



There doesn't seem to be much happy news circulating these days, and perhaps the most disheartening aspect of it all, is the sense of powerlessness that these negative reports—on everything from politics to crime to the economy—engender. For booksellers, like all retailers, the economic downturn has been a considerable source of stress, as have industry-specific woes like the discontinuation of BookExpo Canada and marketing budget cuts that have resulted in fewer bookstore visits from authors and sales reps alike.

Of course this sense of limited individual influence is exactly why associations like CBA exist—to combine and constructively channel your energy. In response to the BEC cancellation announcement, for example, we heard from many booksellers and publishers wanting to pull together as a group to create a new kind of gathering—volunteering their own time, contacts and resources to the cause.

This issue of the magazine draws your attention to other strength-in-numbers situations—including the information-sharing among members regarding the Ontario elementary school library funding

(pg. 12); and the collaborative brainstorming to see booksellers through tough times that took place during the ABA's recent Winter Institute (pg. 13) in Salt Lake City.

We also hope you'll find in these pages avenues and inspiration to pursue your store's individual interests. The mysterious forces of technology can leave one feeling confounded (I often wonder when 'the market' will definitively decide on its preferred digital delivery method/reading device for e-books so we can adapt accordingly), but Mark Lefebvre (pg. 36) demonstrates just how empowering the technological tools now available to everyone actually are. Web-based, easily accessible marketing venues abound—ones that make it so much easier for individual booksellers to participate in larger communities and promote what makes them special to an expansive audience, for free.

In these tumultuous times, it's more important than ever that booksellers band together and draw support from the wider community, rather than becoming isolated and vulnerable. Your independence is a strength, but your participation in a larger network of booksellers can offer tremendous sustenance. **CBA**

**About the Cover**

## McARTHUR & COMPANY

McArthur & Company celebrates its 10<sup>th</sup> anniversary year with great new fiction titles from Penny Vincenzi and Marcia Willett, and Canadians Barry Callaghan, Emily Mandel, David Gibbins, Rafaele Germain, and Phyllis Smallman.

Our non fiction leads include Kildare and Linda Dobbs' *Gardens of the Vatican*, Billy Connelly's CBC TV tie-in *Journey to the Edge of the World*; Chris Knight's *Complete Licence to Grill*, Madeleine Marentette's *Grail Springs Holistic Detox*, and Ervin Laszlo's *Worldshift 2012*, with forewords by Deepak Chopra and Mikhail Gorbachev.

We look forward to seeing Canadian booksellers in Toronto in June, where we will be Happy To Be Here! at whatever event we can plan together to replace BEC. Look forward to seeing you all then, and have a prosperous spring season. **CBA**

