Macmillan will be offering the Macmillan Booksellers Professional Development Scholarship for the third year in a row! Nine scholarships in total will be awarded to booksellers from underrepresented groups to cover the cost of travel, lodging, and meals (up to a maximum of $500) to attend a regional fall show.

Booksellers can find out more details (and apply) online.

Applications due July 15.

Odyssey Bookshop seeks Bookkeeper

Are you a book lover and a bookkeeper? The Odyssey Bookshop is searching for an experienced full charge bookkeeper to join our book loving team. If you have always wanted to work in a bookstore and you meet the requirements listed below, please either submit your resume & cover letter in person to Joan or Kinsey at the bookstore or email it to us.

Responsibilities & requirements: A/P, A/R, month- and year-end closings, bank reconciliations, cash flow, preparation of reports. Must be highly organized and detail oriented; able to discern priorities and act on them; possess fine verbal, oral, and written communication skills. Experience with QuickBooks and Excel is required. This is an hourly position (approx. 18-22 hours/week) with some benefits. Hours can be somewhat flexible.

Odyssey Bookshop is an equal opportunity, affirmative action employer, and women, people of color, and LGBTQ people are encouraged to apply.

To add a listing to the newsletter and website, e-mail Ali@NEBA.org

Holiday Catalog Order Forms Now Available
As unbelievable as it seems, we’re half-way through the year! With only 6 months left to go, it’s time to start thinking about the holidays — especially the 2019 Holiday Catalog.

*The editable PDF order form is linked here for your use.*

Per the document, all order forms should be submitted to Sharon Kozy at Book Page.

Additional information is also available on the NEIBA website with updates to follow.

**Heading to CI7? Here's a Reading Round-Up:**

*From Publishers Weekly —*

- "Children’s Institute Heads to Pittsburgh"
- "Authors and Illustrators to Meet"
- "Bookselling Resurgence in the 'Burgh"
- "Children’s Book Cancelations"

**Social Media Spotlight**

*Bear Pond Books*
bearpondbooks: *Mario the Irish Setter just might be the cutest patron...*

Want to be featured? Use #NEIBA in social media posts (or tag @neibabooks) so we can see & share your photos!

---

**NEIBA**  
**Best Sellers**  
for the week ended  
**Sunday June 23, 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. City of Girls  
Elizabeth Gilbert, Riverhead Books, $28, 9781594634734
3. On Earth We’re Briefly Gorgeous  
Ocean Vuong, Penguin Press, $26, 9780525562023
4. Summer of ’69 New!  
Elin Hilderbrand, Little Brown, $28, 9780316420013
5. The Guest Book  
Sarah Blake, Flatiron Books, $27.99, 9781250110251
6. Normal People  
Sally Rooney, Hogarth, $26, 9781984822178
7. Circe
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Author</th>
<th>Publisher</th>
<th>Price</th>
<th>ISBN</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.</td>
<td>Mrs. Everything</td>
<td>Jennifer Weiner</td>
<td>Atria</td>
<td>$28</td>
<td>9781501133480</td>
</tr>
<tr>
<td>10.</td>
<td>The Sentence Is Death</td>
<td>Anthony Horowitz</td>
<td>Harper</td>
<td>$27.99</td>
<td>9780062458711</td>
</tr>
<tr>
<td>11.</td>
<td>Fall; or, Dodge in Hell</td>
<td>Neal Stephenson</td>
<td>Morrow</td>
<td>$35</td>
<td>9780062676832</td>
</tr>
<tr>
<td>12.</td>
<td>Ask Again, Yes</td>
<td>Mary Beth Keane</td>
<td>Scribner</td>
<td>$27</td>
<td>9781982106980</td>
</tr>
<tr>
<td>13.</td>
<td>Daisy Jones &amp; The Six</td>
<td>Taylor Jenkins Reid</td>
<td>Ballantine</td>
<td>$27</td>
<td>9781524798628</td>
</tr>
<tr>
<td>14.</td>
<td>Exhalation: Stories</td>
<td>Ted Chiang</td>
<td>Knopf</td>
<td>$25.95</td>
<td>9781101947883</td>
</tr>
<tr>
<td>15.</td>
<td>Disappearing Earth</td>
<td>Julia Phillips</td>
<td>Knopf</td>
<td>$26.95</td>
<td>9780525520412</td>
</tr>
</tbody>
</table>

**HARDCOVER NONFICTION**

1. Educated                                      
   Tara Westover                                    
   Random House                                    
   $28, 9780399590504

2. The Pioneers                                   
   David McCullough                                 
   S&S                                             
   $30, 9781501168680

3. Becoming                                      
   Michelle Obama                                  
   Crown                                           
   $32.50, 9781524763138

4. The Second Mountain                           
   David Brooks                                    
   Random House                                    
   $28, 9780812993264

5. Spying on the South                           
   Tony Horwitz                                    
   Penguin Press                                   
   $30, 9781101980286

6. The British Are Coming                        
   Rick Atkinson                                   
   Holt                                            
   $40, 9781627790437

7. Furious Hours                                 
   Casey Cep                                       
   Knopf                                           
   $26.95, 9781101947869

8. Underland: A Deep Time Journey                
   Robert MacFarlane                               
   Norton                                          
   $27.95, 9780393242140

9. Sea Stories                                   
   William H. McRaven                              
   Grand Central                                   
   $30, 9781538729748

10. A Woman of No Importance                     
    Sonia Purnell                                  
    Viking                                          
    $28, 9780735225299

11. Maybe You Should Talk to Someone             
    Lori Gottlieb                                  
    Houghton Mifflin Harcourt                      
    $28, 9781328662057

12. The Moment of Lift                           
    Melinda Gates                                  
    Flatiron Books                                 
    $26.99, 9781250313577

13. Nanaville                                    
    Anna Quindlen                                  
    Random House                                   
    $26, 9780812996104

14. Upheaval                                     
    Jared Diamond                                  
    Little Brown                                   
    $35, 9780316409131

15. Salt, Fat, Acid, Heat                        
    Samin Nosrat                                    
    Wendy MacNaughton (Illus.), S&S                
    $35, 9781476753836

**TRADE PAPERBACK FICTION**

1. Little Fires Everywhere                      
   Celeste Ng                                      
   Penguin                                         
   $17, 9780735224315

2. The Overstory                                
   Calypso Weiser                                  
   Simon & Schuster                               
   $13.99, 9781501168680
Richard Powers, Norton, $18.95, 9780393356687
3. A Gentleman in Moscow
Amor Towles, Penguin, $17, 9780143110439
4. Eleanor Oliphant Is Completely Fine
Gail Honeyman, Penguin, $16, 9780735220690
5. Before We Were Yours
Lisa Wingate, Ballantine, $17, 9780425284704
6. There There
Tommy Orange, Vintage, $16, 9780525436140
7. Washington Black
Esi Edugyan, Vintage, $16.95, 9780525563242
8. The Tattooist of Auschwitz
Heather Morris, Harper, $16.99, 9780062797155
9. The Woman in the Window
A.J. Finn, Morrow, $16.99, 9780062678423
10. Conversations with Friends
Sally Rooney, Hogarth, $17, 9780451499066
11. The Great Believers
Rebecca Makkai, Penguin, $16, 9780735223530
12. The Lost Girls of Paris New!
Pam Jenoff, Park Row, $16.99, 9780778330271
13. The Outsider New!
Stephen King, Gallery Books, $18.99, 9781501181009
14. Warlight
Michael Ondaatje, Vintage, $16, 9780525562962
15. When Life Gives You Lululemons New!
Lauren Weisberger, S&S, $16.99, 9781476778457

TRADE PAPERBACK NONFICTION
1. The Mueller Report
The Washington Post, Scribner, $15, 9781982129736
2. Calypso
David Sedaris, Back Bay, $17.99, 9780316392426
3. Born a Crime
Trevor Noah, Spiegel & Grau, $18, 9780399588198
4. Sapiens
Yuval Noah Harari, Harper Perennial, $22.99, 9780062316110
5. White Fragility
Robin DiAngelo, Beacon Press, $16, 9780807047415
6. The Soul of America
Jon Meacham, Random House, $20, 9780399589829
7. How to Change Your Mind
Michael Pollan, Penguin, $18, 9780735224155
8. In the Hurricane's Eye
Nathaniel Philbrick, Penguin, $18, 9780143111450
9. Into the Raging Sea
Rachel Slade, Ecco, $17.99, 9780062699879
10. Killers of the Flower Moon
David Grann, Vintage, $16.95, 9780307742483
11. Life in the Garden
Penelope Lively, Penguin, $16, 9780525558392
12. Just Mercy New!
Bryan Stevenson, Spiegel & Grau, $16, 9780812984965
13. The Feather Thief New!
14. Shoe Dog  
*Phil Knight, Scribner, $20, 9781501135927*

15. Braiding Sweetgrass  
*Robin Wall Kimmerer, Milkweed Editions, $18, 9781571313560*

**MASS MARKET**

1. *Dune*  
*Frank Herbert, Ace, $9.99, 9780441172719*

2. *1984*  
*George Orwell, Signet, $9.99, 9780451524935*

3. *Good Omens*  
*Neil Gaiman, Terry Pratchett, Morrow, $9.99, 9780062836977*

4. *The Mueller Report*  

5. *A Game of Thrones*  
*George R.R. Martin, Bantam, $9.99, 9780553593716*

6. *The Diary of a Young Girl*  
*Anne Frank, Bantam, $7.99, 9780553577129*

7. *Animal Farm*  
*George Orwell, Signet, $9.99, 9780451526342*

8. *The Catcher in the Rye*  
*J.D. Salinger, Little Brown, $8.99, 9780316769488*

9. *Lord of the Flies*  
*William Golding, Perigee, $9.99, 9780399501487*

10. *The Beach Club*  
*Elin Hilderbrand, St. Martin's Griffin, $9.99, 9781250235657*

**CHILDREN’S ILLUSTRATED**

1. *Oh, the Places You’ll Go!*  
*Dr. Seuss, Random House, $18.99, 9780679805274*

2. *Goodnight Moon*  
*Margaret Wise Brown, Clement Hurd (Illus.), Harper, $8.99, 9780694003617*

3. *Make Way for Ducklings*  
*Robert McCloskey, Puffin, $7.99, 9780140564341*

4. *Little Blue Truck*  
*Alice Schertle, Jill McElmurry (Illus.), HMH Books for Young Readers, $7.99, 9780544568037*

5. *Good Night, Gorilla*  
*Peggy Rathmann, Putnam, $7.99, 9780399230035*

6. *Pat the Bunny*  
*Dorothy Kunhardt, Golden Books, $9.99, 9780307120007*

7. *Where the Wild Things Are*  
*Maurice Sendak, Harper, $18.95, 9780060254926*

8. *Blueberries for Sal*  
*Robert McCloskey, Puffin, $7.99, 9780140501698*

9. *Dragons Love Tacos*  
*Adam Rubin, Daniel Salmieri (Illus.), Dial, $16.99, 9780803736801*

10. *High Five*  
*Adam Rubin, Daniel Salmieri (Illus.), Dial, $19.99, 9780525428893*

**CHILDREN’S INTEREST**

1. *Diary of an Awesome Friendly Kid: Rowley Jefferson’s Journal*  
*Jeff Kinney, Abrams, $13.99, 9781419740275*

2. *The Hate U Give*  
*Angie Thomas, Balzer + Bray, $18.99, 9780062871350*
3. On the Come Up
   Angie Thomas, Balzer + Bray, $18.99, 9780062498564
4. A Wolf Called Wander New!
   Rosanne Parry, Monica Armino (Illus.), Greenwillow Books, $16.99, 9780062895936
5. New Kid
   Jerry Craft, Harper, $12.99, 9780062691194
6. Shouting at the Rain
   Lynda Mullaly Hunt, Nancy Paulsen Books, $16.99, 9780399175152
7. The Sun Is Also a Star New!
   Nicola Yoon, Ember, $12.99, 9781984849397
8. One of Us Is Lying New!
   Karen M. McManus, Delacorte Press, $17.99, 9781524714680
9. Ghosts New!
   Raina Telgemeier, Graphix, $10.99, 9780545540629
10. The Unofficial Ultimate Harry Potter Spellbook New!
    Media Lab Books, $14.99, 9781948174244

CHILDREN'S SERIES TITLES
1. Spy School British Invasion
   Stuart Gibbs, Simon & Schuster Books for Young Readers, $17.99, 9781534424708
2. Dog Man Unleashed
   Dav Pilkey, Graphix, $9.99, 9780545935203
3. Dog Man: Brawl of the Wild
   Dav Pilkey, Graphix, $9.99, 9781338236576
4. Diary of a Wimpy Kid: The Meltdown New!
   Jeff Kinney, Abrams, $13.95, 9781419727436
5. Big Nate: Payback Time! New!
   Lincoln Peirce, Andrews McMeel, $9.99, 9781449497743
6. The Bad Guys (The Bad Guys, #1) New!
   Aaron Blabey, Scholastic, $5.99, 9780545912402
7. Rosie Revere and the Raucous Riveters (The Questioneers, Book 1) New!
   Andrea Beaty, David Roberts (Illus.), Abrams, $12.99, 9781419733604
8. The Crossover (The Crossover Series) New!
   Kwame Alexander, HMH Books for Young Readers, $8.99, 9780544935204
9. Dog Man: Lord of the Fleas
   Dav Pilkey, Graphix, $9.99, 9780545935173
10. Ghost (Track, Book 1)
    Jason Reynolds, Atheneum, $7.99, 9781481450164