

BIBLIOPHILE

News for and about publishing for our publishers.

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Email & Spam

When I sent out the last issue of *Bibliophile*, it came to my attention that many publishers weren't receiving copies of the email. I assume this is because Spam filters are either blocking emails to a large recipient list or it was blocked because there was an attachment. This time I am only sending *Bibliophile* as text within an email, no formatting. If you would like to read or print out a formatted copy of the newsletter you will find a link to the issue on our homepage (<http://www.bibliodistribution.com/>) under the new "News for our Publishers" section. It will also be included in the *Bibliophile* archive (<http://www.bibliodistribution.com/publishers/bibliophile.shtml>). Please add Biblio email addresses to your "safe" list of contacts so that our emails can continue to get through to you.

This is the last *Bibliophile* before I will see many of you in New York City for Book Expo America (BEA) 2005. If you are attending the show, please drop by the Biblio booth (#4560) and introduce yourself. Eliza Dyar, Liz Moffit, Karen Mattscheck and I will all be in attendance. To learn more about BEA, check out the official show website at <http://www.bookexpoamerica.com>.

PMA and Foreword Magazine Award Finalists

Each year at BEA, PMA and *Foreword Magazine* announce the winners of their annual awards. They recently announced this year's finalists. Congratulations to the following Biblio Publishers:

PMA (the Independent Book Publishers Association) Benjamin Franklin Award Finalists 2005

Category: Health (Wellness/Nutrition)
Surviving Healthcare, Chestnut Ridge Books

Category: Juvenile-Young Adult Fiction (All nominated were Biblio publishers!)
Aidan of Oren, Moo Press, Inc.
The Blacksmith's Gift, Second Star Creations

Lady's Big Surprise, F.T. Richards Publishing, Tailwinds Press

Category: Psychology/Self-Help
Success Express for Teens, Bayou Publishing

Category: Best New Voice Nonfiction (first book by a new author)
Be Nice (Or Else!), Von Curtis Publishing

Category: Best New Voice (Children's/Young Adult)
Alex and the Amazing Lemonade Stand, PAJE Publishing Company

To view the whole list go to: http://www.pma-online.org/benfrank2005_finalist.cfm

Foreword Magazine 2004 Book Of The Year Award Finalists

[title/category nominated/publisher]

It Stops With Me/Autobiography-Memoir/TouchArt Books
Parties with Pizzazz/Crafts & Hobbies/Pizzazz Publishing
Success Express for Teens/Family & Relationships, Psychology, Young Adult Nonfiction/Bayou Publishing
Working on Your Relationship Doesn't Work/Family & Relationships/ASK Productions
Henry Fickle and the Secret Laboratory/Juvenile Fiction/The Sorcerer's Press
Lady's Big Surprise/Juvenile Fiction/FT Richards Publishing
She's the Girl/Literary Fiction/Small Dogs Press
Guiding Yoga's Light/Mind,Body,Spirit/Pendragon Publishing
Be Nice (Or Else!)/Parenting/Von Curtis Publishing
Tomorrow's Children/Parenting/World Edition
Brain & Belief/Philosophy/AEGIS Press
The Spiritual Philosophy of the Tao Te Ching/Philosophy/Pendragon Publishing
Making Right Turns in Your Relationship/Self Help/Hansyd Publishing
Alamut/Translations/Scala House Publishing
Restless Tribes/Travel Essays/Central Avenue Press
Writing Realistic Dialogue & Flash Fiction/Education/Central Avenue Press

To view the whole list go to: <http://www.forewordmagazine.net/botya/>

Tips for BEA, Booksignings, and Trade Shows

The following was written specifically for the Biblio Publishers who will be attending BEA and holding booksignings at the Biblio booth. We decided that the advice might also be useful to anyone planning a booksigning or attending BEA or other trade shows.

- If this is your first time attending BEA you will be amazed at the size of the exhibition. Unless your signing is scheduled for first thing Friday morning, arrive a little early or take a look around the day before, so you can get a feel for the event. There are more than 2000 exhibits covering over 300,000 square feet, so it is easy to get overwhelmed. Take your time and remember there are about 5000 other authors in the hall feeling the same anxieties you are.
- If you get lost looking for the Biblio booth often the easiest thing to do is look up for the lighted NBN sign, which hovers above the NBN Pavilion. Biblio's booth is at the end of the NBN display.
- Come by the Biblio booth early so you can see where you'll be signing and what the atmosphere is. Please introduce yourself – Eliza Dyar, Liz Moffit, and I will all be in attendance. Liz will help get you set up once the

previous signing is over. You might want to arrive 15 minutes before your signing so you are ready to assume your place at the table as soon as we have it ready.

- You are going to be talking non-stop for the 45 minutes, so you may want to bring a bottle of water (and some breath mints!).
- While this may seem ridiculous, it is the mundane that often get the better of us – the restrooms are usually a hike, so plan ahead. Also, wear comfortable shoes!
- If you are naturally gregarious and outgoing, you'll have no problem with the meet and greets during your signing. If you are a little more reserved, you'll need to be ready to set that part of you aside for the sake of your book.
- Plan what you are going to say in advance. You'll only have a matter of seconds to pitch your book. First, whom are you pitching your book to? – Assess your audience, individual by individual, and make sure your approach is appropriate. If it is a bookseller you are talking to, you'll want to pitch them differently than you would a foreign rights agent.
- When you arrive at the hall begin to take note of the different badges, which are color-coded, identifying everyone from authors to exhibitors to buyers. However, be careful not to fixate on badges and remember to make eye contact, greet and introduce yourself.
- Take note of the little things – badges should include where a bookstore is located. If your murder mystery is set on Cape Cod and you see a bookseller from Provincetown, make the connection. Regional titles have some of the highest sell-through in local stores.
- Ask people how they would like the book signed before you pick up your pen. It might be good to have a scratch pad available if someone wants a particular inscription or a tricky spelling.
- You may want to mark the books in some way to show they are promotional copies. You can bring stickers to add as you sign the books, which will keep them from being returned or resold as new. Also, the stickers can advertise your website, backlist titles, recent awards, a forthcoming book, or ordering information.
- Put your website or e-mail address on the book or whatever you decide to hand out. You may even get some fan mail that way. You can make bookmarks for the event or just hand out your business card. Bring plenty of business cards!
- Ask for business cards or put out a guest book that asks for email addresses – you want to make the most of the experience. A few leads and friendly follow-up after the show may offer promising results. Make a note on the back of the business card to remind yourself of the interest expressed or how you should follow-up. A small notebook will prove invaluable when you return home trying to remember all the details.
- Not everyone that approaches your table will be an obvious bookseller, rights agent, or member of the media. There will also be authors and exhibitors asking for copies. They might not offer an immediate, or even visible result, but you'd be surprised at how far personal recommendations can travel about books people enjoy.
- Bring a camera. You can have your photo taken at the booth for use in your publicity kit or you might meet one of your favorite authors at the show.
- Don't be disheartened by the lack of a line at first. The throngs attending the show tend to come by in waves.
- You can have freebies available – candy is an easy one – to draw people to the table. If you can somehow tie this into your book or promotions, even better as it may help people remember your title.

- In case your fans deplete the books on hand, have rainchecks available. You can always ship copies once you get home if you don't want to miss the contact.
- And remember, the other attendees are likely as tired and overwhelmed as you are, so make sure they are leaving with enough information to make a decision about your title once they arrive home.

Other Book Events Around the Globe

Bologna (Italy) Children's Book Fair

4/13/2005 - 4/16/2005 Bologna, Italy

<http://www.bookfair.bolognafiere.it/>

The 36th Annual Children's Literature Conference

4/20/2005 - 4/30/2005 University of Georgia, Athens, GA

http://www.gactr.uga.edu/conferences/2005/Apr/29/child_lit.phtml

The International Reading Association (IRA) Annual Convention

5/1/2005 - 5/5/2005 Henry B. Gonzalez Convention Ctr., San Antonio, TX

<http://www.reading.org/association/meetings/annual.html>

BookWorld Prague: 11th International Book Fair

5/5/2005 - 5/8/2005 Prague, Czech Republic

http://www.bookworld.cz/sk2005/intro_en.html?PHPSESSID=6674b3215cf608c99cd680524e911f47

Special Libraries Association (SLA) Conference

6/5/2005 - 6/8/2005 Toronto, Canada

<http://www.sla.org/content/Events/conference/ac2005/index.cfm>

Canadian Library Assn. (CLA)

6/15/2005 - 6/18/2005 Calgary, Alberta, Canada

<http://www.cla.ca/>

BookExpo Canada

6/17/2005 - 6/20/2005 Metro Toronto Convention Centre

<http://www.reedexpo.ca/bookexpo/>

American Library Association (ALA) 2005 Annual Conference

6/23/2005 - 6/29/2005 McCormick Place, Chicago, IL

<http://www.ala.org/ala/eventsandconferencesb/annual/2005a/home.htm>

13th Tokyo International Book Fair 2005

7/6/2005 - 7/9/2005 Tokyo Big Sight, Tokyo, Japan

<http://web.reedexpo.co.jp/tibf/english/>

57th Frankfurt International Book Fair

10/19/2005 - 10/24/2005 Frankfurt, Germany

<http://www.frankfurt-book-fair.com/en/portal.php>

Sagebrush Resolution

Many of you may already be aware of the rebinding controversy involving Sagebrush Corporation. I know I heard from several Biblio publishers who had their paperback books rebound by Sagebrush and were rather upset to learn about the

practice. Recently, PMA, the Independent Book Publishers Association, and Sagebrush Corporation and worked to find a collaborative agreement that would help protect publishers, while still making the books available to the educational marketplace.

According to PMA, “Historically rebinders have assumed the right to rebind unless a publisher explicitly requested their paperback books not be rebound. In addition, it was required that a new ISBN be assigned to clearly designate the rebound books as a different format for circulation. This was a satisfactory arrangement as the resulting rebound books were sold almost exclusively into school libraries and did not create confusion in the larger book market. However, with the advent of the Internet these titles which were intended for the school and library market, are available in the general book market, causing confusion as to who was the actual publisher of the work.”

Sagebrush as agreed to solicit a Re-Binding Licence, which means publishers now have the right to grant permission or decline. Publishers will also be able to work with Sagebrush to determine which ISBN and logo should be used on the re-bound book.

For more information go to: <http://www.pma-online.org/scripts/shownews.cfm?id=1152> and to download the re-binding agreement go to: <http://www.pma-online.org/RebindingAgreement.D.pdf>.

How to Read Your Online Reports *Courtesy of Karen Mattscheck, Inventory Management*

Reports supplied to Biblio client publishers on-line show a wide range of information for the publishers' daily use. Information provided includes information on sales, inventory, receipts and low stock.

Reports are in two formats – Microsoft Excel for any calculations the publisher might need to do with the numbers, and Monarch, which is the information formatted in an easy to use report. Monarch can potentially be used on MACs using a couple of short cuts. If you have a MAC and are interested, please contact Karen Mattscheck at kmattscheck@nbnbooks.com.

We will be explaining a report in each issue of this newsletter.

Online Reports: Backorders Report (PROBKP)

The backorder report is always current as of the report run date. Backorder reports cannot be run for historical periods. The backorder report provides detail on transactions, which are pending due to inventory availability.

ISBN: ISBN without dashes

Fmt: Format of book (BTP = paperback, BTC = cloth, 000 = unknown, catalog)

It St: Current item status. Not a calculated field.

--AV = Active (i.e. IN PRINT; this does not reflect physical availability of product; Physical availability is determined by QAV)

--NF = Not yet published

--OP = Out of print

--IH = On inventory hold for research purposes

--DS = Out of stock indefinitely (unknown ready date)

--CX = Cancelled; never published

PD: Print on Demand Flag (not applicable for trade titles)

Bill-to Customer: Name of customer to be billed for this transaction

City: City of bill-to customer

St: State of bill-to customer

Order Number: NBN order number

Ord Sta: Status of this order (B = order is in backorder status)

Bko Qty: quantity of books on backorder

Unit Price: List price of book

Discount %: Percent of discount applied to list price, based on customer classification, and item product category

Net \$ Value: Dollar value of order that equals the quantity ordered multiplied by the discounted price

Cancel Bko Date: Date on which the order will be cancelled if inventory is not received

Please e-mail Karen Mattscheck at kmattscheck@nbnbooks.com if you have any questions.

Review and Other General Information

PW Call for Information

Feature Listing: Business Management

Issue: May 16, 2005

Send info to: Daisy Maryles

Deadline: April 18, 2005

NEEDED: We'd appreciate publishers' responses to the following:

- * What are the latest trends in the management category?
- * What challenges have been brought about of late, either because of today's economy, corporate malfeasance, or other factors?
- * In what ways might your publishing program change in the coming 12 months, and why?

In addition to your thoughts on the preceding, please send us ideas for possible sidebars. Also please send title info on management books publishing between May 1 and December 31 for a listing. Mark packages "Business" and send to Daisy Maryles, PW, 360 Park Ave. South, New York, NY 10010. Please do not respond via e-mail.

OR, if you just want to submit your new book to PW for review (as all publishers should!), here's the link to instructions on how to submit properly:

<http://publishersweekly.reviewsnews.com/index.asp?layout=submissions&publication=publishersweekly>

Information That Bears Repeating

To Correct Online Retailer/Database Errors AND to Add Reviews:

<http://www.bibliodistribution.com/publishers/passwordprotect/datacorrections.shtml>

(Username: bibliopublisher; Password: bigsales)

Publicity Updates: If you have an update about your publicity and you want the sales reps and our buyers to know about it, please put it into our preferred publicity update format. The format can be found on our website at:

<http://www.bibliodistribution.com/publishers/marketing.shtml>

A Plea From the Biblio Staff: Please identify yourself in your e-mails to us. We have quite a few publishers now and we need you to include your name, publishing company, title and ISBN when you contact us. Not including that information will delay response to your request.

Whom to contact:

David Breier is the Sales and Marketing Manager. She manages the day-to-day activities at Biblio and is the sales rep for several large wholesalers: dbreier@bibliodistribution.com.

Theresa Thomas handles all general inquiries, and normally receives publicity updates, tip sheets, and some of the paperwork concerning new publishers. She is the best person to ask when you're not sure whom to ask:

tthomas@bibliodistribution.com.

Eliza Dyar handles sales to B&N, Walden's, and Borders. She can be contacted with questions about these accounts or sales in general: edyar@bibliodistribution.com.

Karen Mattscheck runs our inventory management department, which is responsible for setting up new titles and making changes in our databases, online reporting, and managing the flow of inventory. You would contact her, or your inventory liaison, Ruth Proctor, for stock transfers, notification of new shipments, online report questions, database issues, and anything else having to do with your inventory. Karen can be reached at kmattscheck@nbnbooks.com or you can contact Ruth Proctor at rproctor@nbnbooks.com.

Betty Hetrick is the primary accounting contact for our publishers. If you have questions about your checks or any statements received, she would be the best person to contact: bhetrick@nbnbooks.com.

Timing Chart:

Title Info Set Up in Biblio Databases	Title Info to Account Databases	Books Received by Biblio*	Book Sold to Top 4 Accounts**	Book in Biblio Catalog	Catalog Deadline - Books Rec'd By	Catalog Mailed to Reps	Book Sold by Reps***	Official Pub Date****	Promotion Begins*****
November	December	January	Feb-March	Fall (Nov-Mar)	March 31	May	May-Sept	May 1	May
December	January	February	March-April	Fall (Nov-Mar)	March 31	May	May-Sept	June 1	June
January	February	March	April-May	Fall (Nov-Mar)	March 31	May	May-Sept	July 1	July
February	March	April	May-June	Winter (Apr-Jun)	June 30	August	Aug-Nov	August 1	August
March	April	May	June-July	Winter (Apr-Jun)	June 30	August	Aug-Nov	September 1	September
April	May	June	July-August	Winter (Apr-Jun)	June 30	August	Aug-Nov	October 1	October
May	June	July	Aug-Sept	Spring (Jul-Oct)	October 31	December	Dec-Apr	November 1	November
June	July	August	Sept-Oct	Spring (Jul-Oct)	October 31	December	Dec-Apr	December 1	December
July	August	September	Oct-Nov	Spring (Jul-Oct)	October 31	December	Dec-Apr	January 1	January
August	September	October	Nov-Dec	Spring (Jul-Oct)	October 31	December	Dec-Apr	February 1	February
September	October	November	Dec-Jan	Fall (Nov-Mar)	March 31	May	May-Sept	March 1	March
October	November	December	Jan-Feb	Fall (Nov-Mar)	March 31	May	May-Sept	April 1	April

Here are a couple of ideas for getting all-important industry information and for networking opportunities:

Subscribe to *Publishers Weekly*: <http://www.publishersweekly.com/>

Join PMA: <https://pma-online.org/membappl.cfm>

Subscribe to the *SPAN Newsletter*: email Lurina@SPANnet.org and type in "SUBSCRIBE."

