



NAIBA
New Atlantic Independent
Booksellers Association

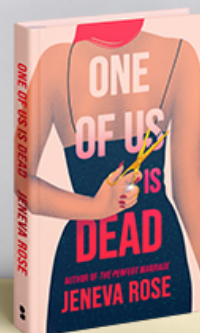


NAIBAhood News

April 14, 2022

**“AN IRRESISTIBLE THRILLER,
PACKED WITH TREACHERY AND DECEIT.”**

—SAMANTHA DOWNING, INTERNATIONALLY BESTSELLING AUTHOR OF *MY LOVELY WIFE*



In this edition:

Nominate Books of the Year 2022

IBD 2022

Scholarships

Binc & BetterHelp

Holiday Catalogs & Saturation Mail

What NAIBA Means

Join Us In May!

NAIBAhood Pick of the List & Editor Buzz

Introducing Guernica Editions

NAIBA Notes

Around the NAIBAhood

Jobs

What We Are Reading

Books of the Year



The NAIBA Book Awards recognize an author who was born or lived in our region, and/or a book whose story takes place in our region. The book must have been published between June 1 (of the previous year) and May 31 (of the award year). There are five categories: Fiction, Non-Fiction, YA, Middle Grade and Picture Book, and occasionally, Special Interest. (You may make multiple submissions in any category.)* The awards are presented at the annual NAIBA Fall Conference. (*Publishers are limited to two submissions per category.)

[Please submit your nominations for our 2022 NAIBA Book of the Year Awards.](#)
Submission deadline: 06/30/2022

IBD 2022

[Sign up now to receive a free Banned Books Week kit!](#)

Bookstores that signed up to receive the 2021 kit last year will automatically receive the 2022 kit (no action required).



SCHOLARSHIPS

George Keating Memorial Scholarship

Family and friends of George Keating, a dear friend and long-time member of the book community, created a George Keating Memorial Scholarship in 2021 in his honor. This scholarship fund will be used each year to help a bookseller from NAIBA, SIBA and NEIBA in professional development. It can be used to fund travel and registration fees to any of their regional's meetings and events.

The application for NAIBA booksellers will open on April 1 and close April 22, 2021.

Binc is distributing the funds for the Keating scholarships, but the applications are being managed by NAIBA, SIBA and NEIBA. Booksellers whose stores are members of one of those three regional associations can apply for the scholarship at <https://forms.gle/CRzLiZfmh3RyZ9nh8>.

Donations to the scholarship fund can be made at <https://secure.donationpay.org/bincfoundation/keating.php>

NAIBA Offering a CI Diversity Scholarship

NAIBA has funded a diversity scholarship to ABA's Children's Institute for a staffer from one of its member bookstores. The recipient will have their registration, hotel, and travel expenses covered by NAIBA.

Interested booksellers should **email NAIBA** the following:

- Applicant's name, email & name of store
- Number of years in bookselling
- Diverse-identification
- One paragraph essay that discusses: why you want to attend CI; what you bring to your store & the industry; and what you hope to gain by attending
- Number of times you've been to Children's Institute (although this has no impact on the scholarship).

Booksellers who have won a scholarship of any kind to Children's Institute in the past three years are ineligible for the NAIBA diversity scholarship, as are booksellers who win any other scholarship to the 2022 Children's Institute. Winner must be from a store that is both a NAIBA and ABA member in good standing.

DEADLINE: April 30, 2022

Binc & BetterHelp

Binc is partnering with the online **BetterHelp platform** to offer up to 8 sessions with a certified and licensed professional mental health therapist at no cost to the bookstore or comic shop employees or owners. The online counseling and therapy services are provided through the participants' choice of web-based interaction, via phone, or text communication, and are available nationwide.

After 8 sessions, should the participant want to continue, they could pay for additional sessions at Binc's non-profit discounted rate. Participating in BetterHelp is completely confidential; Binc has no optics into who participates. Interested employees and owners of bookstores and comic shops can complete the [Assistance Inquiry](#) form on Binc's website.

Holiday Catalogs & Saturation Mail



If you are planning to use saturation mail for your 2022 NAIBA Holiday Catalog, please place your initial order online at rampbooks.com as soon as possible.

As you may recall, it takes some back-and-forth between RAMP, the mailing service, and you to finalize your saturation details. This is best done over a period of 1-2 weeks. While we always aim to provide excellent service during this process, it's much easier to confirm your details when we have some breathing room as opposed to managing a deluge of last-minute orders. All initial saturation orders **MUST** be placed by May 1. *If you are able to place your order between now and May 1, it would be so helpful.*

Here's what's new for 2022:

- **Holiday catalog orders are due May 15** thanks to all of the aforementioned supply chain issues. This is a hard deadline. No late orders will be accepted.
- **NAIBA member stores are eligible for 7,000 FREE catalogs.** Catalogs over that amount may be ordered for \$.11/piece which is what the price has been for several years. Direct-to-store catalogs are still \$55/box of 500.
- **You will have two options for delivery to your store and/or newspaper(s): August 15 OR October 1. YOU MUST CHOOSE ONLY ONE.**
- **Direct mail (customer mailing list and/or saturation) will be mailed on October 12.**
- **Saturation mail orders must be started by May 1 in the online order form.** It takes approximately 2 weeks to confirm zip codes and mail carrier routes so you'll need to get started no later than May 1 to make the May 15 final catalog order deadline. You will have the option of making an appointment to discuss zip codes and carrier routes live before placing a final order.
- **When placing your order online, you will be able to easily see your 2021 Holiday Catalog order to review exact quantities, imprint artwork, and more. Hooray!**

You can place orders anytime until May 15 at rampbooks.com.

What NAIBA Means

Before NAIBA, there were two booksellers associations in the region; the New York/New Jersey Booksellers Association (NYNJBA) and the Mid-Atlantic Booksellers Association (MABA). The two groups worked cooperatively on a Fall tradeshow; NYNJBA worked on education and MABA worked on the exhibit hall. In 1997, the two groups officially joined as one trade association, taking a part of each to create a broader and new geographic boundary called the New

Atlantic Independent Booksellers Association. Workman Publishing created the first logo for the organization. The board was made of 15 members from both associations, with Fern Jaffe, owner of Paperbacks Plus, Bronx, NY as president. Larry Robbins, owner of Robins Bookstore, Philadelphia, PA was part time executive director until 1999 when Eileen Dengler was hired.



Join Us In May!



The highly acclaimed virtual industry conference returns this year with an expanded program in both May and August. Attendees can register for either or both programs at the same time. There are discounts for publishers who commit to both conferences.

NVNR May is May 17-18 and is focused on bookseller and author/publisher connections, introducing booksellers to authors through panel programs, keynote presentations, and breakout rooms where authors and small groups of booksellers will enjoy get-to-know-you talks. The very popular Pick of the List Rep presentations, and Editors' Buzz sessions are a feature of the May event, which is timed to give booksellers the information they need

when they are making most of their holiday buying decisions.

EVERYONE REGISTER FOR NVNR MAY & AUG
Publisher Opportunities | Call for Authors

NAIBAhood Pick of the List & Editor Buzz

Tuesdays at 10AM

NAIBA Pick of the List and Editor Buzz 2022 events are not to be missed!

Booksellers, [register here](#) and save the dates.

Publishers, to reserve your spot, please [email Kit](#).



04/19 And Other Stories & Coffee House

04/26 Collective Book Studio

06/07 Blackstone Publishing

To view collections and recordings from previous events, and to see schedule, [click here](#).

Introducing Guernica Editions

Picasso's famous painting immortalized the victims of a terrible moment in history when fiery nationalists bombs rained down on men, women, children, and animals, reducing the Spanish city of Guernica into ruins. More than ever, that image has become a plea for peace. Established in 1978, [Guernica Editions](#) is an independent Canadian publisher of over six hundred titles that reflect its commitment to tearing down borders and creating ties between cultural and social groups. Our main mission is to publish books that address social justice, encourage and discover our innate humanity, and build understanding between cultures and transcend nations. We seek out literature that is fresh, terse, edgy and self-aware; that dares to cross boundaries and tear down borders, and that speaks to readers on a universal level.



**GUERNICA
EDITIONS**

Apart from our traditional series of prose, poetry, and essays, we house two other imprints: MiroLand and Guernica World Editions. Across our imprints and series, our mission remains the same: to expand our worldview in order to narrow the distance between us. We also host our annual Guernica Prize, to recognize the best literary fiction novel that pushes boundaries and is cutting edge.

No Borders. No Limits.

INDIE SHINDIG

VIRTUAL EVENTS FOR BOOKSELLERS THAT BENEFIT NCAC & LAMBDA LITERARY



NAIBA Notes



NAIBA IS 25!



Publisher Promotions



Indie Bestsellers

The NAIBA Team is working on a special project and we are asking for your assistance. Please **celebrate with us** by [sending us your memories!](#)

The American Booksellers Association (ABA) invites you to the [10th anniversary of Children's Institute!](#) You can view [the schedule on BookWeb.org](#). [Register for the Institute today.](#)

ABA is seeking nominations for individuals who represent diverse identities to join its Diversity, Equity & Inclusion Committee (DEIC). Individuals can nominate someone or self-nominate. There are currently two available spots. Deadline is 11:59 pm ET, May 23rd. [Learn more](#) or [Nominate!](#)

The Writers for Democratic Action invite you to be a part of [Book the Vote!](#)

Paz & Associates takes their [Bookseller Boot-Camp](#) online so their intensive in-person workshop retreats is now available online, any time, anywhere.

NEW! [Independent Bookstore Day assets are available.](#) The IBD digital catalog is open on <https://www.bookweb.org/independent-bookstore-day>, and includes the complete list of paid and free exclusives. Questions? Contact ABA's Marketing Manager Courtney Wallace at ibd@bookweb.org. (You must be a member of ABA and NAIBA to participate.)

[Voting is underway for the ABA Board of Directors election!](#) [Learn more about this year's candidates.](#) (One person per ABA member store may vote.) Booksellers are invited to [nominate themselves or another bookseller](#) for ABA's Diversity, Equity & Inclusion Committee (DEIC).

New Voices New Rooms (NVNR), the virtual meeting space for SIBA and NAIBA, is moving their **Fall Conference to the Summer (August 8-10)** and **adding a Spring event (May 17 & 18)** to provide crucial title introductions for publishers and booksellers. [Read more...](#)

Get Ready for [Bookstore Romance Day](#) August 20, 2022!

[Welcome to Bookselling: A List of Resources to Support Booksellers](#)

Sourcebooks is hosting their next BookLight Events opportunity on April 26 at 7 pm ET! For more information about how your bookstore can participate, click here: <https://forms.gle/Ckk6Dp4bF4bRmF5j8>





Trivia results!

1	Dislike Small Group Activities	62
2	Team Blanket	59
2	Team NAIBA	59
2	Addy's Cup Of Tears	59
5	Overstock Worriers	51.5
6	Read Books/A Likely Story	44
7	Zillennials	43
8	Keystone	40
9	Existential Crisis	39
10	LCB Dawgz	35

Check our social media today for some trophy graphics for the top five trivia teams; Kathy Ellen made you trophies!

And thank you everyone for playing at last week's meetup in Baltimore!

Around the NAIBAhood

Happy 43rd to the [Mysterious Bookshop!](#)

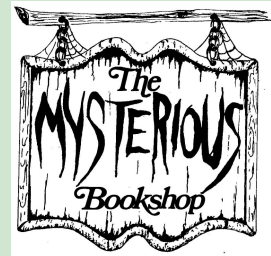
[Book Culture, Inc.](#) is very pleased to announce two managers, Devon Dunn and Cody Stuart Madsen, have joined executive leadership as Vice President of Buying and Vice President of Operations, respectively.

Three fun videos:

[Love this way of recommending books](#) from BookTowne. Are you going to try it?

[Fun and easy sound](#) to show off some great books from The Last Word Bookstore.

[Perfect sound for a before and after](#) from Old Town Books. And those shelves are looking good!



Pressed Books has [a drink that includes a PEEP?](#) I'm in.

the river's end bookstore [shared this event graphic](#) and the answers to the questions on the side are cracking me up.

[30 years for Atomic Books!](#) Congratulations!

Charm City Books is having a great week so far.

[A new baby on Monday and new books on Tuesday.](#) Congrats to Daven and Joe and baby Ruth!

[Love this behind the scenes look](#) from Asbury Book Cooperative as they move into their new location.

[Great photo and great caption](#) from Midtown Scholar Bookstore.

Social media tip of the week: you're sharing about your indie bookstore day plans, right? Continue to share as the event gets closer too.

Social media questions? [email me, Kathy Ellen!](#)



[Scrawl Books](#) seeks a Communications & Events Coordinator to plan and oversee their schedule of store events and be the main store contact for authors, community groups, and the press. Read the full job description and details for application on our [website jobs bank](#).

[East City Bookshop](#), a community-oriented independent bookstore in the Capitol Hill neighborhood in Southeast Washington, DC, is enthusiastic about children's books, committed to providing our younger customers with books that they love and that represent our world in all its wonderful diversity, and is seeking a Children's Book Buyer. Read the full job description and details for application on our [website jobs bank](#).

[An Unlikely Story](#) seeks a General Manager. Read the full job description and details for application on our [website jobs bank](#).

[Ingram Publishing Services \(IPS\)](#) is hiring a Field Sales Specialist to join their team in their NYC office. They're looking for a sales specialist to represent their Client Publishers' Adult and Children titles for PGW/IPS/Two Rivers and Ingram Academic at independent accounts across the US. Read the full job description and details for application on our [website jobs bank](#).

Greenlight Bookstore is seeking an Events and Marketing manager. The Manager of the Events & Marketing Department at Greenlight Bookstore is responsible for directing and coordinating operations related to in-store, virtual, and offsite events programming, marketing and customer communications, and special projects and partnerships. Read the full job description and details for application on our [website jobs bank](#).

The Last Word, a new and used bookstore committed to promoting diversity, equity, and inclusion in Savage, MD is hiring for a part-time, frontline bookseller. We're looking for someone who can work 6-12 hours per week, including some weekend hours and backup for events. Read the full job description and details for application on our [website jobs bank](#).

Inquiring Minds Bookstore Saugerties Branch (Named one of the 50 Best Indie Bookstores In America) seeks a full time store manager to continue its mission of serving its community and tackling the difficult issues of the day. They strongly encourage candidates of diverse backgrounds to apply, including Black, Indigenous, and People of Color, LGBTQ+ people, and gender nonconforming individuals. Read the full job description and details for application on our [website jobs bank](#).

Bodacious Bookstore & Café, a small, independent, SIBA member bookstore in Pensacola, Florida, seeks a Bookstore & Café Manager. [Click here for information and to apply](#).

Experienced bookseller wanted at **Little City Books** in Hoboken, NJ. Please send resume to info@littlecitybooks.com.

NAIBAhood Reviews

I absolutely adored this book! Amazingly heartfelt, it was at times equally sweet, sad, and hilarious. Florence's struggles with imposter syndrome and her father's death were realistic and relatable, creating a character that felt incredibly real on the page even as she also dealt with more unreal, ghostly concerns. The small twists at the end completely sealed the deal for me, making it impossible not to completely love this book.
Reviewed by: Julia Boaman, Bethany Beach Books



The Dead Romantics
Ashley Poston
Berkley/PRH
9780593336489

So you've read Love Hypothesis and you think to yourself, 'I need more Reylo in my life'. Do not worry, Ashley Poston got you covered: his name is Ben, he is very tall, and he is DEAD. All that aside, there are more layers to this wonderful novel: there's romance but also great treatment of death and how we deal with grief, some necessary funny moments, and it's altogether sweet and beautiful.
Reviewed by: Anton Bogomazov, Politics & Prose

The way the Ashley Poston has infused this story of grief, loss, and self-doubt with witty humor and pitch perfect romance is immaculate! I love love love the banter between Florence and Ben. This book was the perfect combination of my love for layered, emotional stories and romcoms. It is very Emily Henry with a paranormal twist making it the perfect summer read for those wanting a little something different for their beach days.
Reviewed by: Becky Martone, R.J. Julia Booksellers

What We Are Reading

Eileen



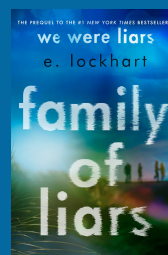
The Lovers
Paolo Cognetti, Stanley Luczkiw (Translated by)
(HarperVia/HC)
9780063115408

Elliott



The Cherry Robbers
Sarai Walker
(Harper/HC)
9780358251873

Kathy Ellen



Family of Liars
E. Lockhart
(Delacorte Press/PRH)
9780593485859

Kit



Wild is the Witch
Rachel Griffin
(Sourcebooks Fire/Sourcebooks)
9781728229454

Eileen Jungler

Elliott Fitzgibbon

Kathy Ellen Davis

Kit Little

Keep Your Staff In The Know!

Encourage everyone on your staff to [sign up](#) for our NAIBAhod News as well as our Booksellers newsletters. They will be up to date on industry developments, upcoming events, and new/future release titles and programs that the publishers are excited about!



----->>>
We encourage all stores to download this Binc poster, print and hang it in your staff area, and/or add it to your staff communications in print/emails/etc.
Think Binc!
----->>>

New Atlantic Independent Booksellers Association
516-333-0681 | 2667 Hyacinth Street, Westbury, NY 11590 | NAIBA.com

