



Dear Friends of the WNBA,

Independent bookstores are essential to the publishing industry. They are the places where people go for handpicked book suggestions and author events. They are the niche stores, the eclectic stores, the stores with hidden gems. They provide options beyond bestsellers — books you may never have heard of before but for which you will be eternally grateful you read.

Indie bookstores are also important to the economy, the environment, and the communities around them. Take a look at this information from Indiebound.org:

When you shop at an independently owned business, your entire community benefits:

#### The Economy

- Spend \$100 at a local-owned business and \$52 of that stays in your community
- Spend \$50 at a national chain and keep \$6.50 in the local community
- Spend \$50 online with a remote vendor with no sales tax collected and keep not one penny in your local community
- Local businesses create higher-paying jobs for our neighbors
- More of your taxes are reinvested in your community

#### The Environment

- Buying local means less packaging, less transportation, and a smaller carbon footprint
- Shopping in a local business district means less infrastructure, less maintenance, and more money to beautify your community

#### The Community

- Local retailers are your friends and neighbors — support them and they'll support you
- Local businesses donate to charities at more than twice the rate of national chains
- More independents means more choice, more diversity, and a truly unique community

Your purchases at local bookstores make a difference.

## **Right now, indie bookstores need our help.**

With storefronts across the country shuttered, indie bookstores are fighting for survival.

But there is hope. We are the hope. Booklovers are the most passionate people on earth (and as someone who lives in the Philly area, I know passionate fans).

Over the next few weeks, we will be sharing information about how you can help keep bookstores in business and books in your hands.

I hope you'll explore the resources we provide, and share your love of the written word.

Wishing you good health,

Julie L. Frey  
Editor in Chief  
*The Bookwoman*  
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## **WNBA Member-owned Independent Bookstores**

### **By Tina Ollenburg (Network)**

Last month, we normally would have celebrated [Independent Bookstore Day](#), a day of shopping and events in appreciation of our local bookstores.

Due to the current health crisis, the celebration has been postponed to August 29 this year. But that doesn't mean we can't still show support for the bookstores we love right now!

Many businesses have been hit hard by the need to stay at home and shut their doors to customers, including indie bookstores. Some of our very own WNBA members are bookstore owners and employees.

We can show our appreciation for what they do by ordering books, games, and gift cards online and by sharing their businesses via our social media. Here are a couple of the bookstores in our own WNBA network:

[\*\*Octavia Books in New Orleans\*\*](#)





"Although our doors at Octavia Books are closed to customers, we are managing to keep our staff employed by offering our customers a variety of services. We are taking phone orders (504-899-7323), as well as [website](#) and [email](#) orders. We are offering curbside pick up, free mailing with purchases over \$25, and Tom is providing free delivery to anyone in the New Orleans area. Given that most of our customers are ordering books, our hottest commodity has been puzzles." —Judith Lafitte (New Orleans)

### [Murder on the Beach Mystery Bookstore](#)



"Many times someone will come into our store and say, 'I am so glad you are still here. You really are an asset to our community,' and then walk out without buying anything. Or after an author signing, they will say, 'This was wonderful! We are so lucky to have an independent bookstore like you here.' And then walk out without buying anything. Supporting your local independent bookstore means buying something. It means financial support, not just moral support. If praise could pay our rent, we would be rich." —Joanne Sinchuck (South Florida)

You can support Murder on the Beach by emailing orders to [murdermb@gate.net](mailto:murdermb@gate.net). Shipping is \$5 for the first item and \$1 for each additional item, or free for orders over \$100.

**Have You Heard of Bookshop?**

**By Julie L. Frey (Greater Philadelphia)**

## What is Bookshop?

In case you aren't familiar with [Bookshop](#), it is a new (it's still in beta) platform where you can buy books.



An affinity partner of the [American Booksellers Association](#) and created by Andy Hunter, who has been a publisher (Catapult, Counterpoint, and Soft Skull Press) and a web publisher (*Literary Hub*, *CrimeReads*, and *Book Marks*), and who founded *Electric Literature*, Bookshop (a B-Corp) supports independent bookstores and creates a community-focused and socially conscious alternative to big box stores and major online retailers.

The platform allows independent bookstores to create a storefront without having to deal with distribution or inventory.

## How does it work?

Independent bookstores and non-bookstore affiliates (like the WNBA) curate book lists. When someone buys a book from your list, a portion of the sale goes to independent bookstores:

- If you want to support a local bookstore, find them on the Bookshop map, and 100% of the profit from your purchase goes to that bookstore
- Otherwise, the sale contributes to an earnings pool that is split by bookstores
- ABA Bookstores that are affiliates and who sell books using Bookshop earn a 25% commission directly on any sales they generate
- Non-bookstore affiliates earn a 10% commission on sales through their storefronts

As a non-bookstore affiliate, the WNBA receives a small commission for each purchase on [our storefront](#). So if you want to purchase May's Bookwoman Book Club selection, [The Honey Bus](#), you can do so through our storefront (only \$15.63), and we will earn a little bit of money (~\$1.56) to help us keep providing our members with new content.

In an email I sent on April 1, I listed the amount Bookshop had raised for indie bookstores to that point: \$220,480. As I edit this email, Bookshop has raised \$1,297,080 for indie bookstores. **That's over a million dollars raised in just five weeks!**

So, buy some books, and let's see if we can help Bookshop raise \$2,000,000 for independent bookstores by June 1!

# It's Curation Time!

**By Julie L. Frey (Greater Philadelphia)**

A few weeks ago, I hopped on a conference call with most of

our Executive Board and representatives from each chapter. I shared that although I had started a storefront for us on Bookshop a few months ago, I have had little time to create many lists. While I have several lists started, I just don't have the time to dedicate to making our storefront as amazing as it could be.



I asked for help. I told everyone that if they wanted to create a list — a unique list that promotes either the WNBA, our members, or women (especially those in the book world) — to let me know.

The next day I received an email from Pat D'Innocenzo, Greater Philadelphia's vice president. She said she hadn't been able to sleep the night before, so she opened her list of all of the books she had read and created a new list for our Bookshop storefront: Women Who Took Risks.

I loved it. And I can't wait to see what amazing books we add to it.

Right now, these are our lists and lists-in-progress:

- Great Group Reads
  - based on National Reading Group Month's annual list
  - Pick up May's Bookwoman Book Club selection, *The Honey Bus*, or June's selection, *Mornings with Rosemary*
- WNBA Members' Books
  - a list of books created by WNBA members, including written, edited, published, illustrated, designed, or other
- Women Who Took Risks
  - a list showcasing brave women who left their comfort zones and took a chance
- Let's Get Away: Books by women that get us out of our homes
  - a list to transport us from our social distancing living rooms to new locations and lush settings
- Reading Our Way to a Better World
  - a list is focused on supporting the UN's Sustainable Development Goals (SDGs)
- Reading Our Way to a Better World — Kid's Edition
  - a list featuring books that help children learn about big issues and how they can help make the world a better place
- WNBA Award Winners
  - featuring books by past WNBA Award winners
- Be the Heroine of Your Life
  - based on Nora Ephron's 1996 Wellesley College commencement speech, with a collection of books that showcase the realities of life, this list shows that no matter your circumstances you need to embrace your life, not be a victim of it

- Unapologetically Female
  - an ode to feminism, based on the quote “I have chosen to no longer be apologetic for my femaleness and my femininity. And I want to be respected in all of my femaleness because I deserve to be” by Chimamanda Ngozi Adichie
- Don't Let the Bastards Grind You Down
  - based on a quote from the *Handmade's Tale*, this list features strong female protagonists who fought for their lives, their loves, and their dreams
- Have You Ever Heard of Me?
  - books by authors whose names aren't household names but whose voices are strong and whose words are worth reading

Now, here is the fun part: not only can you buy the books on these lists, you can create a list too!

If you'd like to curate a whole list, let's talk.

If you have suggestions for a list theme, but don't know what books to put on it, send it to me.

If you have books you think should be added to one of our existing lists or lists-in-progress, send the titles, authors, and ISBNs to me.

If you'd like to volunteer to be my editorial assistant with a focus on book curation, email me.

I can't wait to see what unique books you recommend and what thoughtful and fun lists you create.

You can reply to this email or email me at: [newsletter@wnba-books.org](mailto:newsletter@wnba-books.org).

This is an on-going project, so feel free to contact me at any time.

## Have You Helped Create a Book?

**By Julie L. Frey (Greater Philadelphia)**

As mentioned above, we are compiling a list of all the books created by our WNBA members. The list will be open to authors as well as others who have contributed to a book they'd like to promote.



If you have written, edited, published, illustrated, designed, or somehow helped produce a book you'd like us to include on our Bookshop list, please email me at [newsletter@wnba-books.org](mailto:newsletter@wnba-books.org).

I can't wait to see what you've worked on!

# Let's Order Some Books!



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