

NEIBA News

August 7, 2019

www.newenglandbooks.org

Notes from the NEIBA Advisory Council

More Than a Logo

By Emily Russo, **Print: A Bookstore**



When Josh Christie and I opened [Print: A Bookstore](#) in 2016, I don't think we knew just how important our store logo and branding were going to be. Ok, fine, Josh knew. I did not, despite 12+ years in the business.

Like most bookstores, our initial budget for the logo and branding work was small, but not insignificant. We had our hearts set on working with Portland's premiere design firm, Might & Main, and, as luck would have it, they

wanted to work with us as badly as we wanted to work with them. To this day, it remains the best money the store has ever spent.

Not being a particularly creative person, I knew that I wanted our logo to be striking, but was incapable of articulating what exactly that meant to me. My very helpful (read: not very helpful at all) refrain was "Eh, I'll know it when I see it." All I wanted was to get back to ordering more books. In my defense, I'd wanted to be a buyer for 10 years and I could hardly contain myself.

To get a better sense of what Josh and I wanted for a brand, we met with Might & Main one rainy morning and talked about our vision. We showed them the layout, talked about the event series we wanted to launch and how we wanted our store to be a reflection of the community in the books we chose to carry. Based on this information, Might and Main gave us a giant list of words: words like "community-focused," "cute," "bold," "pretentious," and "fun" and asked us to cross out the words that struck us as false. I'll leave it to you readers to figure out which of these five examples we crossed out.

After completing our word hunt, we were given two shoe boxes worth of logos (from the famous to the obscure), cut-outs from magazines, and tasked with sorting them into piles of "love it", "hate it" and "meh." It ended up being an enormous amount of fun, but for someone who is often significantly challenged by the decision making process (just ask my husband about my breakdown in Babies R Us while 6 months pregnant when I saw how

many choices there were for strollers), it was nothing short of intimidating. We did three rounds of sorting before Might and Main felt like they had a good read on what Josh and I wanted.

Several weeks later, we got four storyboards from Might & Main, each containing a mock-up of possible logos (primary, secondary, AND tertiary), a color scheme, a unique font choice, bookmarks and tote bags. All four were marvelous, but I wasn't *entirely* wrong when I said "I'll know it when I see it" because I did. When I first saw the mock-up of the totebag you see in this picture, I actually gasped. That was it, that was our store logo.

Fast forward three years and we're still getting compliments and questions about our branding. In fact, Might & Main won the Silver Award: Ad Club of Maine Broderon Awards in 2017 for our logo. People stop in from all over the U.S. *just* to buy our tote bag. I fully underestimated how much of an impact this one choice (or series of small choices) could make to our business and our bottom line. It was, in fact, an investment in our future and just as important as the books we chose to carry.

Now, just about everyone reading this already has a logo, but even if you've had your logo for years, I highly recommended going through the word exercise Might & Main put us through because branding isn't JUST about your logo. It helps with all decision-making aspects of the business, from ordering to events planning to social media, even to hiring. Does doing "x" fit with the brand or feel of your store? If not, don't do it. It's okay (in fact, I think it's imperative) for your business to have a personality. You don't have to be "one-size fits all." And if you do want to be "one-size fits all," that's great, too --- as long as that's a *conscious* decision, as long as you recognize that that's part of your brand and embrace it. Embrace who you want to be and let go of the rest.

I'll be forever thankful to Josh for recognizing something I didn't. I'm writing this piece, but if I didn't have Josh as a business partner, I'd probably still be fine tuning our initial order worrying that if we didn't have "x" book on our shelves, people would think we were a terrible bookstore (remember the above when I said I had trouble making decisions?). So, thanks partner. As always, you make me a better bookseller.

(PS — Coming soon, Print t-shirts.)



vote

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.**](#)

DEADLINE: TOMORROW, AUGUST 8!

Action Items for August

[2019 New England Book Award Ballots](#) due **August 8***

[Bookstore Holiday Catalog Order Forms](#) due **August 9**

[IndieNext Winter Reading Group Guide Titles](#) due **August 12**

Fall Conference Scholarship Applications due **August 23**

[NEIBA Membership Enrollment & Renewal](#) — **ASAP!**



* Amended Due Date

Holiday Catalog Order Deadline: 8/09

Don't miss out — order today!



Looking to order the 2019 Holiday Catalog?

[The editable PDF order form is linked here for your use](#),
as are Google Forms for non-imprinted ([click here](#))
and imprinted ([click here](#)) copies.

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.

JOIN US FOR HAPPY HOUR AND BRING YOUR
FAVORITE #OWNVOICES OR ANY DIVERSE TITLE
TO SHARE WITH OTHER DIVERSE PEOPLE AND ALLIES
OF THE BOSTON BOOK WORLD !

HORS D'OEUVRES WILL BE PROVIDED

DIVERSE BOOK SWAP NETWORKING

THURSDAY, AUGUST 22
6:00 PM TO 8:00 PM

TRIDENT BOOKSELLERS & CAFE
2ND FLOOR
338 NEWBURY ST
BOSTON, MA 02115

*WHEELCHAIR ACCESSIBLE



CANDLEWICK PRESS

RSVP

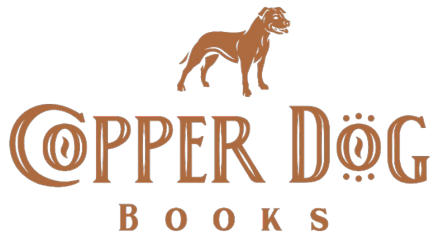
SAWAKO.SHIROTA@CANDLEWICK.COM



TRIDENT
BOOKSELLERS AND CAFE



Cabot St Books & Cards is now Copper Dog Books!



Meg Wasmer and Julie Karaganis have purchased Cabot St Books & Cards in Beverly, MA from John Hugo, as of August 1st. John is the owner of the regional HugoBooks chain, which includes the Spirit of '76 in Marblehead, the Andover Bookstore and Campus Collection in Andover, and the Book Rack in Newburyport.

John opened Cabot St Books & Cards in November 2016 and built it into the successful operation it is today, supporting local organizations, artists, and of course, book lovers. The store boasts a wide array of goods: books, puzzles, greeting cards, soaps, art, and more.

Meg has been the manager of Cabot St Books since November 2016 and Julie has been a bookseller there for the past two years. Meg said of the transition: "This next chapter is a dream come true and we're honored to be entrusted with the future of the bookstore we cultivated together. We're excited and nervous and totally committed to offering Beverly the best books, cards, or gifts." The store will be renamed [Copper Dog Books](#).

Booksellers Say Goodbye to Toni Morrison

As was reported this week, "Toni Morrison, one of the great voices of 20th-century American literature and the only African-American laureate of the Nobel Prize in Literature, died at Montefiore Medical Center in New York on August 5, her publisher, Alfred A. Knopf, has confirmed. She was 88" ([Publishers Weekly](#)). Since the news broke, several NEIBA member bookstores have posted tributes to their author on their social media.



[Bridgeside Books](#) in Waterbury, VT wrote [on their Instagram](#): "This dazzling light is no longer with us, but luckily her words will remain always. We don't want to stop talking about the beauty, strength, compassion, and bold authenticity that made both Toni and her work so valuable and respected. She changed lives and will continue to change lives. Read more Toni Morrison to allow her legacy to continue."

[Papercuts JP](#) in Boston, MA quoted the author directly [in their Instagram post](#): "*At some point in life the world's beauty becomes enough. You don't need to photograph, paint or even remember it. It is enough.*" - Toni Morrison

[Toadstool Books](#) in Keene, NH also [posted to Instagram](#), recalling her accomplishments: "Toni Morrison was an American novelist, essayist, editor, educator, and professor emeritus at Princeton University, winner of the Pulitzer Prize and American Book Award for her novel *Beloved* in 1988, and the recipient of the Nobel Prize for Literature in 1993. She was awarded the Presidential Medal of Honor by President Barack Obama, received the National Book Foundation's Medal of Distinguished Contribution to American Letters, and was selected for the Jefferson Lecture by the National Endowment for the Arts and Humanities.

She is the first and only African-American laureate of the Nobel Prize in Literature. Throughout her career, she was a committed advocate for writers of color and the black American experience. She was an inspiration to many and we will all feel the impact of her tremendous loss."

NEIBA Bookseller Scholarships for the 2019 Fall Conference

NEIBA is pleased to announce that 5 Fall Conference scholarships are available to NEIBA member booksellers: 1 sponsored by BINC, 1 sponsored by HarperCollins, and 3 sponsored by NEIBA. Each of the Scholarships has a value of \$500 to be used for two nights hotel and a full NEIBA Fall Conference meal package. We would especially like to hear from booksellers at our smaller and mid-size stores who haven't been able to attend many NEIBA events.

All applications must include your name, your store's name, your position at the store, and a short essay telling us why you would like to attend the 2019 NEIBA Fall Conference and what your goals and expectations are. The 3 NEIBA scholarships have additional requirements:

1. **NEIBA SCHOLARSHIP FOR FIRST TIME ATTENDEES** — for booksellers who have not attended the Fall Conference in 2+ years
2. **NEIBA SCHOLARSHIP FRONTLINE BOOKSELLERS** — for booksellers with less than 5 years of experience
3. **FRIENDS OF NEIBA DIVERSITY SCHOLARSHIP*** — In addition to the above, please answer to the following question in your application: *What does diversity in literature mean to you as a bookseller and why is it crucial to have diversity in the bookselling community?*

Recipients of each scholarship will be determined by the NEIBA Board of Directors.

The deadline for applications is August 23rd.

Please send your essays to Ali Schmelzle (Ali@NEBA.org).

**Because diversity comes in many forms, and means different things to different people, we are not asking you to tick a box on this application as to how you feel you qualify for this particular opportunity. Instead, we're trusting this community to honor this award with honesty. We at NEIBA are also committed to confidentiality and will withhold the winner's name upon request.*

Wholesaler Information & Resources

Social Media Spotlight *Nantucket Book Partners*



[@nantucketbooks](#): "Inheritance" in the News! Thank you to [@nantucket_magazine](#), [@inquirerandmirror](#), and [@nantucketinsider](#) for featuring [@daniwriter](#) and this incredible memoir. Join Dani signing copies tomorrow, Monday August 5th from 10:30AM - 12PM at Mitchell's!

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 August 4, 2019



Based on reporting from the independent booksellers of
NEIBA and IndieBound

HARDCOVER FICTION

1. The Nickel Boys
Colson Whitehead, Doubleday, \$24.95, 9780385537070
2. Where the Crawdads Sing
Delia Owens, Putnam, \$26, 9780735219090
3. Chances Are . . . **New!**
Richard Russo, Knopf, \$26.95, 9781101947746
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
Elin Hilderbrand, Little Brown, \$28, 9780316420013
7. The Guest Book
Sarah Blake, Flatiron Books, \$27.99, 9781250110251
8. The New Girl
Daniel Silva, Harper, \$28.99, 9780062834836

9. Normal People
Sally Rooney, Hogarth, \$26, 9781984822178
10. Ask Again, Yes
Mary Beth Keane, Scribner, \$27, 9781982106980
11. Lady in the Lake **New!**
Laura Lippman, Morrow, \$26.99, 9780062390011
12. Fleishman Is in Trouble
Taffy Brodesser-Akner, Random House, \$27, 9780525510871
13. Circe
Madeline Miller, Little Brown, \$27, 9780316556347
14. Evvie Drake Starts Over
Linda Holmes, Ballantine, \$26, 9780525619246
15. Big Sky **New!**
Kate Atkinson, Little Brown, \$28, 9780316523097

HARDCOVER NONFICTION

1. Educated
Tara Westover, Random House, \$28, 9780399590504
2. Three Women
Lisa Taddeo, Avid Reader Press/S&S, \$27, 9781451642292
3. The Pioneers
David McCullough, S&S, \$30, 9781501168680
4. Becoming
Michelle Obama, Crown, \$32.50, 9781524763138
5. The Second Mountain
David Brooks, Random House, \$28, 9780812993264
6. Salt, Fat, Acid, Heat
Samin Nosrat, Wendy MacNaughton (Illus.), S&S, \$35, 9781476753836
7. The British Are Coming
Rick Atkinson, Holt, \$40, 9781627790437
8. Maybe You Should Talk to Someone **New!**
Lori Gottlieb, Houghton Mifflin Harcourt, \$28, 9781328662057
9. A Woman of No Importance
Sonia Purnell, Viking, \$28, 9780735225299
10. Say Nothing
Patrick Radden Keefe, Doubleday, \$28.95, 9780385521314
11. Range **New!**
David Epstein, Riverhead Books, \$28, 9780735214484
12. Bad Blood **New!**
John Carreyrou, Knopf, \$27.95, 9781524731656
13. Spying on the South
Tony Horwitz, Penguin Press, \$30, 9781101980286
14. This America **New!**
Jill Lepore, Liveright Publishing, \$16.95, 9781631496417
15. American Carnage
Tim Alberta, Harper, \$29.99, 9780062896445

TRADE PAPERBACK FICTION

1. The Overstory
Richard Powers, Norton, \$18.95, 9780393356687
2. Little Fires Everywhere
Celeste Ng, Penguin, \$17, 9780735224315
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. The Witch Elm **New!**
Tana French, Penguin, \$17, 9780735224643
7. Before We Were Yours
Lisa Wingate, Ballantine, \$17, 9780425284704
8. Eleanor Oliphant Is Completely Fine
Gail Honeyman, Penguin, \$16, 9780735220690
9. The Immortalists
Chloe Benjamin, Putnam, \$16, 9780735215092
10. The Woman in the Window
A.J. Finn, Morrow, \$16.99, 9780062678423
11. The Great Believers
Rebecca Makkai, Penguin, \$16, 9780735223530
12. Conversations with Friends
Sally Rooney, Hogarth, \$17, 9780451499066
13. Warlight **New!**
Michael Ondaatje, Vintage, \$16, 9780525562962
14. Washington Black
Esi Edugyan, Vintage, \$16.95, 9780525563242
15. My Sister, the Serial Killer **New!**
Oyinkan Braithwaite, Anchor, \$14.95, 9780525564201

TRADE PAPERBACK NONFICTION

1. Born a Crime
Trevor Noah, Spiegel & Grau, \$18, 9780399588198
2. Calypso
David Sedaris, Back Bay, \$17.99, 9780316392426
3. Sapiens
Yuval Noah Harari, Harper Perennial, \$22.99, 9780062316110
4. White Fragility
Robin DiAngelo, Beacon Press, \$16, 9780807047415
5. The Mueller Report
The Washington Post, Scribner, \$15, 9781982129736
6. How to Change Your Mind
Michael Pollan, Penguin, \$18, 9780735224155
7. In the Hurricane's Eye
Nathaniel Philbrick, Penguin, \$18, 9780143111450
8. How to See **New!**
Thich Nhat Hanh, Parallax Press, \$9.95, 9781946764331
9. Into the Raging Sea **New!**
Rachel Slade, Ecco, \$17.99, 9780062699879
10. Braiding Sweetgrass
Robin Wall Kimmerer, Milkweed Editions, \$18, 9781571313560
11. Just Mercy **New!**
Bryan Stevenson, Spiegel & Grau, \$16, 9780812984965
12. Small Fry
Lisa Brennan-Jobs, Grove Press, \$16, 9780802147219
13. The Feather Thief **New!**
Kirk Wallace Johnson, Penguin, \$17, 9781101981634
14. Life in the Garden **New!**
Penelope Lively, Penguin, \$16, 9780525558392

15. Tip of the Iceberg **New!**

Mark Adams, Dutton, \$16, 9781101985120

MASS MARKET

1. 1984

George Orwell, Signet, \$9.99, 9780451524935

2. Good Omens

Neil Gaiman, Terry Pratchett, Morrow, \$9.99, 9780062836977

3. Dune

Frank Herbert, Ace, \$9.99, 9780441172719

4. A Game of Thrones

George R.R. Martin, Bantam, \$9.99, 9780553593716

5. The Shining **New!**

Stephen King, Anchor, \$8.99, 9780307743657

6. The Diary of a Young Girl

Anne Frank, Bantam, \$7.99, 9780553577129

7. The Catcher in the Rye

J.D. Salinger, Little Brown, \$8.99, 9780316769488

8. The Mueller Report

Robert S. Mueller, et al., Melville House, \$9.99, 9781612197814

9. The Color of Magic **New!**

Terry Pratchett, HarperTorch, \$9.99, 9780062225672

10. The Reckoning

John Grisham, Dell, \$9.99, 9780525620938

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. Hello Lighthouse

Sophie Blackall, Little, Brown Books for Young Readers, \$18.99, 9780316362382

4. Where's Waldo? 30th Anniversary Edition

Martin Handford, Candlewick, \$7.99, 9780763695798

5. Peek-A-Bruce **New!**

Ryan T Higgins, Disney/Hyperion, \$7.99, 9781368028578

6. Blueberries for Sal

Robert McCloskey, Puffin, \$7.99, 9780140501698

7. Goodnight Moon

Margaret Wise Brown, Clement Hurd (Illus.), Harper, \$8.99, 9780694003617

8. Good Night, Gorilla **New!**

Peggy Rathmann, Putnam, \$7.99, 9780399230035

9. We Don't Eat Our Classmates

Ryan T. Higgins, Disney/Hyperion, \$17.99, 9781368003551

10. Little Blue Truck **New!**

Alice Schertle, Jill McElmurry (Illus.), HMH Books for Young Readers, \$7.99, 9780544568037

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. Camp **New!**

Kayla Miller, HMH Books for Young Readers, \$12.99, 9781328530820

4. Drama **New!**

Raina Telgemeier, Graphix, \$10.99, 9780545326995

5. The Unofficial Ultimate Harry Potter Spellbook

Media Lab Books, \$14.99, 9781948174244

6. Pax **New!**

Sara Pennypacker, Jon Klassen (Illus.), Balzer + Bray, \$8.99, 9780062377029

7. Smile **New!**

Raina Telgemeier, Graphix, \$10.99, 9780545132060

8. Fish in a Tree **New!**

Lynda Mullaly Hunt, Puffin, \$8.99, 9780142426425

9. On the Come Up

Angie Thomas, Balzer + Bray, \$18.99, 9780062498564

10. Refugee **New!**

Alan Gratz, Scholastic Press, \$16.99, 9780545880831

CHILDREN'S SERIES TITLES

1. The Poison Jungle (Wings of Fire, Book 13) **New!**

Tui T. Sutherland, Scholastic Press, \$16.99, 9781338214512

2. Dog Man: Brawl of the Wild

Dav Pilkey, Graphix, \$9.99, 9781338236576

3. Making Friends: Back to the Drawing Board (Making Friends, #2) **New!**

Kristen Gudsnuik, Graphix, \$12.99, 9781338139266

4. Dog Man

Dav Pilkey, Graphix, \$9.99, 9780545581608

5. The Dragonet Prophecy (Wings of Fire, Book 1) **New!**

Tui T. Sutherland, Scholastic, \$6.99, 9780545349239

6. Dog Man and Cat Kid

Dav Pilkey, Graphix, \$9.99, 9780545935180

7. Dog Man Unleashed **New!**

Dav Pilkey, Graphix, \$9.99, 9780545935203

8. Diary of a Wimpy Kid: The Meltdown

Jeff Kinney, Abrams, \$13.95, 9781419727436

9. Six of Crows **New!**

Leigh Bardugo, Square Fish, \$10.99, 9781250076960

10. The Princess in Black **New!**

Shannon Hale, Dean Hale, LeUyen Pham (Illus.), Candlewick, \$6.99, 9780763678883

