



CANADIAN
BOOKSELLERS
ASSOCIATION

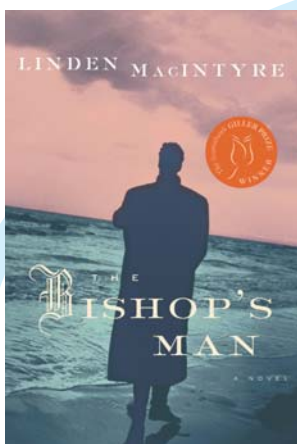
LIBRIS AWARDS

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The following information was supplied either by the nominees themselves or, in the case of book and author nominees, their publishers.

FICTION BOOK OF THE YEAR

For a Canadian work of fiction published in 2009 that had an outstanding impact on the Canadian bookselling industry, created wide media attention, brought people into bookstores, and had strong sales.



The Bishop's Man

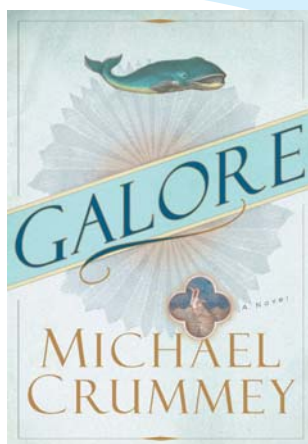
by Linden MacIntyre (Random House Canada)

Linden MacIntyre's searing *The Bishop's Man* is an unforgettable and complex character study of a deeply conflicted man at the precipice of his life.

"*The Bishop's Man* centres on a sensitive topic—the sexual abuses perpetrated by Catholic priests on the innocent children in their care. Father Duncan, the first person narrator, has been his bishop's dutiful enforcer, employed to check the excesses of priests and, crucially, to suppress the evidence. But as events veer out of control, he is forced into painful self-knowledge as family, community and friendship are torn apart under the strain of suspicion, obsession and guilt. A brave novel, conceived and written with impressive delicacy and understanding."

- Citation by the Scotiabank Giller Prize Jury 2009

The Bishop's Man received extensive media coverage upon publication and throughout the Fall which led to strong word of mouth. Upon winning The Scotiabank Giller Prize, *The Bishop's Man* immediately landed on best-seller lists and remained there throughout the Fall, as one of the best-selling titles of the season.

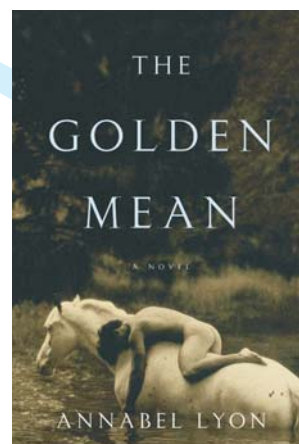


Galore

by Michael Crummey (Doubleday Canada)

An intricate family saga and love story spanning two centuries, *Galore* is a portrait of the improbable medieval world that was rural Newfoundland, a place almost too harrowing and extravagant to be real. Remote and isolated, exposed to savage extremes of climate and fate, the people of Paradise Deep persist in a realm where the line between the everyday and the otherworldly is impossible to distinguish. Propelled by the disputes and alliances, grievances and trade-offs that bind the Sellers and Devine families through generations, *Galore* is alive with singular characters, and an uncommon insight into the complexities of human nature. It is a novel about the power of stories to shape and sustain us.

Galore was one of the major fiction titles for the Fall of 2009, receiving extensive critical attention, and Michael Crummey toured for events with bookstores across the country. *Galore* was nominated for the Governor General's Award for Fiction which perpetuated this momentum, and strong sales, throughout the Fall season.



The Golden Mean

by Annabel Lyon (Random House Canada)

The Golden Mean boldly imagines one of history's most intriguing relationships, that of the legendary philosopher Aristotle and the most famous of his pupils, the young Alexander the Great. The story is told in the earthy, frank, and perceptive voice of Aristotle himself. With sensual and muscular prose, Lyon explores how Aristotle's genius touched the boy who would conquer the known world. And she reveals how we still live with the ghosts of both men.

"Annabel Lyon's Aristotle is the most fully realized historical character in contemporary fiction. In this alarmingly confident and transporting debut novel, Lyon offers us that rarest of treats: a book about philosophy, about the power of ideas, that chortles and sings like an earthy romance." - 2009 Rogers Writers' Trust Fiction Prize Jury

The Golden Mean became one of the buzz books of 2009, captivating readers and garnering nominations from many of Canada's fiction prizes, including The Scotiabank Giller Prize, the Governor General's Award for Fiction and the Rogers Writers' Trust Fiction Prize, which it went on to win. It became a book popular for hand-selling, and was a major bestseller for the holiday season of 2009.



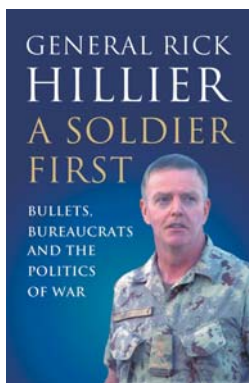
NON-FICTION BOOK OF THE YEAR

For a Canadian work of non-fiction published in 2009 that had an outstanding impact on the Canadian bookselling industry, created wide media attention, brought people into bookstores, and had strong sales.

A Soldier First: Bullets, Bureaucrats and the Politics of War

by General Rick Hillier (HarperCollins Canada)

In the number one bestseller *A Soldier First*, General Rick Hillier pulls no punches, telling the true story of his life in the military. Born and raised in Newfoundland, Hillier joined the military as a young man and played a significant role in such domestic challenges as the



ice storm that paralyzed eastern Ontario and Quebec in 1998, and later commanded a multinational NATO task force in Bosnia-Herzegovina. Hillier never shies away from controversy, always demanding more funding, more troops and more appreciation for the women and men fighting a war on foreign soil. J.L. Granatstein, writing in his review of the book in the *Globe and Mail* about the state of our military before Hillier took charge, states, "Hillier superbly makes the case that we cannot allow the Canadian Forces to go down that road again." A *Globe and Mail* national bestseller for nine weeks, *A Soldier First* was one of the top-selling non-fiction titles of 2009 and is already one of the best-selling military memoirs ever published. He was also named by *Readers' Digest* one of the "Top 10 Most Trusted Canadians."

A Soldier First made headlines across the country, driving tens of thousands of readers into stores—including many male readers, military personnel, and those who might not frequently have the opportunity to visit bookstores—to buy the book and to hear Hillier speak at his events. An ideal gift item, the controversy surrounding the book doubled its impact and drove strong sales through the holidays and beyond.

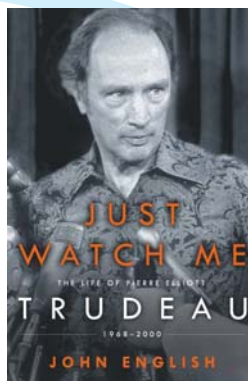
Just Watch Me: The Life of Pierre Elliott Trudeau, 1968-2000

by John English (Knopf Canada)

This magnificent second volume, written with exclusive access to Trudeau's private papers and letters, completes what the *Globe and Mail* called "the most illuminating Trudeau portrait yet written"—sweeping us from sixties'

Trudeumania to his final days when he debated his faith.

Trudeau's life is one of Canada's most engrossing stories. John English reveals how for Trudeau style was as important as substance, and how the controversial public figure intertwined with the charismatic private man and committed father. He traces Trudeau's deep friendships (with women especially, many of them talented artists, like Barbra Streisand) and bitter enmities; his marriage and family tragedy. English illuminates his strengths and weaknesses and his evolution to influential elder statesman.



"This book now becomes the standard biography of Trudeau for the sheer scope and thoroughness of the research on all major aspects of Trudeau's life." - *The Globe and Mail*

Just Watch Me was one of the major non-fiction books of 2009. As nominee for the Charles Taylor Prize and winner of the Shaughnessy Cohen Award for Political Writing, it received extensive critical praise and media attention and was a major bestseller.

Playing with Fire: The Highest Highs and Lowest Lows of Theo Fleury

by Theo Fleury, Kirstie McLellan Day (HarperCollins Canada)

Playing with Fire is a raw and unbelievably frank account of how former NHL all-star Theo Fleury, preyed upon by a pedophile coach and experiencing a lifelong battle with drugs and alcohol that ruined his career, triumphed despite all odds. Fleury poured everything he had into what's been hailed as one of the most candid sports books ever published, and the media attention on publication was simply remarkable. The story became a media sensation, and the book was a number one best-seller for many weeks. Fleury has become a hero



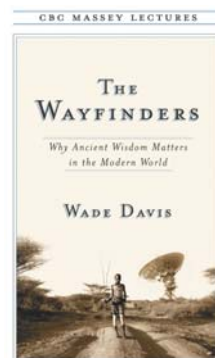
again, not only to his fans but to others who have faced the same challenges, and the book has become a powerful document that has inspired many others to seek the help they need. A critically acclaimed book that sent shockwaves through the NHL, *Playing with Fire* continues to sell strongly long after its initial publication date. A *Globe and Mail* #1 national bestseller that stayed on for five months.

The excerpts and extensive media reports for the book ignited explosive sales for the book, sending tens of thousands of sports fans and readers, including thousands who might not otherwise set foot in a bookshop. Fleury proved immensely popular at his cross-country bookstore appearances and signings, with his fans lining sidewalks to meet their embattled hero.

The Wayfinders: Why Ancient Wisdom Matters in the Modern World

by Wade Davis (House of Anansi Press)

Every culture is a unique answer to a fundamental question: What does it mean to be human and alive? Anthropologist and National Geographic Explorer-in-Residence Wade Davis leads us on a thrilling journey to celebrate the wisdom of the world's indigenous cultures. Rediscovering a new appreciation for the diversity of the human spirit, as expressed by culture, is among the central challenges of our time.



"... cogent, fierce and provocative ..."
- *Montreal Gazette*

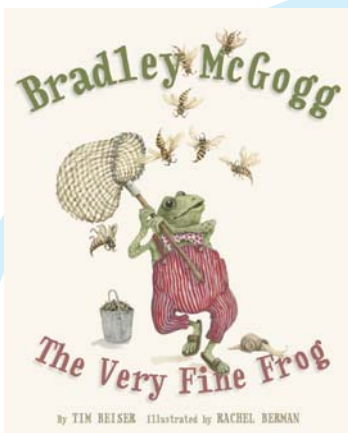
"... urgent, eloquent ..." - *Chicago Tribune*

The Wayfinders has been a bestseller since its release, remaining on the *Globe and Mail* best-seller list since October 2009. It was published to great media attention and acclaim, and was shortlisted for both the Writers' Trust of Canada Non-Fiction Prize and the Orion Book Award, and now honoured by the CBA.



CHILDREN'S PICTURE BOOK OF THE YEAR

For a Canadian picture book from the previous year whose imaginative storyline and creative visuals engaged, entertained and delighted young children while generating customer attention and strong sales.



Bradley McGogg, The Very Fine Frog

by Tim Beiser, illustrated by Rachel Berman
(Tundra Books)

What are the book's most remarkable/ creative storytelling and visual attributes?

Tim Beiser's text is lyrical and lively and Rachel Berman's illustrations are full of character and personality. The story is told in punchy rhyming couplets which perfectly complement the subdued watercolour illustrations. Berman's animal faces and gestures convey an array of human emotions and Beiser's text contains enough gross-out references (a feast of insects!) and humour to delight children and adults of every age.

Why do you believe the book's audience has responded so positively to the work?

The story's rhyming couplets and anthropomorphized animals are reminiscent of beloved tales from classic children's literature. The book is also a storytime favourite as the rhymes are fun for children to recite over and over again. Adult readers will see something of themselves in the very human facial expressions of the animal characters and in Bradley McGogg's tactful handling of his neighbours' generosity. And it doesn't hurt that Bradley is one of the most endearing characters to come along in a long time!



Perfect Snow

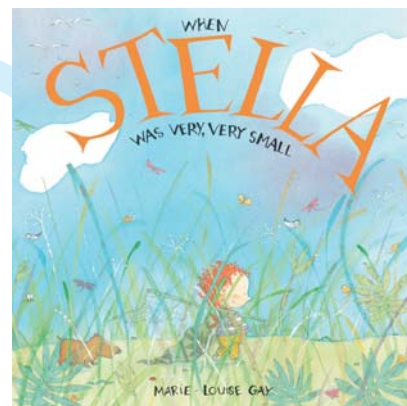
by Barbara Reid (North Winds Press /
Scholastic Canada Ltd.)

What are the book's most remarkable/ creative storytelling and visual attributes?

In *Perfect Snow*, Barbara Reid introduces a new art style, combining her traditional Plasticine with ink and watercolour panels to capture all the anticipation, excitement and action of a Canadian winter and a schoolyard full of new snow. Her ability to switch perspectives to show the action from all angles is nothing shy of remarkable. The attention to detail when dressing her characters in their winter garb is precise, while the characterization of her main characters, Scott and Jim, is utterly endearing to adult readers and completely relatable for younger readers.

Why do you believe the book's audience has responded so positively to the work?

Inspired by a snow fort built by one of her daughters, Barbara Reid's Plasticine art and narrative perfectly depict the classic Canadian childhood experience of playing in fresh snow at recess. As the *Quill & Quire* wrote in its review, "It makes readers want to hurry out into the snow, or—better yet—get some Plasticine and start shaping it themselves." And while it may seem like a simple story, *Perfect Snow* works on many different levels. Every reading reveals something new—another bit of humour or detail. Many have compared it to the Ezra Jack Keats classic, *A Snowy Day*.



When Stella Was Very, Very Small

by Marie-Louise Gay (Groundwood Books)

What are the book's most remarkable/ creative storytelling and visual attributes?

When Stella Was Very, Very Small features Marie-Louise Gay's unique illustrations, a mix of whimsical watercolours and unexpected touches of collage. This layered style adds to the magic of the story, and lets readers find something new in the images each time they read the book. The story goes back in time to answer the questions often asked by the children who read and love her Stella books. Where does Stella get her wild ideas? How big is Stella's imagination? What did Stella look like when she was small? How did Stella come to be the big sister to Sam that we all know and love?

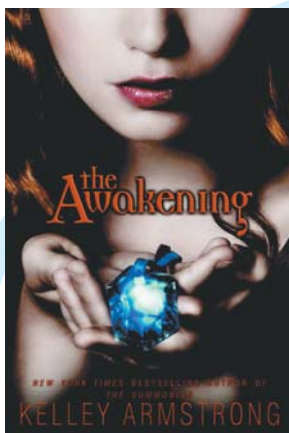
Why do you believe the book's audience has responded so positively to the work?

Readers have responded so positively toward *When Stella Was Very, Very Small* because Gay has so thoroughly created Stella's world that children feel a part of it.



YOUNG READERS' BOOK OF THE YEAR

For an outstanding Canadian literary work for young readers in the previous year that combines readability with strong sales—a book that captivated its intended reading audience with skillful, inventive and gripping storytelling.



The Awakening

by Kelley Armstrong (Doubleday Canada)

How would you characterize reader response to this work?

Kelley Armstrong's young adult title, *The Awakening*, became an instant bestseller in Canada, and received glowing reviews from many media outlets, such as *Quill & Quire*, *Resource Links* and *Bookloons.com*. The second in Armstrong's Darkest Powers Trilogy, this book was highly-anticipated by young readers who had read and loved *The Summoning*, which was also a bestseller both at home and internationally. Young readers frequently contact Armstrong, who is very approachable on Facebook, at events and on her website, and she is very happy to engage with her fans and answer questions. Armstrong is frequently asked to headline events for young adults because organizers recognize this author's huge popularity with her readership.

What are the most compelling/remarkable aspects of the storytelling or subject matter?

The Awakening stands out in a market dominated by supernatural fiction, effortlessly resonating with young and teen readers, because it is both extremely well written and hugely engaging. Armstrong avoids clichés of the supernatural, gothic genre to write something fresh and different. The characters in this novel are teenagers who are different from their human counterparts, struggling with their adolescent identity in a way that strikes a chord with many young readers. Add to that a hugely gripping plot—part mystery, part adventure—which keeps pages turning and young eyes reading, and you have a recipe for a great book.



The Uninvited

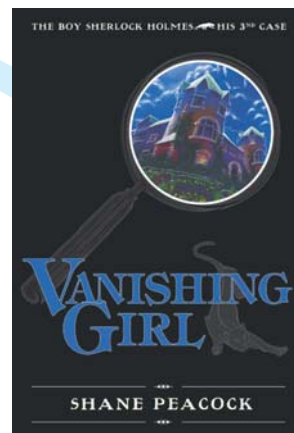
by Tim Wynne-Jones (Candlewick Press; distributed by Random House Canada)

How would you characterize reader response to this work?

The Uninvited was embraced by reviewers as a lyrical, beautifully written book, with strong characterization, suspenseful narrative and issue driven treatment of the idea of family. Tim Wynne-Jones toured the country and drew audiences and readers in with his presentation of the book. *The Uninvited* sold well in Canada and is recommended reading in many schools and libraries. This book has a lot of crossover appeal and met with great responses from adult readers as well.

What are the most compelling/remarkable aspects of the storytelling or subject matter?

The Uninvited is a thriller, mystery and family drama in one. Beautifully and lyrically written, it is a page-turner which keeps readers in suspenseful delight. The setting of the book is so evocatively described that this sense of place becomes a character in the story, both threatening and enchanting. The three main characters are extremely well-developed and nuanced, in such a way that the reader realizes nothing is as simple as it first appears. The dialogue is punchy and spot on, enabling the reader to connect instantly with the essence of these characters. And the book's treatment of family is a fantastic springboard for discussion.



Vanishing Girl: The Boy Sherlock Holmes, His Third Case

by Shane Peacock (Tundra Books)

How would you characterize reader response to this work?

Fans of the first two books in the series, *Eye of the Crow* and *Death in the Air* have embraced *Vanishing Girl* and the critical praise the book had received has matched that of the first two. Sherlockians applaud Shane's precision in capturing all the nuances of Sherlock Holmes and those previously unfamiliar with the series love the many details of Victorian London and the author's talent at writing a suspenseful mystery.

What are the most compelling/remarkable aspects of the storytelling or subject matter?

Shane Peacock is a master at setting time and place. His details of Victorian London capture the grittiness and darkness and transport the reader back in time. His meticulous research of the Conan Doyle series has thrilled ardent Sherlockians and newcomers alike. He has taken the much loved character of Sherlock Holmes and done the impossible by creating a fully formed new character, who in turn possesses the seeds of the original Sherlock Holmes.



AUTHOR OF THE YEAR

To the Canadian author of an outstanding literary work in 2009 that is a contribution to Canadian culture and that combines readability with strong sales. An author who has offered strong support to the bookselling industry.



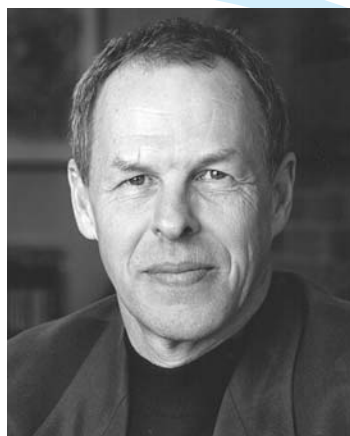
Photo: Phillip Chin

Annabel Lyon

Title/s released in 2009: *The Golden Mean* (Random House Canada)

Please describe the contribution that this author and/or this author's work has made to the bookselling industry in the previous year.

The Golden Mean was touted as one of the books to watch long before it was published last fall. A beautifully written story with an intriguing premise, *The Golden Mean* received extensive media attention and easily won over readers. Annabel Lyon was then awarded the "trifecta" of major Canadian award nominations from the Scotiabank Giller Prize, the Governor General's Award for Fiction and the Rogers Writers' Trust Fiction Prize, which she went on to win. During this time, Annabel also toured extensively, with bookstore events in many cities, where she charmed her readers, and there was also a great deal of media attention. This all created an impressive level of "buzz" for this book that brought people into bookstores looking for it, and that led to a strong level of sales which remained consistent throughout the holiday season.



Linden MacIntyre

Title/s released in 2009: *The Bishop's Man* (Random House Canada)

Please describe the contribution that this author and/or this author's work has made to the bookselling industry in the previous year.

The Bishop's Man received an amazing amount of media attention and stellar reviews when it was published in August of 2009. This helped to create strong awareness for it, and well-known CBC media personality Linden MacIntyre toured extensively across the country, charming readers everywhere, which added to this momentum. Current events in the news during this time also heightened interest in *The Bishop's Man*. Then *The Bishop's Man* won The Scotiabank Giller Prize. The book immediately jumped onto bestseller lists. The book's subject matter and amazing writing struck a chord with many Canadians, and Linden's ongoing impressive promotion for the book led it to remain on bestseller lists throughout the holiday season, making it one of the bestselling titles of 2009.



Photo: Derek Shapton

Alice Munro

Title/s released in 2009: *Too Much Happiness* (A Douglas Gibson Book, published by McClelland & Stewart) and *My Best Stories* in paperback (Penguin Canada)

Please describe the contribution that this author and/or this author's work has made to the bookselling industry in the previous year.

Alice Munro needs no introduction. All of her 14 previous works of fiction, starting with *The Dance of The Happy Shades* (1968), continue to sell, as her work attracts new readers to bookstores across the country.

She has almost single-handedly proved that short story collections can be major commercial successes. In fact, six years ago, a reviewer in *The Times* in London wrote: "When reading her work it is difficult to remember why the novel was ever invented." For decades now, every one of her new Canadian collections has achieved the rare double success of wide, admiring attention from book reviewers—even in the most academic literary journals—and enthusiastic response from ordinary readers that drove the book on to the bestseller lists.

That was certainly the case with *Too Much Happiness*. Appearing in September 2009, after her lifetime achievement award from the Man Booker Prize international jury in Dublin in June, it attracted major, admiring reviews. At the same time, it was a great commercial success, despite the fact that Alice Munro chose to drop out of Giller Prize contention, to make way for younger, newer writers. Now aged 79, and in frail health, Alice Munro, the former bookseller, is very pleased by this gratifying nomination.



EDITOR OF THE YEAR

To an in-house editor in recognition of excellence in the field. Based on all-around skills; development of new authors; commitment to quality; commercial awareness; originality.



Anne Collins

Random House Canada

Please describe your greatest/most rewarding professional accomplishments from 2009.

I find it very hard to choose among the books I edit, because I know the effort, imagination and courage on the part of our authors to create them all. But four writers do stand out for me. The first is Linden MacIntyre and his novel, *The Bishop's Man*. This was a manuscript he had been at the point of abandoning before he brought it to me and RHC. Editing it was a hugely satisfying process of helping him find a narrative path for a character whose dimensions he already inhabited beautifully. Annabel Lyon: working with her to tease out the voice of Aristotle. I knew from the first rough draft that she was a hugely gutsy and engaging writer, and I was pretty sure her Aristotle and Alexander would draw readers in; the reception of the book and her as an author fulfilled the wildest dreams of us both. Both books have gone on to sell in multiple countries around the world to major publishers. I'd also like to mention *The Boy in the Moon*, by Ian Brown. A hugely touching and important book, and multiple prize-winner; to help with something like this is to be sure for a time of your purpose on the planet. And last but not least Kelley Armstrong: I edit her adult and her YA novels, for the world, and all I can say is 'At last and Hallelujah': Canadian readers now know how truly addictive her imagination is.



Photo: Kevin Robbins

Marc Côté

Cormorant Books

Please describe your greatest/most rewarding professional accomplishments from 2009.

My most rewarding accomplishments in an editorial capacity for the past year are all of a piece: it's an honour and a privilege to work with our authors, who bring their talent, intelligence, their dedication not only to their writing, but also to all their work as writers, including interviews and readings and travel.

Very few people are lucky enough to work in a field where they admire their colleagues. Fewer people get to follow their dreams. The rewards of working closely with an author on a book, of working with a designer on a cover, or the layout of a coffee table book, of setting up an event with a bookseller, of getting on the College Streetcar one dark morning in February and seeing five students reading *Lives of the Saints*, are all equal.

Singling out one particularly rewarding accomplishment in 2009, it would have to be the publishing of four first novels, thereby bringing important new voices to the eternal democratic discussion that we call literature.



Lynne Missen

HarperCollins Canada

Please describe your greatest/most rewarding professional accomplishments from 2009.

I am thrilled to be nominated for this award for the third time in five years; it's both a personal honour to be recognized by Canadian booksellers and a wonderful opportunity to show off the stellar children's program at HarperCollins Canada, which continued to shine both commercially and in terms of the overall quality of the list in 2009. Allan Stratton's *Chanda's Wars* won the Canadian Library Association Young Adult Book Award, while Kenneth Oppel's *Starclimber* was named a CLA Children's Book of the Year Honour Book. A highlight of the fall was the nomination of eight of our titles for the Ontario Library Association Forest of Reading awards (the most we've had shortlisted at one time), including critically acclaimed authors Kenneth Oppel, Arthur Slade, Susan Juby, Natale Ghent and Pulitzer-Prize nominee Lynn Johnston. Proud to take part in the development of new authors, I was delighted that first-time novelists Lesley Livingston and Max Turner had made that list, too. I am also delighted to have been able to publish Arthur Slade's first book in an exciting, original new series, *The Hunchback Assignments*, which was promptly shortlisted for two Saskatchewan Book Awards and given a starred review by *Quill & Quire*, as well as new titles from award-winning authors Rachna Gilmore and Vicki Grant. I look forward to continuing to publish outstanding Canadian children's books for booksellers to be able to place with confidence in the hands of eager readers everywhere.



SALES REP OF THE YEAR

Presented in Memory of Gordon S. Garner. *In recognition of excellence in customer service; product knowledge; selling skills; commitment to special promotions; market intelligence; territory coverage.* (This year's nominees must cover the Prairies.)

Rorie Bruce

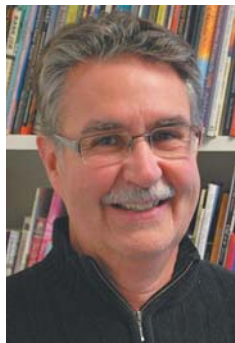
Kate Walker & Company

How many years have you been a part of the book industry?

Forty years!

What efforts do you undertake to keep your customers informed about new titles/promotions?

As much as is feasible (time permitting), I meet with customers in person—a combination of meeting with individual booksellers, through Kate Walker & Company “Canadian Days” presentations which I make to groups of booksellers, or via book fairs. For early in the season releases, as well as for specials and promotions, I notify as many customers as possible, as soon as possible, via email, fax, mail, and/or phone. Kate Walker & Company also provides bi-weekly promo news bulletins and late-breaking news bulletins to our customers, which feature media hits for, and other pertinent information about, our titles.



What's the most effective means of establishing rapport with your customers?

Being a good listener. Patience. Empathy. Sympathy. Understanding. Being available. Being responsive. Positive results. Working for the bookseller.

What's the best part of your job?

Meeting great people and making wonderful friendships. The interesting stories I hear. That I learn so much. The satisfaction I get from the role I play in getting the book into the customers hands. Bonus: I love books and reading ... My name is Rorie, and I'm a biblioholic.

Hokey ... but true.

Dawne Kepron

Penguin Group (Canada)

How many years have you been a part of the book industry?

Thirty-eight years: retail at Eaton's for 16 years, manager and buyer at Mary Scorer for two years, and with Penguin for the last 20 years.

What efforts do you undertake to keep your customers informed about new titles/promotions?

It comes down to selling to them personally which is always my first choice, emailing with sell sheets and promotions, and following up with phone calls. Geographically it's a really big territory and communicating electronically as well as in person is a necessity.



What's the most effective means of establishing rapport with your customers?

Since I've known them for 20 years—most of them—they (my customers) are good friends. They're family. Especially prairie booksellers, who like the prairies, are always open, generous and expansive. They're survivors, and my working relationship with them is based on trust.

What's the best part of your job?

People, even better than the books. Very simple. Both with Penguin and with my booksellers.

Heather Parsons

Michael Reynolds & Associates

How many years have you been a part of the book industry?

I've been immersed in the Canadian book industry for 12 years. I started in 1998 with CMMI as a book buyer and have been the Alberta rep for Michael Reynolds & Associates since 2001.

What efforts do you undertake to keep your customers informed about new titles/promotions?

I spend a great deal of time researching upcoming books and market trends, allowing me to engage with my customers on many levels and focus on what

titles, authors and subjects will work best within their specific markets. My customer meetings are usually in person and are supplemented with regular email, telephone and fax communication. As the season progresses I keep constant track of what's happening with my publishers, authors and books—awards, nominations, media attention, author tours, stock situations—and notify my customers regularly. I specifically target my updates to accounts based on their individual needs and interests as opposed to sending everything to everyone in one bulk blast.

What's the most effective means of establishing rapport with your customers?

Being willing to spend the time and effort with my customers, and understanding their needs, has proven invaluable in establishing rapport. Having honest, productive and ongoing dialogues, asking lots of questions and spending time in individual stores to get a sense of each customer's vision for their business is vital, as each is utterly unique.

Understanding differences between customers and their businesses is a good start for building strong relationships. As a fellow booklover, sharing with customers what books I am excited about (off my or other publishers' lists) makes for lots of lively conversations! In the end, everything we do in this industry is about reading, sharing and loving books.



Photo: Eric Parsons

What's the best part of your job?

Being part of this always-changing, diverse network of well-read and visionary people. During the past 12 years, I've been lucky enough to meet and work with amazing writers, publishers, buyers, bookstore staff, customer service reps, sales reps, media, festival staff and independent, business owners. I see our business as less of an industry and more of a community; I love being part of that.

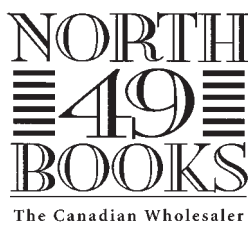


DISTRIBUTOR OF THE YEAR

To a Canadian distributor in recognition of an outstanding support of the bookselling industry. Based on customer service; accuracy and speed of order fulfillment; correct invoicing; efficient handling of returns and credits.

North 49 Books

North 49 has been in the trade wholesaling business for 18 years. We concentrate on one thing only: serving the bookselling community in a timely and efficient manner. We have the fastest average delivery time in the country and just last year we doubled the number of titles available to you.



Our catalogues pick the front-runners and our recently renovated eNews passes on all current information important to booksellers from *all* the publishers. Our sales reps are on the phone every day talking to the front lines directly.

We promise we won't tweet you, twitter you, Facebook you or offend you in any other way. We promise a real, live person will answer our phone. We promise we'll give you the information you need when you want it. We promise we'll be here for you every business day and that we will ship your order SAME DAY. EVERY DAY. PERIOD.

We are proud once again to be nominated by the people we value most, our customers. Thank you for your continuing support; we wouldn't be in business without it.

Penguin Group (Canada)

What services have you introduced or amended to improve customer service in 2009?

Our processes are constantly reviewed to find improvements. If issues arise, we work with customers and suppliers to find acceptable solutions. We enhanced our business system, allowing faster searching for titles and orders for customer service. This leads to faster response to customer queries. We eliminated bottlenecks in our processes by cross-training our employees, allowing us to allocate labour resources where they are needed most. We continue to use technology to offer customers a wide range of electronic solutions for accessing title information, placing orders and accepting invoices or notifications.

What is the average response time to orders from your regular clients?

Orders received during the day by any means are entered into our transaction system that same day. Typically, those orders are shipped

the following day via expedited ground freight.

How does your company manage returns?

Customer returns are typically processed within seven business days from receipt. This ensures that customer balances are kept current, which in turn allows the customer to keep their shelves well stocked with saleable inventory. We have implemented scanners at each returns station to improve upon accuracy and timeliness of returns processing.

How do you communicate changes in distribution and promotions news with your clients?

For changes in distribution, we collaborate with the incoming or outgoing publisher and their selling groups to communicate with customers through direct mailing, external advertising and bibliographic data feeds. For promotions, while we rely on our publisher clients to organize promotions, promotions documentation always includes a direct contact name and telephone number in our customer service department.

How did you contribute to the Canadian bookselling industry in 2009?

Our role is to meet customer expectations—to provide booksellers with the books they want, when they want them. Accordingly, we make sure that our bibliographic data is sent to customers or aggregators so booksellers know where to source books. We accept orders via internet, email, EDI, phone and fax so booksellers can choose what works best for them. We maintain high in-stock inventory rates so orders can be filled quickly. We provide consistent, accurate order fulfillment so that booksellers spend more time with customers than suppliers.

Raincoast Book Distribution Ltd.

What services have you introduced or amended to improve customer service in 2009?

Raincoast re-launched Raincoast.com this year, with landing pages and social media tools for each of our client publishers, and our contact information, including telephone number, prominently displayed on all pages. Since December we have seen a 50 per cent increase in web traffic, which is being driven by booksellers accessing downloadable catalogues and



RAINCOAST BOOKS

www.raincoast.com

order forms with real-time pricing and comprehensive Out of Print lists.

What is the average response time to orders from your regular clients?

Our Book Express wholesale business drives our customer service benchmarks. Orders that are received before 11:00 am Pacific are packed and shipped on the same day. Customer service runs Monday through Friday from 7:00 am until 4:30 pm Pacific, including summertime months.

How does your company manage returns?

Our standard to process independent account returns is set at 48 hours and we usually meet or exceed this mark, the only delays being split receiving from the account or massive shipping needs which require assigning staff to shipping for a short period.

How do you communicate changes in distribution and promotions news with your clients?

Raincoast produces four monthly digital newsletters that are synchronized with home page updates and we update our blog daily and have over 2,900 followers on Twitter. Booksellers are provided further distribution updates via monthly statement mailings and postings at industry sites. Daily updates come via our 17 in-house and agency sales reps.

How did you contribute to the Canadian bookselling industry in 2009?

We constantly assert pressure on our carriers to maintain high delivery standards and by focusing in-house on driving consistent, high-velocity delivery times. We continue to set the industry standard for customer service. We are also making significant investments to our B2B bookseller site, our publisher extranet and new catalogue systems. Raincoast is very bullish about the long-term prospects for the book market in Canada and is making the investments to prove it.



SMALL PRESS PUBLISHER OF THE YEAR

To a Canadian small press publisher in recognition of an outstanding contribution to the Canadian bookselling industry. Based on consistent high quality in author relations, editorial production and marketing skills; retail support; and commercial success.



ARSENAL
PULP PRESS



Arsenal Pulp Press

Despite the economic downturn, we had a great year, with sales increasing 23 per cent over the previous year. We further solidified our reputation as an alternative independent press both in Canada and internationally (55 per cent of sales are in the US). Editorial highlights included the 10th anniversary edition of *How It All Vegan!*, the classic cookbook now considered a vegan bible for those who eschew animal products; *Yarn Bombing*, a dazzling book on knit graffiti that was excerpted in the *New Yorker* and the *National Post*, and *Vancouver Special*, a critically acclaimed book by comedian Charles Demers, shortlisted for a BC Book Prize. We also launched Queer Film Classics, a series of monographs on classic films of interest to LGBT audiences, by film writers and scholars both Canadian and international, and published *Macho Sluts* by Patrick Califia, the latest addition to the Little Sister's Classics series of LGBT fiction titles rescued from out-of-print status. In addition to traditional forms of marketing, we "socially network" in a big way, with an active website and blog and Facebook/Twitter accounts, not to mention an Arsenal Pulp Press "channel" on YouTube. We also encourage course adoptions of Arsenal books through the publication of a separate academic catalogue, and in the last year have sold rights to our books in China, Italy, Germany and Quebec. This year will also mark an office move to Vancouver's Chinatown, and a shift to Kate Walker & Co. for sales representation and UTP for distribution. Thanks to CBA for the support!

Coach House Books

Last year was fantastic for Coach House Books because we have some pretty great authors—Guy Maddin, Cordelia Strube, Lisa Robertson, Nicole Brossard, Maggie Helwig, Sina Queyras, among others—and because we have some pretty great readers: you! Award nominations, sure, we had a few—Griffin, Governor-General, Trillium, City of Toronto Book Award—but if Canada's fine booksellers didn't put those books on their shelves, it wouldn't matter. And we sure wouldn't have had our best sales year to date without you. (We hear that 'codependence' is a bad word, but we quite like it!) Our favourite story of 2009 is that Andrew Peck of Singing Pebble took a shine to Carla Gunn's *Amphibian* and managed to sell, single-handedly, more than 80 copies! And we've received emails from some of those 80 people telling us how much they love the book.

We've got some fine books in the works for 2010, including the last uTOPIA book, a reissue of our cult fave *Lenny Bruce Is Dead*, a novel by Gail Scott and more. We promise to keep up our (dare we say) Herculean promotional efforts and our fondness for fetishizable books, and we'll count on you to lure in brave readers to find them!

Cormorant Books

Listening is the major factor in Cormorant's recent success. Hearing the advice of booksellers, sales reps, and authors is as important as having a vision for the company and our books.

When Mabel's Fables suggested a Charles Pachter counting book, we followed up, and have sold thousands of copies. When Nicholas Hoare in Montreal wanted to hold the launch for *The Heart Specialist*, we agreed. It has been a *Gazette* bestseller for 46 weeks. When Mary Tilberg suggested we send a reading copy of *Oonagh* to Avid Reader in Cobourg, we did. They have sold more than 100 copies. This is but an illustrative set of examples, by no means exhaustive.

Our philosophy is simple. We believe that we're all in this together; one component is not more important than another. This brings to mind one of several jokes about being a publisher. What's the difference between God and a publisher? God never thought he was a publisher. Well, taking that joke a step further, we like to think of ourselves as the publisher who hears prayers and answers them. The key to all success: cooperation.

Another joke about publishers goes: How do you make a small fortune in publishing? Start with a big one. Cormorant didn't start with a big fortune, but we're doing our best to build a small one. Since 2004 Cormorant has made money—and that success is due entirely to the hard work of every person involved, from author to reader.



PUBLISHER OF THE YEAR

To Canadian publisher in recognition of an outstanding contribution to the Canadian bookselling industry. Based on consistent high quality in author relations; editorial, production and marketing skills; retail support; and commercial success.

House of Anansi Press

Who were your three best-selling authors of 2009?

Wade Davis, Eric Siblín and Marie-Louise Gay.

Describe your most successful marketing campaign of 2009.

Anansi's most successful marketing campaign was The Anansi Girls program, which targeted book clubs and promoted books from our top five female authors: Lisa Moore, Shani Mootoo, Emily Schultz, Karen Solie and Zoe Whittall. We ran a contest and first prize was a book-club visit from an Anansi Girl.

The Stella's Birthday Party promotion was Greenwood's most successful campaign. With a minimum order of Stella books, stores received a birthday cake mix, party favours, display items, and T-shirts—everything needed to throw a Stella's 10th anniversary celebration. In Fall 2009 Marie-Louise Gay attended some of these parties, visiting libraries and independent bookstores from Halifax to Vancouver.

What were your most successful co-op advertising initiatives of 2009?

Our most successful co-op effort of 2009 was *The Wayfinders* co-op and promotions. We gave a special discount to any store that ordered carton quantity, and each carton included a promotional poster for the book. We did lots of traditional co-op for *The Wayfinders* as well.

Describe your greatest commercial successes in 2009.

Our greatest commercial successes were *The Wayfinders* by Wade Davis, the 2009 CBC Massey Lectures and our top-selling book of the year. *When Stella Was Very, Very Small* by Marie-Louise Gay was the top-selling Greenwood book, and the promotion around it helped the other books in the Stella series sell many copies as well. *The Outlander* by Gil Adamson in paperback continued to be a huge seller for us thanks to its inclusion and good showing in the 2009 Canada Reads CBC Radio competition.

How have you contributed to the Canadian bookselling industry in 2009?

Anansi and Greenwood have contributed to the Canadian bookselling industry through our successful publishing programs which provide booksellers with high quality and saleable books, and our continued support of independent booksellers through creative advertising and marketing campaigns, great publicity for our books, plentiful co-op, and partnering with independent booksellers at our many public events.



ANANSI

Penguin Group (Canada)

Who were your three best-selling authors of 2009?

Stuart McLean, Joseph Boyden and Steig Larsson.

Describe your most successful marketing campaign of 2009.

Penguin's most spectacular campaign of 2009 was the campaign for *Dracula: The Undead*, sequel to the original vampire classic, by Dacre Stoker and Ian Holt. Playing on Bram Stoker's Canadian history, Dacre toured to Vancouver, Montreal and Toronto, with theatrical readings, backlit billboard advertising, cross-promotion with Canadian Blood Services and national media across the country. "All good, clean, bloody fun," wrote *Maclean's*.

What were your most successful co-op advertising initiatives of 2009?

Penguin initiated two unique campaigns in 2009: the Extreme Vinyl Café Book on Tour (in which an oversized edition of Stuart McLean's book toured across Canada garnering signatures, greetings and marginalia from fans from coast to coast) and *Wrap it Up with Penguin*, a *B/E* holiday gift-giving promotion offering free gift wrap to any customer purchasing two or two Penguin titles at participating booksellers.

Describe your greatest commercial successes in 2009.

Steig Larsson's Millenium Trilogy became a publishing phenomenon in 2009 with over 350,000 copies sold of the first two books, setting up a hardcover sale of over 50,000 copies on book three. Driven by the success of HBO's *TrueBlood*, sales of Charlaine Harris's *Sookie Stackhouse* books shipped over 480,000 copies, and Jack Whyte crossed the one million copy mark in Canada with the hardcover ship of *Order in Chaos*, the third book in his best-selling Templar trilogy.

How have you contributed to the Canadian bookselling industry in 2009?

In 2009 Penguin Group Canada received a record nine award nominations from CBA including Marketing Achievement for Extraordinary Canadians. Joseph Boyden collected the awards for Author of the Year and Fiction Book of the Year, and the first two Canadian fiction titles published by Hamish Hamilton Canada (Kim Echlin's *The Disappeared* and Colin McAdam's *Fall*) were finalists for the Scotiabank Giller Prize.



Random House of Canada Ltd.

Who were your three best-selling authors of 2009?

Dan Brown, Linden MacIntyre and Audrey Niffenegger.

Describe your most successful marketing campaign of 2009.

We did an extensive multi-faceted promotional campaign for Anne Murray and *All Of Me*. Anne toured across the country with major events and media attention. We worked with promotional partners including Air Canada, *En Route* magazine, Fairmont Hotels and EMI Music to promote Anne through their online outreach and to their extensive customer bases.

What were your most successful co-op advertising initiatives of 2009? How did booksellers benefit?

We did targeted advertising driving customers directly to a bookseller account in a variety of regional media outlets. The account's advertising was expanded as a result of this campaign which drove customers into stores and led to increased sales of the featured titles.

Describe your greatest commercial successes in 2009?

Kelley Armstrong was an amazing success in 2009, reaching a wide audience with her young adult novels and selling large quantities of her numerous adult titles. Extensive promotion with booksellers throughout 2009 led to this success. Jeff Rubin's *Why Your World is About to Get a Whole Lot Smaller* and Natasha Turner's *The Hormone Diet* were both titles that received extensive media and had great word of mouth that made them major bestsellers in 2009.

How have you contributed to the Canadian bookselling industry in 2009?

Random House of Canada published a number of major fiction and non-fiction titles in 2009, particularly leading into the holiday season, that became significant bestsellers for booksellers across the country. We ensured there was extensive marketing support for these titles, as well as strong customer service, sufficient stock and timely fulfillment.



CAMPUS BOOKSELLER OF THE YEAR

To a college or university bookstore in recognition of excellence in book retailing. Based on superior customer service and innovation; store atmosphere; supply of required texts and complementary reading material; marketing initiative; faculty relations; and community involvement.



The Bookstore at Western

London ON

How would you describe the store's atmosphere?

Our students and faculty say: "Very friendly service;" "Helpful in answering questions;" "Fast service at check-out;" "Patient;" "Awesome!"

What services have you amended/introduced in 2009 to improve customer service?

We reduced our plastic bag consumption by 90 per cent when we introduced a five-cent charge for our bags. Since August 2009, we have saved over 170,000 plastic bags from going into the landfill. Proceeds from the bag fee are donated to ReForest London, which plants trees in London.

What have you done to ensure a positive relationship with faculty?

Our annual Faculty Author Reception recognizes close to 40 faculty authors. At the event, Western's president, deans, chairs and colleagues celebrate our faculty's publishing accomplishments and each author receives an engraved bookmark as a token of recognition. *Western News* publishes an article featuring the authors, books and an announcement about the event.

What was your most successful author event in 2009?

We hosted six graduates, all successful writers, for an insightful panel discussion about careers in writing. The event, "Living the Dream," followed the campus-wide Career Week, and provided students and faculty with the opportunity to learn about making a living as a writer.

How do you market your store and its services to your community?

Our primary marketing tools on campus include digital signage in busy campus locations and permission marketing through Events That Matter. In the community, London Reads expands participation with book discussions at the public library, on Facebook, Twitter and videos on YouTube.

How have you contributed to the bookselling industry overall?

We are actively involved in several industry associations, including: Stephen Cribar, President of CBA; Steve Alb, Board of Directors, NACS; Gail Murray, Presenter at Campus Stores Canada.

UBC Bookstore

Vancouver BC

How would you describe the store's atmosphere?

We are UBC's campus hub, featuring the latest merchandise, technical information, innovative displays, airy surroundings and cozy seating.

What services have you amended/introduced in 2009 to improve customer service?

We added four more registers (totalling 24) to provide faster service for the back-to-school rush. Our staff training efforts continued to be integral in providing excellent customer service. Our employees took courses on "dealing with a difficult guest" and on merchandising—staff demonstrated their skills in a fun display contest.

What have you done to ensure a positive relationship with faculty?

Our Coursebook Materials Department and Director have continued our Faculty Outreach Program—promoting the store's services to department heads and administrators. We hosted a Faculty Authors Reception and regularly update the titles and digital picture display in our Faculty Authors section. We also sold Faculty titles at several launches as well as course materials on location at departments.



What was your most successful author event in 2009?

Our biggest event, David Sedaris at The Centre for Performing Arts downtown, was a sell-out—our sales were more than \$3,000. On campus, it was Wade Davis at The Chan Center, which also sold out and exceeded sales expectations.

How do you market your store and its services to your community?

We've shifted towards social marketing and other digital means. We've grown our fan base on Facebook and Twitter, engaging them with our own book review videos (T&B Talk Books) and special offers—yielding an excellent ROI. We've provided free digital book downloads on our website and sell e-book readers. We advertised the store's selection on screen at local theatres.

How have you contributed to the bookselling industry overall?

Our downtown location's 'Robson Reading Series' continues to provide an important venue for remarkable authors. It continually grows in numbers of events and audience members.

York University Bookstore

Toronto ON

How would you describe the store's atmosphere?

The York University Bookstore is a jam-packed, complete academic and general bookstore, with all the campus store clothing and stationery offerings. We work hard to make shopping easy and fun.

What services have you amended/introduced in 2009 to improve customer service?

We have started with staff training, improved our website book search capabilities, introduced a guaranteed buyback of selected textbooks, eliminated a satellite store to focus text sales in one location, extended rush hours to 11 pm. We also added better signage and floor plans to ease navigation through the bookstore.

What have you done to ensure a positive relationship with faculty?

We began with our 3rd annual faculty/staff information session. We publish our quarterly *Book News* for faculty with special attention to scholarly works. With the library we hosted *Yorkwrites* to celebrate and showcase faculty publications. We supported over 80 book launches, lectures and conferences on and off campus. We filled 100 per cent of course requests and improved communications. Faculty complaints are almost zero.

What was your most successful author event in 2009?

We love hosting faculty book launches. Inside the bookstore we celebrated Professor Hedi Bouraoui's *Thus Speaks the CN Tower*, which is a POD by York. Our capacity crowd was invited to participate in a "Best CN Tower Story Ever" contest!

How do you market your store and its services to your community?

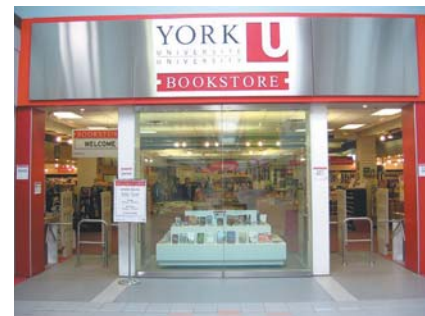
For York's 50th anniversary we commissioned a line of products, dedicated a prominent display, and participated in key events

including the launch of the York commemorative book. We introduced in-store student art, and department information window exhibits. We

run student and parent orientation seminars and tours. Help with donations and fundraisers; our five cent levy on plastic bags is funding a grove of trees on campus.

How have you contributed to the bookselling industry overall?

We've promoted our machine neutral POD, working with publishers to refine POD for campus stores. We've solved technical issues so WINPRISM users can effortlessly participate in the BookNet sales survey.



SPECIALTY BOOKSELLER OF THE YEAR

To a specialty bookstore in recognition of excellence in book retailing. Based on superior customer service and innovation; store atmosphere; range of stock relative to size; marketing and promotion initiative; niche expertise; and community involvement.

The Flying Dragon Bookshop

Toronto ON

How would you describe the store's atmosphere?

Lush greenery, comfy couches, and welcoming bookshelves; our store is an enchanting booklovers' paradise. As one young customer put it, "it's like walking into Narnia."

What services have you amended/introduced in 2009 to improve customer service?

In 2009, we began developing a greater web presence by connecting with our customers via Twitter, Facebook, and our brand new blog. Through these mediums, we are able to keep customers up to date with author visits, events, great new books, links, images and other book related miscellanea designed to enhance their reading experience.

How do you win your customers' loyalty?

We believe in growing with our customers. From baby baskets to great teen reads to a lovingly handpicked adult selection, we form a personal connection with our customers, seeing them through those transitional ages with great books. We know our customers personally and by reading preference, and are ready with the perfect book waiting for them in the wings.

Please describe your most successful in-store or off-site event in 2009.

Customers love our atmosphere. For this reason, we do in-store events only, including our beloved after school book club. This year, we invited illustrator Wallace Edwards who delighted a room full of children with his one-of-a-kind illustrations.

How do you market your store and its services to your specialty community?

Our customers return, bringing family and friends, because we have given them an experience they wish to share. Walk-by customers are enticed by our award-winning window displays that enhance the streetscape. We also donate our trademark "dragon wagon" gift baskets to local schools and community organizations, easily recognizable by the whimsical flying dragon that graces our print media.

How have you contributed to the bookselling industry overall?

We contribute by maintaining personal relationships with publishers, inviting authors to intimate afternoon teas, and most importantly, by cultivating the next generation of readers.

Books for Business

Toronto ON

How would you describe the store's atmosphere?

Quiet, elegant, friendly, relaxed, sophisticated, urbane.

What services have you amended/introduced in 2009 to improve customer service?

We started a new service where at year-end we provide

customers with updated lists of their purchases, helping them avoid duplication and offering a record of expenses for income tax purposes. We continue to delight customers with our downtown "curb service" and research services which help customers find the right information to solve their individual business problems. It all boils down to in-depth knowledge of our subject matter and the professional delivery of it.

How do you win your customers' loyalty?

We work miracles for our customers who demand immediate turn-around. Working with suppliers, we get the job done—one of our key advantages over big-box discounters. We pride ourselves on our professional relationships with clients. During the global financial crisis many of our customers became unemployed. We helped them through this with compassion and improved inventory on career and change management. We mentor students as they prepare for their careers. We genuinely enjoy every client transaction, and try to make a positive difference in their lives.

Most successful event in 2009

We traded cocktails and hors d'oeuvres for coffee and bagels at our first breakfast event, which drew a standing room only crowd at 7 am for a presentation by Roger Martin, Dean of the Rotman School of Management at U of T," who talked about his new book *The Design of Business* (Harvard Business Press). We are looking forward to a humdinger event for our 20th anniversary this year.

How do you market your store and its services to your specialty community?

We have tried to be a caring, significant downtown presence by supporting our customers' business, social and philanthropic endeavours. We count on word of mouth, but also send regular emails about new books and in-store events to customers who have asked for the service. *Report on Business* publishes our top 10 bestsellers weekly. We help business groups such as the Canadian Centre for Ethics and the Institute of Corporate Directors with book clubs and course materials. We take our store out of the store 10 or 15 times a year to trade shows, sales meetings and corporate events.

How contributed to the bookselling industry overall?

In our 20 years of business we have donated time and effort to CBA members (two former CBA directors and one past president on staff), and currently have one staff member representing booksellers on the industry-wide Canadian copyright committee. We support Canadian business writers in many ways and serve on the jury of the National Business Book Award. We have tried to represent the whole bookselling community as savvy and professional business people with a mandate to serve.



Woozles Ltd.

Halifax NS

How would you describe the store's atmosphere?

Woozles is a place of wonder. It is whimsical, welcoming and warm, cozy and colourful, playful, stimulating and friendly.

What services have you amended / introduced in 2009 to improve customer service?

We introduced *The Gift of Reading* program: a child can receive specially chosen books quarterly/monthly. We amended our *Battle of the Books* program, adjusting the scoring system. It is now completely accessible to hearing impaired children. We added a regular Sale section. We regularly post Bestseller lists. We're on Facebook!

How do you win your customers' loyalty?

We win our customers' loyalty through the following ways: Knowledgeable and friendly customer service; Book Clubs; *Battle of the Books* program; Professional/Educational discount; Loyalty Cards; Attendance at Conferences; School Book fairs; Online ordering; Newsletter and Website featuring new and exciting stock; Specialized in-store displays.

Please describe your most successful in-store or off-site event in 2009.

Woozles participated in the inaugural *Atlantic Author Day* held on July 10. Local authors and illustrators appeared in the store throughout the day, reading from and signing their books as part of a region-wide celebration of local talent.

How do you market your store and its services to your specialty community?

We market the store in the following ways:

- Through our website, blog and Facebook;
- By having a presence at a variety of events in the community such as launches, author events, book clubs, book fairs, *Battle of the Books* program, donations and our own contests/awards;
- In an effort to keep people shopping independent and local, we are part of an alliance with the other booksellers in the city.

How have you contributed to the bookselling industry overall?

We have become a reference point for children and children's literacy within the community. Teachers, librarians, parents, media and child-care professionals seek our expertise and advice regularly.



BOOKSELLER OF THE YEAR

To an independent bookstore in recognition of excellence in book retailing. Based on superior customer service and innovation; store atmosphere; range of stock relative to size; marketing initiative; author promotion; and community involvement. Presented in memory of Roy Britnell.



The Book Keeper

Sarnia ON

How would you describe your store's atmosphere?

We have a warm, inviting and space that encourages browsing. Our friendly staff is renowned for their expert and personal bookselling services.

What services have you amended/introduced in 2009 to improve customer service?

We have recently moved to a much larger location that has allowed us to introduce a café seating area, expand most of the sections in our store and add more giftware. We have been actively promoting our website (www.sarniabookkeeper.com) and have seen a marked increase in our online orders.

Name three ways you've won your customers' loyalty.

Our outstanding booksellers know many of our customers by name and can anticipate and accommodate their reading needs and wants. We have a very well-stocked store so people can find what they are looking for and a few surprises to boot. Like most independent bookstores, our special order service is the backbone of our business. Exceptionally fast and friendly service is where we excel!

Describe your most successful author event of 2009.

For our annual partnership with The Organization for Literacy we hosted the irreverent and charismatic Rex Murphy for a sold-out event! Book sales were brisk and continued into 2010. And, best of all, customers continue to tell us how much they enjoyed the evening.

How do you market your store and its services to your community?

Our exceptional booksellers and our new, beautiful, well-stocked store are our best marketing tools. We advertise regularly on local radio and in the newspaper. We have also found that a fun and effective way to communicate with our readers is through our high-traffic website and our Facebook page. Our e-newsletter keeps helps us market our favourite books, services and events.

How have you contributed to the bookselling industry overall?

For 30 years we have been active and enthusiastic members of CBA. Last year we were included on the Shop Local panel presentation at the renewed CBA National Conference. The Book Keeper is also a frequent member of the *B/E* Selection Committee

Bookmark II

Halifax NS

How would you describe the store's atmosphere?

In terms of selection and tenacity, our store is small but mighty. It's friendly, polite, laughter-filled and welcoming. It's quirky and interesting.

What services have you amended/introduced in 2009 to improve customer service?

Bookmark improved access to special order information with greater internet access at cash terminals. A new entrance was



installed to feature a brighter, more open area for patrons at the front of our store. We increased our use of social media like Facebook to highlight events and communicate with our friends. To help loyal older customers, we more actively let them know we will gladly home deliver within walking distance.

Name three ways you've won your customers' loyalty.

Our customer loyalty is based on simplicity. We treat everyone with respect and kindness. If we don't have a certain title, people will leave with either information or a special order placed, always. We chat with our friends and are not worried whether something is purchased. We order titles for specific people in mind and have developed sections that many bookstores ignore or under-represent, like poetry and architecture.

Describe your most successful author event in 2009.

We helped launch Shandi Mitchell's debut novel, *Under This Unbroken Sky*, with Penguin at Pier 21, Halifax's famous waterfront building which was the entry point for many new Canadians. As Shandi's book concerns the settling of the west, it was an absolutely beautiful place, full of artefacts and memories. With an almost sell-through, it was our best result for many reasons.

How do you market your store and its services to your community?

We can truthfully say that great service, small but good deeds done and a large range of books are the best marketing tools that we use. We do not spend money we can ill afford in ostentatious window displays, new or old media advertising or grand events. Word of mouth is a clichéd way of saying it, but it is the means through which we've built our reputation. And having things when people want them! And walking books to our elderly customers! And smiling.

How have you contributed to the bookselling industry overall?

In the big picture, Bookmark Halifax's largest contribution to bookselling is maintaining the right stock and loving books. When all awards are announced, the nominees' titles are ordered that day... we read like sharks, put our favourite books in people's hands and make sure our community knows we absolutely love what we do. It's simple but so true.

Collected Works Bookstore & Coffeebar

Ottawa ON

How would you describe the store's atmosphere?

A friendly, upbeat place, emphasising books as a necessary part of life. The comfortable, unpretentious atmosphere makes customers at home, providing a relaxing, hands-on way to explore a selection of books that they won't find anywhere else.

What services have you amended/introduced in 2009 to improve customer service?

Collected Works invested more time and resources in staff training, product knowledge and professional development to make us better salespeople, which has benefited our customers and bottom line. We gave staff greater operational control in certain areas, allowing us to more effectively diversify our product mix, expand our food service operation, solidify our institutional business and increase margin. Lastly, we began planning a store expansion that will be completed this fall.

Name three ways you've won your customers' loyalty.

Excellent customer service; fast, effective communication; and our customer loyalty program. We know our customers by name and are genuinely interested in them—keeping our eyes out for books of interest and enthusiastically going the extra mile, whether it means tracking down the author of an out-of-print book to see if they have a copy or taking ARCs to someone in the hospital. Focusing on our customers at the personal level is what sets us apart.

Describe your most successful author event in 2009.

Our most successful was the launch for Denise Chong's *Egg on Mao*, for which a change of venue was required on short notice. When the dust settled, nearly 200 people attended the packed event—complete with food, wine and music—in a local gallery, giving the evening the feel of a Soho art opening. Books sales were amazing, as were the bar receipts!

How do you market your store and its services to your community?

As a neighbourhood business that reflects and responds to the interests, needs, and tastes of those who live and work in our area,

our most effective form of marketing is word of mouth. We also advertise regularly in our community newspaper, send out a monthly newsletter, maintain an up-to-date website and Facebook page, host events, issue press releases, participate in community events, do volunteer work, and sit on our BIA board. We donate to various causes and mail out 10,000 copies of *B/E* each fall.

How have you contributed to the bookselling industry overall?

We participate in industry events—including CBA's National Conference and ABA's Winter Institute—and sit on the board and various committees of CBA. We happily educate the media, suppliers, politicians and the public about industry concerns. In leading by example on issues such as pricing, technology, best business practices, the importance of our cultural heritage and the value of the local and independent, we feel we contribute to the industry's overall health.

