Notes from the NEIBA Advisory Council

Interview with the Bookseller

By John LeDonne, Gibson's Bookstore

Jim Gocha is Gibson’s longest tenured employee, having worked part-time for the store since 1987. His main gig is as a middle school English teacher, so he brings us a wealth of knowledge about youth fiction and non-fiction as well as adult books.

Why did you decide to become a bookseller?

I started in books back while I was in college in the early 1980s. I majored in English and needed a job, so books were a natural fit.

What is your favorite part about being a bookseller?

Matching the perfect book to a customer’s interests is very satisfying. Making sure that the customers leave the store having had a pleasant experience, and I hope, with what they were looking for, especially if it were something they hadn’t expected to find.

Least favorite?

Unreasonable expectations from customers. For example, when D&D was big, a dad was trying to pick out a manual for his son and was dismayed that I had not read each of the books we had in stock. I’d like to think that he was kidding, but I do not think so.

What’s the biggest change you’ve seen in bookselling?
E-books. The fact that anyone can put their work online at any time is fascinating.

**Favorite genres?**

Historical fiction, YA, history, current affairs.

**All-time favorite books?**

*A Christmas Carol* is my absolute favorite book. John Irving is my favorite living author.

**Current favorites?**

I really enjoyed Ruth Reichl’s *Save Me the Plums* and Damon Young’s *What Doesn’t Kill You Makes You Blacker*, two very different books with strong human connections. I am halfway through *Anthem* by Deborah Wiles and loving it. Well worth the wait.

**Any advice for young booksellers?**

Know the stock. No one can read every book, but one can be aware of the books. Shelf read to see what’s in the store. Read Publisher’s Weekly for reviews and to see what’s coming out. Ask questions. It’s hard to get books in the hands of the customers if one does not know what’s on the shelves. A computer can only do so much. Nothing beats the personal touch.

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**Congratulations to our 2019 Rusty Drugan Scholarship & Saul Gilman Award Winners!**

**Clarissa Murphy**  
*The MIT Press Bookstore*

The Rusty Drugan Scholarship for Emerging Leaders is awarded in memory of Wayne "Rusty" Drugan, Executive Director of NEIBA.

**Emily Cervone**  
*Chronicle Books*

The Saul Gilman Award honors outstanding service as a sales representative to New England independent bookstores.

*Please join NEIBA in celebrating these recipients and their exemplary dedication to independent bookstores!*
Vote for the New England Book Awards

The short list is out! Now, it's time for NEIBA member booksellers to VOTE! All booksellers at NEIBA member bookstore are encouraged to vote. One ballot per bookseller. Please share the ballot link (below) widely.

CLICK HERE TO CAST YOUR BALLOT.

Voter Deadline: Friday, August 2

Action Items for July & August

- **2019 New England Book Award Ballots** due August 2
- **Fall 2019 Trade Show Exhibitor Registration** due August 5
- **Advance Ticket Sales for the NECBA Meeting** due August 7
- **Bookstore Holiday Catalog Order Forms** due August 9
- **NEIBA Membership Enrollment & Renewal** — ASAP!

"New Hampshire's Independent Bookstores Turn a New Page"

Several NEIBA-member bookstores were featured in an article that appeared in the NH Business Review this week, including Toadstool Bookshops, Gibson’s Bookstore, White Birch Books, Innisfree Bookshop, Water Street Bookstore, and The Little Village Toy & Book Shop.

Click here to read the piece!

Pictured: Michael Hermann, owner of Gibson’s Bookstore in Concord.

(Photo by Allegra Boverman)
White Birch Books seeks Children's Buyer & Bookseller

White Birch Books in North Conway, NH, is looking for a Children’s Buyer/Bookseller. This is a full-time position and the ideal candidate will be well organized, computer literate, able to multi-task, and have excellent communication skills. Hours will vary and include weekends and the occasional evening. Event experience and marketing skills are a definite plus! To apply, send a cover letter and resume to Laura Cummings: info@whitebirchbooks.com.

Bookazine seeks Sales Support Representative

Bookazine -- a full-service book wholesaler located in Bayonne, NJ -- is seeking a Sales Support Representative with the responsibilities of:

- Responding promptly to customer inquiries, facilitating orders and returns and fulfilling customer needs to ensure satisfaction.
- Exhibiting a positive, empathetic and professional attitude toward customers at all times.
- Process customer orders and provide tracking/shipping information.
- Support business development and client referral goals by actively cross-selling and referring customers.
- Analyzing sales data and creating sales support materials.
- Coordinating and communicating with colleagues as necessary.
- Providing overall administrative and sales support to sales team.
- Keeping strong records of customer interactions, transactions, comments and complaints.
- Creating sales support materials as necessary.
- Following the Company’s communication procedures, guidelines and policies.
- Using web-based and internal computer systems to maintain important daily/weekly/monthly sales tasks.

Read the full job posting on the NEIBA Exchange.

Please send your resume, cover letter, and salary requirements to alevy@bookazine.com.

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

Submit Titles to NECBA's Windows & Mirrors List

The NECBA Windows and Mirrors committee, taking a broad view of diversity, seeks to draw on the expertise of the New England bookselling community in curating a yearly list of diverse titles that demonstrate strong representation...
of marginalized identities as well as great literary merit.

**If you have titles you'd like to submit, please use the Google Form [here](#)！**

**View this year's Edelweiss collection [here](#).**
**Read booksellers' passionate blurbs [here](#).**

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**Join us for a NECBA Meeting & Bookstore Reception!**

**Thursday, August 8 in Portland, ME**

Education will take place 10:30 AM - 3:30 PM at the [Indigo Arts Alliance](#), followed by a 4:00 PM reception featuring local authors (including Melissa Sweet!) at [Print: A Bookstore](#).

**[Click here to view a full agenda and purchase tickets](#)!**

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**Wholesaler Information & Resources**

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**Social Media Spotlight**

*The Silver Unicorn Bookstore*
@silverunicornbooks: It's amazing how important two letters can be.

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

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**NEIBA Best Sellers**

for the week ended **Sunday July 14, 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. The Nickel Boys **New!**
   Colson Whitehead, Doubleday, $24.95, 9780385537070
3. The New Girl **New!**
   Daniel Silva, Harper, $28.99, 9780062834836
4. City of Girls
   Elizabeth Gilbert, Riverhead Books, $28, 9781594634734
5. On Earth We’re Briefly Gorgeous
   Ocean Vuong, Penguin Press, $26, 9780525562023
6. Summer of ‘69
7. Mrs. Everything
Jennifer Weiner, Atria, $28, 9781501133480
8. The Guest Book
Sarah Blake, Flatiron Books, $27.99, 9781250110251
9. Normal People
Sally Rooney, Hogarth, $26, 9781984822178
10. Fleishman Is in Trouble
Taffy Brodesser-Akner, Random House, $27, 9780525510871
11. Big Sky
Kate Atkinson, Little Brown, $28, 9780316523097
12. Circe
Madeline Miller, Little Brown, $27, 9780316556347
13. The Most Fun We Ever Had
Claire Lombardo, Doubleday, $28.95, 9780385544252
14. Knife
Jo Nesbø, Knopf, $27.95, 9780525655398
15. Ask Again, Yes
Mary Beth Keane, Scribner, $27, 9781982106980

HARDCOVER NONFICTION
1. Educated
Tara Westover, Random House, $28, 9780399590504
2. The Pioneers
David McCullough, S&S, $30, 9781501168680
3. Three Women
Lisa Taddeo, Avid Reader Press / Simon & Schuster, $27, 9781451642292
4. Becoming
Michelle Obama, Crown, $32.50, 9781524763138
5. The Second Mountain
David Brooks, Random House, $28, 9780812993264
6. The British Are Coming
Rick Atkinson, Holt, $40, 9781627790437
7. Salt, Fat, Acid, Heat New!
Samin Nosrat, Wendy MacNaughton (Illus.), S&S, $35, 9781476753836
8. American Carnage: On the Front Lines of the Republican Civil War and the Rise of
President Trump New!
Tim Alberta, Harper, $29.99, 9780062896445
9. Maybe You Should Talk to Someone New!
Lori Gottlieb, Houghton Mifflin Harcourt, $28, 9781328662057
10. Spying on the South
Tony Horwitz, Penguin Press, $30, 9781101980286
11. Save Me the Plums
Ruth Reichl, Random House, $27, 9781400069996
12. Underland
Robert MacFarlane, Norton, $27.95, 9780393242140
13. The Library Book New!
Susan Orlean, S&S, $28, 9781476740188
14. Sea Stories New!
William H. McRaven, Grand Central, $30, 9781538729748
15. Say Nothing
Patrick Radden Keefe, Doubleday, $28.95, 9780385521314

TRADE PAPERBACK FICTION
1. The Overstory
   Richard Powers, Norton, $18.95, 9780393356687
2. Little Fires Everywhere
   Celeste Ng, Penguin, $17, 9780735224315
3. The Tattooist of Auschwitz
   Heather Morris, Harper, $16.99, 9780062797155
4. Eleanor Oliphant Is Completely Fine
   Gail Honeyman, Penguin, $16, 9780735220690
5. A Gentleman in Moscow
   Amor Towles, Penguin, $17, 9780143110439
6. Before We Were Yours
   Lisa Wingate, Ballantine, $17, 9780425284704
7. There There
   Tommy Orange, Vintage, $16, 9780525436140
8. Washington Black
   Esi Edugyan, Vintage, $16.95, 9780525563242
9. Conversations with Friends
   Sally Rooney, Hogarth, $17, 9780451499066
10. The Woman in the Window
    A.J. Finn, Morrow, $16.99, 9780062678423
11. The Great Believers
    Rebecca Makkai, Penguin, $16, 9780735223530
12. The Underground Railroad
    Colson Whitehead, Anchor, $16.95, 9780345804327
13. The Adventure Zone: Murder on the Rockport Limited!
    Clint McElroy, et al., First Second, $19.99, 9781250153715
14. Ghosted
    Rosie Walsh, Penguin, $16, 9780525522799
15. My Year of Rest and Relaxation
    Ottessa Moshfegh, Penguin, $16, 9780525522133

TRADE PAPERBACK NONFICTION
1. Born a Crime
   Trevor Noah, Spiegel & Grau, $18, 9780399588198
2. Calypso
   David Sedaris, Back Bay, $17.99, 9780316392426
3. The Mueller Report
   The Washington Post, Scribner, $15, 9781982129736
4. Sapiens
   Yuval Noah Harari, Harper Perennial, $22.99, 9780062316110
5. White Fragility
   Robin DiAngelo, Beacon Press, $16, 9780807047415
6. Killers of the Flower Moon
   David Grann, Vintage, $16.95, 9780307742483
7. In the Hurricane’s Eye
   Nathaniel Philbrick, Penguin, $18, 9780143111450
8. The Feather Thief
   Kirk Wallace Johnson, Penguin, $17, 9781101981634
9. Red Notice
   Bill Browder, S&S, $16, 9781101981634
10. Into the Raging Sea
    Rachel Slade, Ecco, $17.99, 9780062699879
11. The Soul of an Octopus
    Sy Montgomery, Atria, $16, 9781451697728
MASS MARKET
1. 1984
George Orwell, Signet, $9.99, 9780451524935
2. Good Omens
3. The Mueller Report
4. Dune
Frank Herbert, Ace, $9.99, 9780441172719
5. Lord of the Flies
William Golding, Perigee, $9.99, 9780399501487
6. A Game of Thrones
George R.R. Martin, Bantam, $9.99, 9780553593716
7. The Diary of a Young Girl
Anne Frank, Bantam, $7.99, 9780553577129
8. The Catcher in the Rye
J.D. Salinger, Little Brown, $8.99, 9780316769488
9. Animal Farm
George Orwell, Signet, $9.99, 9780451526342
10. Outlander
Diana Gabaldon, Dell, $9.99, 9780451526342

CHILDREN'S ILLUSTRATED
1. The Pigeon HAS to Go to School!
Mo Willems, Hyperion Books for Children, $16.99, 9781368046459
2. Make Way for Ducklings
Robert McCloskey, Puffin, $7.99, 9780140564341
3. Goodnight Moon
Margaret Wise Brown, Clement Hurd (Illus.), Harper, $8.99, 9780694003617
4. Blueberries for Sal
Robert McCloskey, Puffin, $7.99, 9780140501698
5. Hello Lighthouse
Sophie Blackall, Little, Brown Books for Young Readers, $18.99, 9780316362382
Martin Handford, Candlewick, $7.99, 978076363695798
7. The Day the Crayons Quit
Drew Daywalt, Oliver Jeffers (Illus.), Philomel, $17.99, 9780399255373
Martin Handford, Candlewick, $7.99, 9780763634995
Martin Handford, Candlewick, $7.99, 9780763635015
10. Where the Wild Things Are
Maurice Sendak, Harper, $18.95, 9780060254926

CHILDREN'S INTEREST
1. Diary of an Awesome Friendly Kid: Rowley Jefferson's Journal
   Jeff Kinney, Abrams, $13.99, 9781419740275
2. Turtles All the Way Down
   John Green, Penguin, $14.99, 9780525555377
3. New Kid
   Jerry Craft, Harper, $12.99, 9780062691194
4. The Hate U Give
   Angie Thomas, Balzer + Bray, $18.99, 9780062871350
5. The Sun Is Also a Star New!
   Nicola Yoon, Ember, $12.99, 9781984849397
6. One of Us Is Lying
   Karen M. McManus, Delacorte Press, $17.99, 9781524714680
7. Pax New!
   Sara Pennypacker, Jon Klassen (Illus.), Balzer + Bray, $8.99, 9780062377029
8. Wilder Girls
   Rory Power, Delacorte Press, $18.99, 97800625645580
9. Drama New!
   Raina Telgemeier, Graphix, $10.99, 9780545326995
10. The Girl Who Drank the Moon New!
    Kelly Barnhill, Algonquin Young Readers, $9.95, 9781616207465

**CHILDREN’S SERIES TITLES**
1. Just Jaime (Emmie & Friends)
   Terri Libenson, Balzer + Bray, $12.99, 9780062851062
2. Dog Man: Brawl of the Wild
   Dav Pilkey, Graphix, $9.99, 9781338236576
3. Dog Man: Lord of the Fleas
   Dav Pilkey, Graphix, $9.99, 9780545935173
4. Spy School British Invasion
   Stuart Gibbs, Simon & Schuster Books for Young Readers, $17.99, 97815344424708
5. Diary of a Wimpy Kid: The Meltdown
   Jeff Kinney, Abrams, $13.95, 9781419727436
6. The Bad Guys in The Big Bad Wolf (The Bad Guys, #9)
   Aaron Blabey, Scholastic, $5.99, 9781338305814
7. The Land of Stories: The Wishing Spell New!
   Chris Colfer, Little Brown, $9.99, 9780316201568
8. The Bad Guys (The Bad Guys, #1) New!
   Aaron Blabey, Scholastic, $5.99, 9780545912402
9. Spy School New!
   Stuart Gibbs, Simon & Schuster Books for Young Readers, $8.99, 9781442421837
10. Dog Man Unleashed New!
    Dav Pilkey, Graphix, $9.99, 9780545935203