Notes from the NEIBA Advisory Council

A Little More Mary, A Little More Karen

By Beth Wagner, Phoenix Books

I am very much not a coffee person, but I live with one, so I reluctantly found myself at a cafe which bills itself as third-wave—artisanal coffees roasted in tiny batches, with a focus on ethical production and maximum flavor. The front counter, with its burners and beakers, had more in common with a chemistry lab than a traditional coffee shop, intimidating to this utter novice. If you are looking for a quick cup to go for your morning commute, this is not your place.

When it was our turn to order, we were offered several choices of brew: pour over, siphon, on tap, or coldbrew. After asking a few questions about my preferences, none of which I could answer meaningfully, Karen, our barista, grinned, saying, "Let me surprise you. I love a challenge!" For the next several minutes, she narrated the process as she expertly prepared my siphon coffee, carefully soaking the filter, grinding the coffee, measuring the water with a jeweler's precision, and adjusting the heat just so.

What was striking about this interaction was not just the coffee, which even my undertrained palate could tell was excellent, but Karen’s egalitarian approach. Watching as she helped the line of people, I admired how she gave each patron her undivided attention, assisting regulars and first-timers alike with the same good cheer. Each cup served was another opportunity to educate. She recognized that while I was not yet a coffee person, I had the potential to become a coffee person.

Working in a bookstore, it’s easy to forget that not everyone coming through our doors is a book person. We love to chat about all things literary with our regulars, who live and breathe books and browse the shelves with confidence. But what about those who may not be avid readers, who may not be able to articulate what they’re searching for and feel out of place?

Earlier this year, Mary, a woman in her seventies, came in to shop, responding to my greeting with, "I don’t know how to do this. I’ve never been in a bookstore before, and I don’t know much about books." Visibly uncomfortable, she was yet determined to find her great grandson a gift for his third birthday. "I want him to be the reader that I’m not," she
confided. After a few moments chatting, I brought her a handful of titles in a variety of formats and price points, careful not to overwhelm her with too many choices. She quickly made her selection, a Daniel Tiger 8x8, letting out a sigh of relief. “This wasn’t as bad as I thought it would be!” she said as she checked out. “I’ll be back soon.”

That someone could feel such trepidation going in a bookstore was eye-opening. But it’s not all that different than my visit to the cafe, where I needed assistance to bluff my way through a coffee order. I wasn’t willing to admit to my lack of knowledge and, thankfully, Karen’s perceptive nature meant I didn’t have to. How equally bewildering a bookstore must be for someone who doesn’t encounter books on a regular basis. While media tie ins are largely unpopular among booksellers—just mention a movie cover to colleagues and observe their grimaces—I presented Daniel Tiger as an option to Mary. I wanted her to see a character she was familiar with, to give her a starting point for future bookstore visits. As Karen served as my coffee guide, so I hoped to invite Mary into the world of books we take for granted.

I am grateful to Mary, for being open about her fears, and to Karen, for recognizing that we all come to the table with different experiences. May I be a little more Mary when encountering new situations, and a little more Karen when working with our patrons.

We tried...

I DIDN'T VOTE FOR THE NEW ENGLAND BOOK AWARD

BECAUSE I HATE JOY.
Unfortunately, we did not meet goal to double voter turnout. To those who submitted ballots, thank you! To the rest — we hope you enjoy Laura’s cat slideshow (which will include photos, personality profiles, and imagined voices.)

Want to know the winners in each category? This year, you’ll have to wait until the Awards Banquet… Tickets available now!

Action Items for August & September

- Fall Conference Scholarship Applications (below) due **August 23**
- **Exhibitor Author Signing Applications** due **August 16**
- **Rep Pick-Nic Publisher Sign-Ups** due **August 16**
- **Fall Conference Hotel Reservations** due **September 3**
- **Fall Conference Attendee Registration** due **September 26**

- **NEIBA Membership Enrollment & Renewal** — ASAP!

2019 Fall Conference: Meet the authors!

This year, see Erik Larson, Erin Morgenstern, Kate Messner, Jessie Sima, Renee Watson, Samantha Power, Aarti Namdev, Nikki Grimes, Jon Clinch, and many many more!

**Click here for the Registration Brochure.** It includes all events, the dates/times and descriptions, as well as attending authors and information about their fantastic books.
Updated 2019 Fall Conference Registration Forms

Have you seen Monday’s 2019 Fall Conference e-blast? If so, we’ve made updates to the registration forms for booksellers, exhibitors, and schools/librarians. Please use the following:

- **Booksellers** — [click here!](#)
- **Exhibitors** — [click here!](#)
- **Schools/Librarians** — [click here!](#)

These forms have been edited to include the cost for all Wednesday lunches (the Rep Pick-Nic, Bookstore Owner Roundtable Lunch, Buyer Roundtable Lunch, and Cafe Owner/Manager Roundtable Lunch) — all of which are $15. If purchasing an Event Pack, please specify the tickets you'll need for each of the Wednesday lunches.

The revised forms are also live on the Fall Conference page of the website and will be shared in all future 2019 Fall Conference correspondence.

**NEIBA Members in the News**
"IndieBound Needs a Makeover If It's Going to Fight Amazon"
by Paul Swydan, The Silver Unicorn Bookstore, via Publishers Weekly

"Sky-high Shelves and Cozy Nooks: This Nantucket Apartment Is a Live-in Library"
an interview with Wendy Hudson, Nantucket Bookworks, via Airbnb Magazine

"An American Bookseller's Summer in Rome"
an interview with John Francisconi, Bank Square Books, via Publishers Weekly

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.*

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**Wholesaler Information & Resources**

**Social Media Spotlight**

*Inkfish Books*
@inkfishbooks: ☀️ Summer breeze, makes me feel fine, blowing through the jasmine in my mind ☀️ come on into Ink Fish Books and find your next read! We love being your independent bookstore! We are here today until 4 PM! ☀️ #inkfishbooksreadlocal

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 August 11, 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. Chances Are . . .
   Richard Russo, Knopf, $26.95, 9781101947746
3. The Nickel Boys
   Colson Whitehead, Doubleday, $24.95, 9780385537070
4. On Earth We’re Briefly Gorgeous
   Ocean Vuong, Penguin Press, $26, 9780525562023
5. Summer of '69
Elin Hilderbrand, Little Brown, $28, 9780316420013
6. City of Girls
Elizabeth Gilbert, Riverhead Books, $28, 9781594634734
7. The Turn of the Key New!
Ruth Ware, Gallery/Scout Press, $27.99, 9781501188770
8. Fleishman Is in Trouble
Taffy Brodesser-Akner, Random House, $27, 9780525510871
9. The Guest Book
Sarah Blake, Flatiron Books, $27.99, 9781250110251
10. Normal People
Sally Rooney, Hogarth, $26, 9781984822178
11. Circe
Madeline Miller, Little Brown, $27, 9780316556347
12. Ask Again, Yes
Mary Beth Keane, Scribner, $27, 9781982106980
13. The New Girl
Daniel Silva, Harper, $28.99, 9780062834836
14. Mrs. Everything New!
Jennifer Weiner, Atria, $28, 9781501133480
15. The Most Fun We Ever Had New!
Claire Lombardo, Doubleday, $28.95, 9780385544252

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. Trick Mirror: Reflections on Self-Delusion New!
Jia Tolentino, Random House, $27, 9780525510543
5. The Source of Self-Regard: Selected Essays, Speeches, and Meditations New!
Toni Morrison, Knopf, $28.95, 9780525521037
6. Becoming
Michelle Obama, Crown, $32.50, 9781524763138
7. Salt, Fat, Acid, Heat
Samin Nosrat, Wendy MacNaughton (Illus.), S&S, $35, 9781476753836
8. The Second Mountain
David Brooks, Random House, $28, 9780812993264
9. Range
David Epstein, Riverhead Books, $28, 9780735214484
10. The British Are Coming
Rick Atkinson, Holt, $40, 9781627790437
11. Maybe You Should Talk to Someone
Lori Gottlieb, Houghton Mifflin Harcourt, $28, 9781328662057
Preethaji, Krishnaji, Atria, $26, 9781501173776
13. Travel Light, Move Fast New!
Alexandra Fuller, Penguin Press, $27, 9781594206740
14. Madame Fourcade’s Secret War New!
Lynne Olson, Random House, $30, 9780812994766
15. Spying on the South
TRADE PAPERBACK FICTION
1. Little Fires Everywhere
   Celeste Ng, Penguin, $17, 9780735224315
2. The Overstory
   Richard Powers, Norton, $18.95, 9780393356687
3. A Gentleman in Moscow
   Amor Towles, Penguin, $17, 9780143110439
4. The Witch Elm
   Tana French, Penguin, $17, 9780735224643
5. The Tattooist of Auschwitz
   Heather Morris, Harper, $16.99, 9780062797155
6. Beloved New!
   Toni Morrison, Vintage, $16, 9781400033416
7. There There New!
   Tommy Orange, Vintage, $16, 9780525436140
8. Eleanor Oliphant Is Completely Fine
   Gail Honeyman, Penguin, $16, 9780735220690
9. The Woman in the Window
   A.J. Finn, Morrow, $16.99, 9780062678423
10. Before We Were Yours
    Lisa Wingate, Ballantine, $17, 9780425284704
11. The Immortalists
    Chloe Benjamin, Putnam, $16, 9780735215092
12. Washington Black
    Esi Edugyan, Vintage, $16.95, 9780525563242
13. My Year of Rest and Relaxation New!
    Ottessa Moshfegh, Penguin, $16, 9780525522133
14. The Art of Racing in the Rain New!
    Garth Stein, Harper, $16.99, 9780062364913
15. The Bluest Eye New!
    Toni Morrison, Vintage, $14.95, 9780307278449

TRADE PAPERBACK NONFICTION
1. Born a Crime
   Trevor Noah, Spiegel & Grau, $18, 9780399588198
2. Sapiens
   Yuval Noah Harari, Harper Perennial, $22.99, 9780062316110
3. Calypso
   David Sedaris, Back Bay, $17.99, 9780316392426
4. How to Change Your Mind
   Michael Pollan, Penguin, $18, 9780735224155
5. The Spy and the Traitor: The Greatest Espionage Story of the Cold War New!
   Ben Macintyre, Broadway Books, $18, 9781101904213
6. The Mueller Report
   The Washington Post, Scribner, $15, 9781982129736
7. The Soul of an Octopus New!
   Sy Montgomery, Atria, $16, 9781451697728
8. White Fragility
   Robin DiAngelo, Beacon Press, $16, 9780807047415
9. Braiding Sweetgrass
   Robin Wall Kimmerer, Milkweed Editions, $18, 9781571313560
10. Into the Raging Sea
Rachel Slade, Ecco, $17.99, 9780062699879
11. Dopesick: Dealers, Doctors, and the Drug Company that Addicted America New!
Beth Macy, Back Bay, $17.99, 9780316551304
12. Just Mercy
Bryan Stevenson, Spiegel & Grau, $16, 9780812984965
13. If These Walls Could Talk: Boston Red Sox New!
Jerry Remy, Nick Cafardo, Triumph Books, $17.95, 9781629375458
14. How to See
Thich Nhat Hanh, Parallax Press, $9.95, 9781946764331
15. They Called Us Enemy New!
George Takei, et al., Top Shelf Productions, $19.99, 9781603094504

MASS MARKET
1. 1984
George Orwell, Signet, $9.99, 9780451524935
2. Good Omens
3. Dune
Frank Herbert, Ace, $9.99, 9780441172719
4. The Reckoning
John Grisham, Dell, $9.99, 9780525620938
5. Lord of the Flies New!
William Golding, Perigee, $9.99, 9780399501487
6. The Name of the Wind New!
Patrick Rothfuss, DAW, $9.99, 9780756404741
7. The Catcher in the Rye
J.D. Salinger, Little Brown, $8.99, 9780316769488
8. The Shining
Stephen King, Anchor, $8.99, 9780307743657
9. The Diary of a Young Girl
Anne Frank, Bantam, $7.99, 9780553577129
10. A Game of Thrones
George R.R. Martin, Bantam, $9.99, 9780553593716

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. Blueberries for Sal
Robert McCloskey, Puffin, $7.99, 9780140501698
4. We Don't Eat Our Classmates
Ryan T. Higgins, Disney/Hyperion, $17.99, 9781368003551
5. Pat the Bunny New!
Dorothy Kunhardt, Golden Books, $9.99, 9780307120007
6. Hello Lighthouse
Sophie Blackall, Little, Brown Books for Young Readers, $18.99, 9780316362382
7. The Very Hungry Caterpillar New!
Eric Carle, Putnam, $10.99, 9780399226908
8. Goodnight Moon
Margaret Wise Brown, Clement Hurd (Illus.), Harper, $8.99, 9780694003617
9. The Day the Crayons Quit New!
Drew Daywalt, Oliver Jeffers (Illus.), Philomel, $17.99, 9780399255373
10. Where the Wild Things Are New!
**CHILDREN’S INTEREST**

1. Diary of an Awesome Friendly Kid: Rowley Jefferson's Journal  
   Jeff Kinney, Abrams, $13.99, 9781419740275
2. The Unofficial Ultimate Harry Potter Spellbook  
   Media Lab Books, $14.99, 9781948174244
3. The Hate U Give  
   Angie Thomas, Balzer + Bray, $18.99, 9780062871350
4. New Kid **New!**  
   Jerry Craft, Harper, $12.99, 9780062691194
5. The Girl Who Drank the Moon **New!**  
   Kelly Barnhill, Algonquin Young Readers, $9.95, 9781616207465
6. Smile  
   Raina Telgemeier, Graphix, $10.99, 9780545132060
7. Drama  
   Raina Telgemeier, Graphix, $10.99, 9780545326995
8. On the Come Up  
   Angie Thomas, Balzer + Bray, $18.99, 9780062498564
9. Camp  
   Kayla Miller, HMH Books for Young Readers, $12.99, 9781328530820
10. Refugee  
   Alan Gratz, Scholastic Press, $16.99, 9780545880831

**CHILDREN’S SERIES TITLES**

1. The Poison Jungle (Wings of Fire, Book 13)  
   Tui T. Sutherland, Scholastic Press, $16.99, 9781338214512
2. Dog Man: Brawl of the Wild  
   Dav Pilkey, Graphix, $9.99, 9781338236576
3. The Dragonet Prophecy (Wings of Fire, Book 1)  
   Tui T. Sutherland, Scholastic, $6.99, 9780545349239
4. Making Friends: Back to the Drawing Board (Making Friends, #2)  
   Kristen Gudsnuk, Graphix, $12.99, 9781338139266
5. Dog Man: Lord of the Fleas **New!**  
   Dav Pilkey, Graphix, $9.99, 9780545935173
6. Scythe (Arc of a Scythe, Book 1) **New!**  
   Neal Shusterman, Simon & Schuster Books for Young Readers, $11.99, 9781442472433
7. Harry Potter and the Sorcerer's Stone **New!**  
   J.K. Rowling, Scholastic, $10.99, 9780590353427
8. Just Jaime (Emmie & Friends) **New!**  
   Terri Libenson, Balzer + Bray, $12.99, 9780062851062
9. The Bad Guys in The Big Bad Wolf (The Bad Guys, #9) **New!**  
   Aaron Blabey, Scholastic, $5.99, 9781338305814
10. Diary of a Wimpy Kid: The Meltdown  
    Jeff Kinney, Abrams, $13.95, 9781419727436