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 premier 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 Broderson 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 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*

**RSVP**

SAWAKO.SHIROTA@CANDLEWICK.COM
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."
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, 97801431110439
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, 97805255558392
MASS MARKET
1. 1984
George Orwell, Signet, $9.99, 9780451524935
2. Good Omens
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
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
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
Kristen Gudsnuk, 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