



The Newsletter of National Book Network
David Breier, Editor *Miriam Bass, Founding Editor*

SUMMER 2007

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NOTES FROM THE EDITOR

There have been a number of changes at NBN this year. We've had a recent influx of new publishers, including some former PGW clients, all of which have made NBN even stronger. Please join us in welcoming Angel Gate Press, Axios, Bell Springs, Brick Tower, Bristol Park, Cadmus, Continental Sales, ExPress, Fandemonium, Flatiron, Footprint, Goofy Foot, Hannover House, Himalayan Inst., Hippocratic

Press, Ibooks, Kelley Blue Book, Learning Express, Miles Kelly, Moonlight, Norwood House, Ocean View, Oneworld Classics, Para Publishing, Pari Publishing, Pepin Press, Planning Shop, Salina Bookshelf, Smart Publications, Tatra Press, Tech News, Timewell, and Windsor Peak to the NBN family. Also, as you may have already heard, we are no longer distributing for Regnery. I think you'll find our list and sales people reinvigorated by all the changes, which will also include a big change to our catalog schedule (see below).

We've also brought on new staff over the past several months, including Richard Lowe as Director of Account Management. Carter Rawson was hired to assist with sales analysis. Linda Sinisi has been working with us as Manager of Special Sales. Also, Michele Sims, whom many of you have worked with at the warehouse, was promoted to Supervisor of Publisher Services.

In rather sad news, our good friend Jan Nathan, executive director of PMA since its founding, passed away on Sunday, June 17, 2007, after a year-long battle with cancer. She will be missed.

<http://www.publishersweekly.com/article/CA6455334.html>

<http://www.latimes.com/news/printedition/california/la-me-nathan2jul02,1,2932256.story?coll=la-headlines-pe-california>

<http://www.libraryjournal.com/article/CA6457013.html>

<http://news.shelf-awareness.com/nview.jsp?appid=411&j=236182#1629272>

Some of you may have heard that Jeanne Kramer has been elected to join the PMA Board of Directors. Jeanne is filling the seat vacated by Marianne Bohr. Kudos to Jeanne!

PUBLISHING TRENDS – NEW TITLE NUMBERS INCREASE DRAMATICALLY

Bowker originally estimated new title output at approximately 175,000 new titles for 2005. They changed their methodology and the new estimates put that number at close to 300,000 new books per year in 2005 and 2006!

The most prolific categories are (in order), fiction, children's, economics, and religion. For more information go to: <http://www.publishersweekly.com/article/CA6452640.html?q=title+output>.

ABC'S OF GOING GREEN FOR SMALL PUBLISHERS, *By Diane Tinney, Keene Publishing and Moo Press*

I'm not sure how the conversation got started, but I was discussing "green publishing" with one of our Biblio publishers, Diane Tinney, a few months ago. Diane was knowledgeable and enthusiastic on the subject and I asked if she would be willing to write something for the newsletter. I'm always grateful when our publishers share their knowledge, so please contact me if you would like to contribute a guest column.

I've always been a recycler at home, so a year or so ago, when the American Association of Publishers asked that I participate on their Paper Issues Committee, I signed right up. To be honest, I did not know where to start in taking our small publishing company green and was grateful for the opportunity to learn more.

What I've learned over the past year, from the committee work, from various articles and suppliers, is that

going green is often as easy as asking the question, “do you have a recycled option?” It also helps to have a guide and to understand the terminology. What follows is a basic guide and terms, with links to websites where you can learn more as you need.

Going green may seem like the fad of today, but in a very real way, we as small independent publishers can make a significant positive contribution to our planet’s health. With more than a hundred thousand of us publishing books each year, our impact on the environment is something to consider in your business plan. Going green does not always mean spending more money. Several of the suggestions below will save you money while caring for the planet too.

Green Press Initiative

A grass roots effort enlisting the support of publishers and authors to move the industry to a greener way of publishing. Their website is wonderful and explains details behind the terminology and science of recycling. www.greenpressinitiative.org

Take a moment to review their website, and then, if you are so moved, you can look at their To-Do list for publishers at www.greenpressinitiative.org/publishers.htm which includes a link for developing your own “green” policy and signing on as a supporter if you so wish. I am especially heartened to see so many authors take part.

Paper Task Force

Another great resource is on the Environmental Defense’s website, part of the Paper Task Force findings at www.environmentaldefense.org/article.cfm?contentid=1689. Facts and figures galore, but the best part is the Paper Calculator. This is where you can estimate how switching to a recycled paper will positively impact the environment: www.PaperCalculator.org

For example, a small press might use a ton of paper in their first publishing effort. According to the Paper Calculator, switching to a 30% or 100% recycled paper option would save the following (assumes uncoated freesheet):

30% Recycled	100% Recycled
Save 7 Mature Trees	Save 24 Mature Trees
Save 1 Million BTUS	Save energy used by a home in one year
Save 632 lbs of Greenhouse gases	Save greenhouse gases from one car driven for a year.

Pretty impressive, isn’t it? Just from one publisher in one year. Imagine what we could all do over the next decade. Not sure of how much paper was used to print a book? Just ask your printer, they will be happy to estimate that for you.

Terminology

Don’t let the terminology bog you down. You can see a complete glossary of terms at:

www.conservatree.org/learn/Papermaking/Glossary.shtml

Key concepts to take away from this list is that you want paper sources that are not from Ancient Forests, not full of chemicals like chlorine, and that “post-consumer” paper is recycled content. Note that currently the EPA does not define “post-consumer” to include fiber derived from printer’s over-runs (currently being lobbied for re-consideration as our over-runs must be de-inked and processed same as any post-consumer fiber).

Suppliers

See the Green Press Initiative for a list of suppliers. And, ask your printer for options too. As more of us request recycled paper stock, the better chance we have of our printers stocking green papers at a reasonable cost. Economics will play in here, as demand rises, we will all have more paper choices and the price for recycled papers will fall. Until then, consider joining a paper coop with other small publishers in your area or at your printers. Or, if you have a relationship with a larger printer that has gone green, ask them to “adopt” you for paper supply needs.

Green Office Tips

Most of this article has focused on our largest expenditure, paper using in publishing our books. But, your efforts should not stop there. Taking your office green is easy too, and will save you money right away!

Here are some websites with information & guides:

- <http://www.environment.gov.au/settlements/publications/government/purchasing/green-office-guide/index.html> -- an older publication, and from Australia, but contains great information and metrics so you can see your savings at each change.
- <http://www.time.com/time/magazine/article/0,9171,1630552,00.html> – Going Green at the Office, good article.
- http://www.trumpuniversity.com/blog/index.cfm?blogpost_id=1032 – Trump’s advice on a Green office
- http://www.treehugger.com/files/2006/12/how_to_green_your_work.php -- Ten Tips for a Greener office

And here are a few things we’ve done to get you started:

- Changed out all light bulbs for newer compact fluorescent (each 13w bulb is a 60w equivalent and saves \$37 a year, lasts for 7 years – average use).
- Moving to a paperless office via a scanner that has a feeder (20 sheets at a time). Saves storage space, easier to find what we need when we need it.
- Paying bills electronically, moving to paperless statements and billing whenever possible.
- Replacing all equipment without energy star sleep mode.
- Recycling of paper, cans, bottles, ink cartridges, toner, etc.
- Removing screen savers (uses full energy, and no longer needed with newer monitors)
- Stocking recycled paper for printing and copying (uses 90% less water and 50% less energy).
- Set all printers to print double-sided, immediately cutting paper costs in half.
- Replacing desktop computers with more efficient, greener, laptops.
- Editing at all levels is now only in Word with track changes feature. As opposed to printing a new version at every editing/proofing level.
- Starting in 2008, all manuscript submissions will be via PDF and replies via email, only.
- Starting in 2008, all galley/review efforts will be via PDF only.

I hope that this article helps you understand your choices better and if nothing else, gives you something to think about as you create your business plan for the next year, five years, and beyond. Any questions, please feel free to email me at dtinney@keenebooks.com.

NBN REVISED CATALOG SCHEDULE

One of the things we are changing to help our publishers compete is our catalog schedule. Instead of the traditional 2-3 catalogs per year, we are now shifting to 6 catalogs per year, one every other month. Our

accounts need the information about your titles earlier and earlier, so this new schedule will give our sales people more time to get books set up and prepared and will also allow you to catalog late breaking books.

This new schedule will begin with April/May 2008 pub months.

To read more about NBN's Revised Catalog Schedule go to:

<http://pdfs.nbnbooks.com/NB/NAr/NBNArticlesCatalogSchedule.pdf>

NBN CATALOG PRODUCTION GUIDELINES

NBN's production department is now completely automated. Detailed instructions for providing catalog copy, space reservations, tipsheets and color art can be found at www.nbnbooks.com or specifically at this link: http://www.nbnbooks.com/production/catalog_production/index.shtml

These instructions are a result of years of feedback from NBN Sales Reps and the Accounts.

In a nutshell we require the following:

1. A space reservation form that tells us how much space to allocate, per title, to your frontlist titles.
2. Catalog copy via online form. (see link above)
3. Tipsheets via online form. (see link above)
4. Color covers (e-mailed to nbnart@nbnbooks.com. Art should be saved at full size, at least 300 dpi, RGB.)

Again, complete instructions for providing information can be found at the website, however if you would like to speak to someone in person, please contact Liz Moffit (x 5515).

The deadlines for the April/May 2008 catalog are as follows:

Copy and Space Reservations: July 18th

Tipsheets and Color Art: Aug. 8th

The deadlines for the June/July 2008 catalog are as follows:

Copy and Space Reservations: Sept. 12th

Tipsheets and Color Art: Oct. 3rd

NEW ON THE NBN WEBSITE

In case you missed the emails, we have some new announcements on the NBN website.

We are shifting our Sale Conference schedule:

<http://pdfs.nbnbooks.com/NB/NAr/NBNArticleShiftingConferenceSchedule.pdf>

We've also added a Hurts Program

<http://pdfs.nbnbooks.com/NB/NAr/NBNArticlesNBNHurts.pdf>

NEWS YOU CAN USE – PUBLISHING TRENDS AND CHANGES

Wall Street Journal covers the manga craze:

http://online.wsj.com/article/SB118126827149628679.html?mod=yahoo_hs&ru=yahoo

Note: Bookstore sales of manga titles grew 22% in 2006 (over 9 million books) and dominate the sales of graphic novels.

The Greatest Mystery: Making a Best Seller (NYT)

<http://www.nytimes.com/2007/05/13/business/yourmoney/13book.html?ex=1336708800&en=fea24a30d4e2e175&ei=5088&partner=rssnyt&emc=rss>

Book Sales in 2006

Book sales dropped .3% in 2006. Sales of adult titles increased, while children's cloth and paper both fell. Mass market rose, but religion declined.

To read more: <http://news.shelf-awareness.com/nview.jsp?appid=411&j=218084#1579038>

The Small Press Center Has a New Name

The Small Press Center is now the New York Center for Independent Publishing.

<http://www.nycip.org/>

How Consumers Buy

Almost 70% of consumers use the web to research products, but most people still prefer to make their purchases in stores.

To read more: <http://www.internetretailer.com/dailyNews.asp?id=22015>

<http://news.shelf-awareness.com/nview.jsp?nohead=1&appid=411&j=206100>

BOOK AWARDS

Books for a Better Life

"The Books for a Better Life Awards recognize and pay tribute to a category of books that has become a major force in American culture. Books labeled 'self-help,' 'motivational,' 'self-improvement' or 'advice' have ridden high on bestseller lists for years, working their way into the fabric of our everyday being and influencing countless lives. Books for a Better Life honors these works."

For more information go to:

http://nyn.nationalmssociety.org/site/PageServer?pagename=NYN_events_bookforabetterlife

Moonbeam Children's Book Awards

"The Jenkins Group and Independent Publisher Online are launching the Moonbeam Children's Book Awards 'to honor the year's best children's books, authors and illustrators.' The awards will have 23 categories. The first awards program will be for books with 2006 or 2007 copyrights or were released in 2006 or 2007. The books should be written in English and intended for the North American market. Entries should be sent by August 1." For more information, go to <http://moonbeamawards.com>

ARE YOU AN AWARD WINNER?

We'd like to encourage the NBN Children's publishers to send Shana Logan information on any awards they've won for their children's titles. This information will be posted in the NBN Kids section: <http://www.nbnbooks.com/NBNkids/AwardWinningPublishers.shtml>

Shana is also starting to accept information on awards won on non-children's titles over the past year that will also be soon posted on the web. Please contact her at: slogan@nbnbooks.com.

REP ROUNDTABLE: ANALYSIS, WHAT IT IS AND HOW TO USE IT, *by Michael Sullivan, Vice President of Sales*

Take PANES With Your Analysis

Let's face it – there are only five reasons that a Buyer picks up his pencil:

Because the **publisher** is hot;
Because the **author** is hot;
Because the buyer has a specific **need**;
Because the rep is genuinely **enthusiastic**; or
Because the **subject** is hot.

Simply put, Analysis is an attempt to inject some science into those elements – to substitute short-term, feel-good selling for logic based selling that will lead to long-term profitability for publisher and distributor alike. Analysis is designed to provide our Reps with proofs from at least one of these five elements, and to do so in a way that is accessible to our Buyers, Account Managers and even our publishers. NBN does not believe that it is wise for any one of these three customers to be surprised by the unknown.

However, despite its many uses, Analysis is not a panacea. The successful sales Rep understands that Analysis is only a tool – and one that, at best, predicts the past with greater certainty than the future. It was not designed to be a substitute for the discernment, intelligence and enthusiasm that a great Rep brings to a sales presentation. It is just as important for a rep to know when *not* to use Analysis as it is to know when to use it. The Rep who says he *cannot do something* because the Analysis suggests it will be difficult proves only that he knows how to read.

What is your role in Analysis?

In a lot of ways you have the most important role of all. You will probably know the Comparative Titles a lot better than we do or, if not, your author probably does. These comps, which you are asked to put on your tipsheets, become the heart of the data that we supply to our reps. We may do the work of looking up how well (or poorly) your title performed in our many databases, but it is you who start the process by giving us the title and guiding our research.

If you have any questions about comparative title selection, please feel free to contact Barbara Pierce (bpierce@nbnbooks.com), who has a lot of experience in the book business and is NBN's Guru of Analysis.

- Tip #1: Most of our Buyers these days don't have a great deal of experience – so it is not safe to assume that he or she will remember how well a book published in 1984 performed. *If the sales figures in BookScan aren't strong, try to find another title!*
- Tip #2: Always use the bestselling title that you can – regardless of who published it. Don't use your frontlist tipsheet as an opportunity to remind Buyers of your other titles– unless your title is the bestselling. We generally make separate appointments to sell backlist – so the frontlist tipsheet should be focused on the new title.

ADVICE FROM MARKETING, by Richard Lowe, Director of Accounts Management

As you prepare your catalog copy and tipsheets, we thought it might be helpful to provide you with the two following documents:

Tip Sheets: How to Select Comparison Titles for Tip Sheets

Competitive title information is a very important part of our title analysis to review account performance and develop strategies to maximize your sales. During the selling session, buyers will do their own competitive analysis. The information you provide is helpful to steer buyers to the author's strongest titles and the strongest competitive titles.

Note: Do not include actual sales figures on your tip sheets. (NBN prepares a comprehensive detailed sales analysis document that will include these numbers). Tip sheets are shared with our buyers. Just because something worked well overall does not mean that it worked well at a specific account. Our reps will provide the appropriate commentary as it relates to each account's experience with the author's/comp titles.

<http://pdfs.nbnbooks.com/NB/NAr/NBNArticleHowToSelectComparison.pdf>

Catalog: Categories and Subcategories

As part of the tip sheet/catalog process we ask you to identify the appropriate category and subcategory for each title. Attached is an excel spreadsheet detailing the most up-to-date categories and subcategories representing sections you would find in the majority of retailers nationwide. Please use these as guidelines for your catalog copy categories. While your local store may have other subcategories, the catalog categories need to reflect the nationwide standards. As part of this process we also ask you for BISAC Codes. These codes are much more detailed and are required for electronic feeds to our accounts.

<http://www.nbnbooks.com/production/CategoriesSubCategories.xls>

THE INTERNET FORAGER: USEFUL WEBSITES FOR PUBLISHERS

How do you pick a book? (PW Blog)

First impressions rule: <http://www.publishersweekly.com/blog/880000288/post/1670010567.html>

BEA: Not Your Grandmother's Library

This is an *excellent* article on the changes to libraries. Budgets and circulation are up and they are reaching new readers.

<http://news.shelf-awareness.com/nview.jsp?appid=411&j=224831#1597622>

The Struggle for Independents

“The bankruptcy of a book distributor sent shock waves through the indie publishing world, leaving small presses like McSweeney's struggling to survive. Can the Internet help keep them afloat?”

http://www.salon.com/books/feature/2007/06/21/independent_press/print.html

National Poetry Map

The Academy of American Poets has expanded and redesigned the National Poetry Map. The map includes state pages with conferences, festivals, event listings, journals, presses, state-specific poets, poems, and poetic history as well as "poetry-friendly bookstores."

<http://www.poets.org/page.php/prmID/382>

My Publishing Pet Peeves (PW Blog)

<http://www.publishersweekly.com/blog/660000266/post/1700008170.html>

SUCCESS AND SERENDIPITY

This is a new section in the News Breaking Now, which will mention anecdotal stories as they pertain to our publishers. If you have any to share, please let me know (dbreier@bibliodistribution.com).

Email from Jed Lyons to Alex Lluch of Wedding Solutions:

You'll be glad to hear that my wife bought your book on home renovation

(<http://nbnbooks.com/Catalog/SingleBook.shtml?command=Search&db=/DB/NBN/NBN.db&eqSKUdata=1887169849>) and gave it to close friends of ours on Wednesday night. I didn't know until they opened the wrapping in our presence. They loved the book! My wife said she chose it because of the unique packaging so there's real life proof it's working.

MELVILLE HOUSE MIRIAM BASS AWARD ACCEPTANCE SPEECH

The following is transcript of a speech made by Dennis Loy Johnson (Melville House) upon accepting the 2007 Miriam Bass Award for Creativity in Independent Publishing.

OVER THE HILLS AND THROUGH THE WOODS

My remarks will be brief. News that someone was giving me a check for \$5000 has apparently resulted in a gathering of angry printers outside and I'm going to have to hurry

Being given an honor like this is a funny thing. At first it's absolutely exhilarating. Yet I'm reminded of the story about Muhammad Ali, who got on a plane once at the height of his fame and when the stewardess told him to buckle up he said, "Superman don't need no seat belt." To which the stewardess replied, "Superman doesn't need a plane, either."

You could say that Valerie and I entered this business with absolutely no background in it—she was a sculptor and I was a short story writer and free-lance journalist—and that we are the kind of lone wolves we are sometimes portrayed as being. But the fact is that once we had entered the business we quickly found a huge community, both in an out of publishing, who shared our passion for it and supported our approach to it.

For example, we had no idea what we were doing when we made our first book, POETRY AFTER 9/11—we just felt that what with the kind of talk coming from the government and the media after the World Trade attacks we had to do something. Nonetheless we were stunned when the media we had criticized got behind us, and a poetry book, of all things, went on to be a big seller.

Likewise we had no idea what we were getting into when we decided, in the days after the 2004 presidential election, that the way to fight the despair of the left was to get a book out fast. Valerie and I wrote to every leftist writer, novelist, poet, environmentalist and feminist that we could think of, spent the Thanksgiving holiday emailing people like Howard Dean and Donna Brazile and Nicholas Kristof and Lewis Lapham—well, Lewis Lapham's secretary—and then, thanks to a stunning wave of support from our distributor, from Borders and Barnes and Noble buyers, and from indy booksellers, we had a book called WHAT WE DO NOW in bookstores less than one month after the election—that is, we crashed a book in the heart of the Christmas season, a big-selling book, something you don't do without an unknowably large amount of help.

When it was revealed that the president had used the NSA to spy on Americans and we decided, damn, gotta crash another book, we were taken aback by that kind of industry support again for the resultant book, which was written by the attorneys of the Center for Constitutional Rights and called simply **ARTICLES OF IMPEACHMENT AGAINST GEORGE W. BUSH**. But we were also taken aback by the reader support—we offered, to people who bought the book through our website, to send it to their Congressional representative for free, and we wound up sending over 2000 books to over 300 different members of Congress.

Not that it's ever really easy even with such support. And we may have made it more difficult for ourselves by ignoring the advice of just about everyone in the world, it seemed, to stick to a niche, and instead followed our gut. In any event the battle to be heard as an independent voice amidst the mainstream cacophony is always difficult. It's particularly difficult for political books, or for books of art, such as fiction and poetry. You have to learn to take your gratification where you can. We are proud, for example, to walk down London's famous Charing Cross Road, and see our award winning classics series, **THE ART OF THE NOVELLA**, on display in the windows of so many of the world famous bookstores there. We are proud to publish esteemed avant garde novelists such as Stephen Dixon, to bring foreign writers to America in translation such as Justine Lévy, and happiest of all to be able to publish writers for the first time, such as the brilliant young novelist Tao Lin. We are proud to have published, in the days of Freedom Fries, a book by the prime minister of France, Dominique de Villepin, saying that maybe it isn't a good idea to go to war with Iraq. We are proud to have published another Frenchman, named Bernard-Henri Levy, who wrote in **WHO KILLED DANIEL PEARL?**, that our ally Pakistan was trading nuclear technology to North Korea and Iran. Little Melville House published that story ten months before it appeared on the front pages of the New York Times and the Washington Post. Similarly, last September, on the very day when the President of the United States admitted that he'd been lying for four years and the CIA was indeed running a rendition program whereby people were being kidnapped and sent to countries where they could be tortured, on the very day of the President's admission the first book in the country about the program, a book called **THE TORTURE TAXI**, was literally rolling off the printing press, and it was being published by little Melville House of Hoboken, New Jersey.

And we take particular pride simply in the people we've had a chance to work with, such as those authors, and with our distributors Don Lin and Julie Schaper, and advisors such as Deidre and Gary Smerillo. We're deeply flattered to meet Jed Lyons, Pat Schroeder and the crew from the AAP this way. And Valerie and I are more beholden than we can possibly say to our staffers, Kelly Burdick—who even though he knows more about publishing than just about everyone in this room started with us as a volunteer—and Becky Kraemer, who used to be a student of mine, but now teaches me something every day.

In the end perhaps it's best that Valerie and I entered the business as naifs. Who would enter the publishing business, with its discounts and returns and 90 day payment cycles, knowingly? I'm reminded of the joke about the guy who goes to see his doctor and the doctor says, "I got your test results back and I've got some good news and some bad news." And the guy says, "Give me the good news first." And the Doctor says, "You've got an incurable disease that will kill you in 24 hours." And the guy says, "Oh my god, if that's the good news, what on earth is the bad news?" And the doctor says, "I was trying to call you all day yesterday." That is, there are times when I wonder if this isn't the moment when the wheels are coming off the book business, if commerce hasn't met art by simply killing it

I'm intensely conscious of winning this award in the immediate aftermath of the PGW fiasco. You know what small indy publishers say when they get together? They say nobody could possibly understand us, what we go through to do this. But to feel like a PGW publisher, try this: Run the business of your life with no money for four months. With all your assets frozen. With some of them simply being taken away. While the bills keep coming.

Let me tell you, there are a lot of publishers out there right now who deserve an award for creativity by simply staying alive. I accept this in their honor, and with thanks to them for what they do.

Five years ago, when Valerie and I decided to start Melville House so that we could publish a book of poetry that said life in New York City was persisting in the wake of a holocaust, and thus would we defeat the perpetrators of that holocaust, we called the few independent distributors there were at the time trying to find one to take us on. The publishing business often seems to me like a business of difficult phone calls. But I remember two of those calls clearly. One was with a distributor who, when I told him we were starting the company with a book of poetry, simply laughed in my face. The other call I remember is the one I placed to Miriam Bass. We talked a long time. She was charming and interested and quick to laugh and she really seemed to get it. More than that she imparted a sense that publishing was important, worth doing, and do-able. She was, then, our very introduction to this community, and I am delighted to observe today that she lives on in this group of people who have given us this great honor in her name. We thank her, and we thank you.

BOOK EVENTS AROUND THE GLOBE

2007 International Trade Shows

Beijing International Book Fair, Aug. 30-Sept. 3, 2007 (China)

<http://www.bibf.net/bibf/index.jsp>

Frankfurt Book Fair, Oct. 10-14, 2007 (Germany)

<http://www.book-fair.com>

2007 Regional Trade Shows:

Pacific Northwest Booksellers Association (PNBA), Sept. 19-21, 2007 (Bellevue, WA)

<http://www.pnba.org>

Southern Independent Booksellers Alliance (formerly SEBA), Sept. 28-30, 2007 (Atlanta, GA)

<http://www.sibaweb.com>

New England Independent Booksellers Association, Sept. 28-30, 2007, (Providence, RI)

<http://www.newenglandbooks.org>

Mountains & Plains Independent Booksellers Association, Sept. 28-30, 2007 (Denver, CO)

<http://www.mountainsplains.org>

Great Lakes Booksellers Association, Sept. 28-30, 2007 (Schaumburg, IL)

<http://www.books-glba.org>

Midwest Booksellers Association, Oct. 5-7, 2007 (Minneapolis, MN)

<http://www.abookaday.com>

Northern California Independent Booksellers Association, Oct. 5-7, 2007 (Oakland, CA)

<http://www.nciba.com/>

Southern California Booksellers Association, Oct. 20, 2007 (Los Angeles, CA)
<http://www.scbabooks.org/home.html>

Also view the **Shelf Awareness** website (<http://www.shelf-awareness.com/news.html>) for a long list of consumer book fairs.

HOW TO READ YOUR ONLINE REPORTS *Courtesy of Karen Mattscheck, Publisher Services*

Reports supplied to NBN 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: Sales/Returns by Account/Title

This information is summary information only for each title. There are other reports which have detailed information on activity for your titles.

The report where you can look at this detailed information during the month is the Sales/Returns by Account/Title report. This report is updated on a daily basis during the month in the area noted as Daily. Year-to-date information for the entire calendar year EXCLUDING the month we are currently in is shown at the bottom of the online reports.

The report shows transactions to all retail and wholesale accounts. It does not include transactions to individuals and non-customer accounts. It also does not take into consideration any billing corrections. This means it will not tie into the Gross/Returns/Net report. You will need to wait until the end of the month to see all transactions tying into the Gross/Returns/Net report. The report is intended to serve as a guide to account activity only and cannot be used for accounting purposes.

The Sales/Returns by Account/Title report is an invaluable tool—answering your questions on what accounts have purchased your title or returned it. It summarizes information for each account.

The report begins by listing the Bill-To account number (BT NBR) and the account name (COMPANY).

The report also shows the customer type (CTM TYPE). This code indicates what type of customer this is. The customer type determines the % discount the customer gets, in tandem with the item category which is shown for each title on the Gross/Returns/Net report. The N designates the account as an NBN customer. The middle part of the code shows what type of account it is. RT is a retail account while WHL is a wholesale account. The last letter typically shows whether the account can return product or not. An R is a returnable account while NR is non-returnable.

All titles with activity during the report period are shown on a single line in summary fashion. You will see how many units were shipped or returned, but you will not see how many times that happened during the month.

The title of the book is shown in the field named TITLE.

Format of the book is shown in the field named FMT. Common format abbreviations include BTP for paper, BTC for cloth, PPK for prepack, BC for a book and CD, CAL for calendar and 000 for miscellaneous (not already defined in our codes).

Date of publication is shown under PUB DT. This date indicates when the title was first received in the NBN warehouse.

The current status of the item is shown in the field named ST. Common statuses of titles are AV (active in print), NF (not yet published), RP (out of print, in returns period), OP (out of print, no returns accepted), DS (indefinitely out of stock) and CX (cancelled, never published).

PRICE shows the retail list price of the book.

GROSS SALES indicate the total shipments of that title to that account in the report period. We show both units and dollars.

RETURNS indicate the total returns for the title from that account in the report period, shown in both units and dollars.

Again, this is provided so you can see who has been shipped your title during the month. It is geared to show activity for retailers and wholesalers only. Other month-end reports should be used for accounting purposes. (Courtesy of Karen Mattscheck at kmattscheck@nbnbooks.com)

INFORMATION THAT BEARS REPEATING

TRANSITION TO ISBN 13, *by Karen Mattscheck, Publisher Services*

The book industry is changing over to a 13 digit ISBN starting January 1, 2007.

Key points to remember:

- There is no change to the bar code itself.
- Prior to January 1, 2007, the 10 digit isbn MUST appear on the back of the book above the bar code and on the copyright page.
- After January 1, 2007, all new print runs MUST have the 13 digit isbn on the back of the book above the bar code and on the copyright page.
- You can put both the 10 and 13 digit isbns on top of your bar code and on the copyright page, effective immediately.

Samples of each format are shown below.

Before January 1, 2007

Printing only the ISBN-10 above the bar code is recommended for titles published before January 1, 2007.

ISBN: 1-4028-9462-7



After January 1, 2007

Printing only the ISBN-13 above the bar code is recommended for titles published after January 1, 2007.



Transition: Both ISBN-10 and ISBN-13 Above Bar Code



WHAT HAPPENS TO BOOKS ALREADY IN THE WAREHOUSE COME JANUARY 2007?

Books currently in stock will not need to be restickered with the change in the item number. The new isbn is contained within the bar code itself and written underneath it. the accounts have agreed to work with that bar code to determine the new isbn. All new books shipped as of January 1, 2007, however, must have the 13 digit isbn on top of the bar code in a human readable format.

YOUR MONTHLY ACCOUNTING STATEMENT

Each month our Accounting department generates and mails a statement of account activity to each publisher. While this statement can be very difficult to understand, it is an important document for you to use to run your business. You will receive an explanation along with your contract and W9, but we thought we would help breakdown some of the mystery behind your accounting report.

Here are some hints on understanding the different columns (left to right) on the “Aged AP-Until Due-

Detail-Publishers' document:

Vendor Ref Nbr: Our vendor reference number. This is for NBN's purpose only.

Name Inv Nbr: This column under your publishing company name is a description of what transaction is being accounted for in that particular row, and what month/year the transaction occurred.

Returns: Since returns are always deducted in the month they occur, if it says "04/05 Returns" then the deduction will be taken by 4/30/05. (See "InvcDate" below.)

A/R Stmt: This is the total of all miscellaneous charges, usually for marketing programs like Book Expo or advertising, and is always deducted in the month they occur. Individual invoices for these are printed and mailed throughout the month and should be received by the publisher to reconcile with the end-of-month statement. (These are the things you get that say "invoice" on top and "not an invoice" on the bottom. Do not pay them.)

Reserves: Per the contract, we hold a certain portion of your payments for one year as a reserve to cover returns. This money is paid back to the publisher on the invoice date. (See "InvcDate" below.)

DocType: Positive amounts (VO) are amounts owed to the publisher. Negative amounts (DB) are amounts owed to NBN.

Vend Stat Doc Stat: "A" means it's an active account. "H" means the account is on hold for some reason (usually the publisher has terminated with NBN).

InvcDate: This is the date when the amount in that row will be in the current column.

-Days Until Due-

Current: Payments are due when the amount in this column is a positive number. This amount must be over \$500 and you have at least \$250 in your reserve account. Otherwise a partial check or no check will be issued. If you have less than \$250 in reserve the difference between what is in your reserve account and what you will be paid may be deducted from your current payment amount. That leaves us with a minimum of \$250 in reserve (per the contract). Checks due to the publisher, should reach you around the 15th of the following month. If your current amount is negative, there is NO need to make a payment to NBN, unless you are contacted directly. Negative amounts will be deducted from the payment NBN would owe the publisher.

30 Days: This is the approximate payment you can expect for the following month, less returns and/or any marketing or co-op charges due for that month. **Remember:** Returns are deducted immediately, so never think this "30 days" column is a sure thing.

60 Days/90 Days/120 Days or >: This is the approximate payment to expect in the following months, less returns and/or marketing charges due for that month. The higher the number of days at the top of the column, the further away the payment is due and the more likely it is to change.

Balance: This is the amount due to the publisher over a period of time as of the end of the current month. This is NOT the amount NBN owes the Publisher at this time, and it will change with every passing month.

WHOM TO CONTACT AT NBN:

Item	Staff Person	Ext.	Email
Accounting Issues	Tom Hunt	3702	thunt@nbnbooks.com
Address/Contact Changes	Cassie Copper	5525	ccopper@nbnbooks.com
Advertising	Jessica Kennedy	3627	jkennedy@nbnbooks.com
Advice, General	Your Account Manager		
Backorders/Advance Estimates	Mark Cozy	5506	mcozy@nbnbooks.com
Bookscan Access/Issues	Cassie Copper	5525	ccopper@nbnbooks.com
Catalog Issues	Liz Moffit	5515	lmoffit@nbnbooks.com
Coop Approval	Shana Logan	5514	slogan@nbnbooks.com
Coop (No-Hoops)	Mark Cozy	5506	mcozy@nbnbooks.com
Covers on the Web	Kathy Stine	3568	kstine@rowman.com
Crash Titles	Your Account Manager		
Database Changes	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
End of Month Sales Reports	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
EOM Accounting Reports	Tom Hunt	3702	thunt@nbnbooks.com
Inventory Discrepancies	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Marketing Questions	Your Account Manager		
NBN Web Site	Cassie Copper	5525	ccopper@nbnbooks.com
NBN International	Les Petriw	416-534-1660	lpetriw@nbnbooks.com
Online Reports	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Price Changes	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Print and Reprint Quantities	Mark Cozy	5506	mcozy@nbnbooks.com
Publicity Updates	Your Account Manager		
Publisher Handbooks	Ginger Miller	5510	gmiller@nbnbooks.com
Rebill Invoices	Tom Hunt	3702	thunt@nbnbooks.com
Receiving Requirements	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Remainder Processing	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Reserve Stock Quantities	Mark Cozy	5506	mcozy@nbnbooks.com
Sales Conference Questions	Jessica Kennedy	3627	jkennedy@nbnbooks.com
Sales Materials	Cassie Copper	5525	ccopper@nbnbooks.com
Sales Reports	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Stickering	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Stock Receipts	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Stock Transfers	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Titles on the Web	Kathy Stine	3568	kstine@rowman.com
Trade Shows	Jessica Kennedy	3627	jkennedy@nbnbooks.com
Yearly Schedule Calendars	Ginger Miller	5510	gmiller@nbnbooks.com

Here are a couple of ideas for getting all-important industry information and for networking opportunities:
 Subscribe to **Publishers Weekly**: <http://www.publishersweekly.com/>
 Subscribe to **Shelf Awareness**: <http://www.shelf-awareness.com/>
 Join **PMA**: <https://pma-online.org/membappl.cfm>