



*canadian*BOOKSELLERS  
*books above all*

# LIBRIS AWARDS

CANADIAN  
BOOKSELLERS  
ASSOCIATION

# LIBRIS AWARDS

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

## AUTHOR OF THE YEAR

To the Canadian author of an outstanding literary work in 2006 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.

### Vincent Lam

Vincent Lam's *Bloodletting & Miraculous Cures* caused a wonderful sensation in the book industry when it won The Scotiabank Giller Prize and quickly became the fastest and bestselling Giller winner ever in the lead up and beyond the holiday season. Vincent Lam is a very gracious author, appreciative of everyone's efforts on his behalf, who enjoyed meeting booksellers and regularly dropped into bookstores to sign stock prior to the holidays. Vincent Lam also received a lot of media attention which was quite positive for the industry and led to increased book sales, due to the interesting stories of his 'day job' as an emergency room physician that helped inform the stories in *Bloodletting & Miraculous Cures*, and of how he came to meet Margaret Atwood and eventually have his book read by publishers.



Margaret Lam Antoniadou

### Ami McKay

Ami McKay is a tremendous ambassador for her work. She is outgoing and friendly and always eager to meet her readers. In fact, Ami regularly travels throughout Nova Scotia to visit book clubs that are reading *The Birth House* and are interested in speaking with her. *The Birth House* clearly struck a chord with readers and became a true word-of-mouth book that is passed from one person to the next. For the bookselling community, *The Birth House* became a book that was easy to handsell and recommend in store, and through these personal recommendations, it became a national bestseller that continued from its publication in Spring 2006 right through to the holidays.



Ian McKay

### Alice Munro

Alice Munro's standing in the literary world was confirmed when in April 2007 she was nominated as one of the finalists for the Man Booker Prize for lifetime achievement.

Canada's booksellers know all about that achievement. For over 30 years the appearance of a new collection of stories

by Alice Munro has meant three things for them: excited and even ecstatic reviews, which lead to heavy sales, which in turn lead to delighted customers returning to talk about their pleasure in reading Alice Munro.

The blend of literary excellence and popular bestselling appeal is not exclusive to Alice Munro, but over the years she seems to have achieved it more reliably than almost any other author. Remarkably, she has achieved it while remaining above the fray, a figure beloved and respected by ordinary readers and by Canada's and the world's leading writers.

All of her finest qualities are on display in last fall's story collection, *The View from Castle Rock*, her most personal book, and the one that ranges most widely through the centuries. Typically (and to her Publisher's displeasure) she withdrew it from the Giller Prize in order to donate her time and skills as a judge: but this superb book based on her family's history, which probes the boundary between truth and fiction, has not yet finished winning prizes

Doug Gibson, the Publisher of Douglas Gibson Books at McClelland & Stewart, has edited and published Alice Munro for 30 years.



## 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 of Canada Ltd.

Describe your most rewarding professional accomplishments from 2006.

I'm a passionate omnivore when it comes to editing and, for 2006, out of the many books I worked on it's hard to pick just one. As Douglas Coupland's primary editor for his past five novels, it gave me huge satisfaction to see *JPod* hit number one on the bestseller lists, be named a *Globe* best book, be optioned for a TV series, be longlisted for the Giller and shortlisted for the Leacock. Just as satisfying was watching the critical and reader reaction to Giles Blunt's fourth novel in his Cardinal crime fiction series, *By the Time You Read This*. I've been his editor since the beginning, and his work is not only deeply appreciated here, but also in the US, the UK and Europe. Last year I also worked with Dragan Todorovic, whose memoir of growing up in Yugoslavia, *The Book of Revenge*, just won the Nereus Writers' Trust Non-Fiction prize. Arriving in Canada ten years ago, Dragan didn't even speak English. And I am so proud of Kevin Patterson's *Consumption*, a powerful and original first novel set on the shores of Hudson Bay—we worked together on that book for five intense years. Suffice to say, I love my work.



Bruce Peters

### Lynn Henry,

House of Anansi Press

Describe your most rewarding professional accomplishments from 2006.

A banner year for Anansi, and for publisher and editor-in-chief, Lynn Henry, in fall 2006, almost a year after Lynn joined the company, every book of Canadian fiction on our small but select list was shortlisted for a Governor General's Literary Award (Ravi Hage's *De Niro's Game*, Peter Behrens' *Law of Dreams*, Bill Gaston's *Gargoyles* and Lazer Lederhendler's translation of Gaetan Soucy's *The Immaculate Conception*). In addition to acquiring, shaping and directing the overall list, Lynn was substantive editor of *De Niro's Game* and *Gargoyles*, and Canadian editor of Governor General's award-winning *The Law of Dreams*. *De Niro's Game* and *The Immaculate Conception* were also on the Giller Prize shortlist. Bestseller *De Niro's Game* won two Quebec Writers' Federation Awards and, along with *The Law of Dreams*, was a finalist for the Rogers Writers Trust Fiction Prize and the Commonwealth Prize. *The Law of Dreams* and *Gargoyles* were among the *Globe and Mail's* "Top 100 Books of the Year", and *Gargoyles* was shortlisted for the Ethel Wilson Fiction Prize. As publisher, Lynn collaborated with Anansi poetry editor Ken Babstock on our award-winning 2006 list: Two of Anansi's three 2006 Canadian poetry titles received Governor General's Literary Award nominations (Babstock's own *Airstream Land Yacht* and Sharon Thesen's *The Good Bacteria*), while three made the *Globe* "Top 100" list. To cap off the year, Lynn edited our bestselling Massey Lectures for 2006, Margaret Somerville's *The Ethical Imagination*. In short, Lynn's edi-



torial work amply demonstrates wide-ranging skill, a solid sense of what works commercially, an unusually keen eye for the best new writing, and a nimble originality.

### Lynne Missen,

HarperCollins Canada Ltd.

Describe your most rewarding professional accomplishments from 2006.

This last year was hugely rewarding for me, and I feel very lucky to be able to edit and work with an incredible roster of talented children's writers at HarperCollins Canada. In total, the children's list garnered 36 award nominations, with six wins and five honour book selections. Kenneth Oppel won the Vicky Metcalf Award for Children's Literature in 2006 in recognition of his entire body of work. As well, the audiobook of *Airborn* was an ALA Notable Recording and was nominated for three Audie Awards in the United States. Arthur Slade's *Megiddo's Shadow* won the Saskatchewan Book Award for Children's Literature and is a finalist for the CLA Young Adult Book Award, the Red Maple Award and the 2007-2008 Snow Willow Award. Hadley Dyer's book, *Johnny Kellock Died Today*, a finalist the Red Maple Award, just won the CLA Book of the Year for Children and was named an Honour Book in the CLA's Young Adult Book Award. *The Raintree Rebellion* by Janet McNaughton was also nominated for the Red Maple Award in addition to the Ann Connor Brimer Award. *What Happened to Cass McBride*, by Gail Giles, won ALA honours including Best Book for Young Adults, Quick Pick and Quick Pick Top Ten, and Helen Dunmore's *The Tide Knot* won the Nestlé Prize (UK) Silver Medal.



# MARKETING ACHIEVEMENT OF THE YEAR

In recognition of skill, creativity and ingenuity by the marketing department of a Canadian publisher over the course of 2006 in effectively promoting a single—or group of—Canadian title(s) or author(s). Based on originality of ideas, effectiveness in working cooperatively with booksellers, and the campaign's contribution to the title's overall sales.

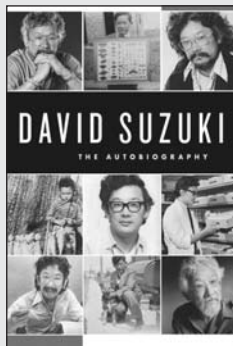


## David Suzuki: The Autobiography Campaign,

Douglas & McIntyre (GreyStone Books)

**Please describe the attributes of this campaign and explain how it was executed at the bookstore level.**

*David Suzuki: The Autobiography* is a personal look at the life of Canada's leading environmentalist, and the marketing campaign for this book was as much about marketing the man as it was about marketing the book. We focused on getting David's face and voice out through 137 media interviews, beginning one month prior to publication, and continuing for four months while he toured. For each of the 35 tour stops we partnered with a bookstore to promote the event, and the media directed all readers to the bookstore for ticket sales. Almost all events had over 500 people—some more than 1,000. We also invited booksellers who ordered a carton of books to get tagged in our national advertising campaign.



**What features make this campaign unique?**

The tour was truly coast-to-coast, with stops in Whitehorse, YK through New Glasgow, NS. Through a multimedia slideshow, produced specifically for the tour, David shared personal photos, videos and stories with the audience, and signed over 5,000 books in total. Through his candour he rallied the audience to care about the environment as well.

**How would you characterize the success of this campaign?**

The book appeared on bestseller lists for over 15 consecutive weeks and raised the profile of Suzuki's backlist titles. Roughly 25 per cent of total sales for the book occurred at tour events. We worked closely with booksellers for successful inventory management; returns were minimal. One of David's big motivations for touring was to thank the independent booksellers who have done events with him over the years. The tour helped give independents some great community exposure.

**Who worked on the campaign?**

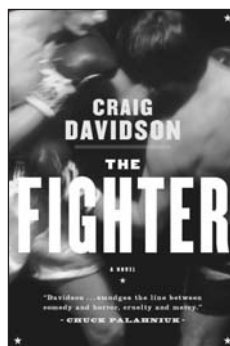
Our in-house Sales & Marketing Team, including Allison Urowitz, Liza Algar, Richard Nadeau, Bruce Martin, Corina Eberle, Jennifer Gauthier and Holland Gidney, and our Inventory Manager Dani Lacusta. Sales reps Kate Walker, Lorna Macdonald, Caroline Woodward, Rorie Bruce, Anthony Cooney, Morgan Young, Bridget Barber, Karen Stacey and Genevieve Loughlin. Publicists Cathy Tippet, Jean Gordon, Ruth Steinecker, Sheri Lee Moshansky, Kelly Mitchell and Jennifer Tiller. Finally, the finest booksellers across the country!

## The Fighter Campaign,

Penguin Canada

**Please describe the attributes of this campaign and explain how it was executed at the bookstore level.**

*The Fighter*, with its genesis in a challenge on the author's blog for fellow writers to fight him in the ring, turned traditional book publicity on its head and culminated in a launch that picked up media from *Jane* magazine to the *Guardian*. Every major news network in Canada sent a camera to the launch, and latecomers were left lined up outside Florida Jack's boxing gym. Davidson lost the match, but sold stacks of books (Pages This Is Not a Reading Series co-sponsored the event), revenue from beverage sales was donated to the IFOA, and people went home from the fight talking about Penguin as a cool company that did cool things. Said Myers, "We would rather fail trying [something new] than fail doing what's always been done."



**What features make this campaign unique?**

Davidson's blog and a Penguin-designed micro-site were key tools in the marketing campaign. Once the challenge was on the net, it spread like wildfire. Momentum and coverage built via advance galleys, viral marketing, and a three-minute BookShort screened at BookExpo Canada.

**How would you characterize the success of this campaign?**

The launch was a flashpoint moment, synthesizing the power of new media and concept marketing. As Scott MacDonald wrote in *Quill & Quire*, "there's a youth movement at Penguin Canada—and it's showing." Reviews flowed in from Bret Easton Ellis, Chuck Palahniuk and Irvine Welsh, who declared *The Fighter* to be "an essential book, destined for cult status at the very least."

**Who worked on the campaign?**

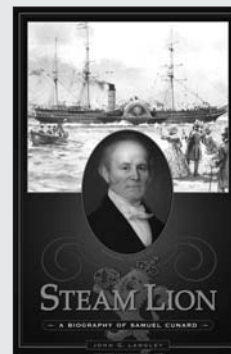
Publicist Stephen Myers masterminded the campaign and took a mean bruise for his efforts from fellow publicist David Leonard, who met him in the ring in a three-round undercard match. Myers (and Davidson) lost the match, but the real score was the marketing campaign.

## Steam Lion Display Contest,

Nimbus Publishing

**Please describe the attributes of this campaign and explain how it was executed at the bookstore level.**

The Steam Lion display contest was a contest for Canadian booksellers to create the best display of the book. The prize was a free transatlantic cruise on board the largest ocean liner in the world, the Queen Mary II, as well as \$500 for travel costs. The total prize was worth \$10,000 Cdn. Bookstores had to order 10 copies of the book to enter and they received posters, shelf-talkers and Cunard bags in order to help them create their display. The booksellers had to send a picture of their display to Nimbus in order to be considered in the judging.



**What features make this campaign unique?**

The prize is what made this contest unique. It is not often that booksellers in Canada get a chance to win such an exciting prize. I also think that it got booksellers excited about creating good displays in their stores and thinking outside the box from what they normally would create. In addition, we felt it was unique in that Nimbus was able to work with the Cunard Cruise line on cooperative marketing efforts.

**How would you characterize the success of this campaign?**

Since we were backing up the display campaign with advertising, we had three ads in the *Globe and Mail* and that helped to create awareness for the book across the country. We were also able to get national media attention from Book TV, etc. We had a lot of demand for the book outside of Atlantic Canada because of this.

**Who worked on the campaign?**

Terrilee Bulger, sales and marketing manager, Diane Faulkner, marketing coordinator and the Kate Walker rep group.



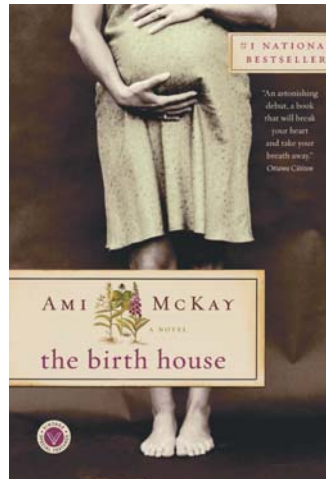
## FICTION BOOK OF THE YEAR

For a Canadian work of fiction published in 2006 that had an outstanding impact on the Canadian bookselling industry, created wide media attention, brought people into bookstores, and had strong sales.

### The Birth House,

by **Ami McKay (Knopf Canada)**

*The Birth House* is the story of Dora Rare. As a child in an isolated village in Nova Scotia, she is drawn to Miss Babineau, an outspoken Acadian midwife with a gift for healing. Dora becomes Miss B.'s apprentice, and together they help the women of Scot's Bay through infertility, difficult labours, breech births, unwanted pregnancies and even unfulfilling sex lives. Filled with details as compelling as they are surprising, *The Birth House* is an unforgettable tale of the struggles women have faced to have control of their own bodies and to keep the best parts of tradition alive in the world of modern medicine.



"From the beginning ... we know we're in for a bit of magic .... *The Birth House* is compelling and lively, beautifully conjuring a close-knit community and reminding us, as Dora notes, that the miracle happens not in birth but in the love that follows." – *The Globe and Mail*

*The Birth House* was quickly embraced by booksellers, and their enthusiasm, along with an author who was a great ambassador for the book, led to great word-of-mouth among book readers. *The Birth House* quickly became a bestseller that continued through the year, which was very positive for the entire industry.

### Bloodletting and Miraculous Cures,

by **Vincent Lam (Doubleday Canada)**

*Bloodletting & Miraculous Cures* welcomes readers into a world where the most mundane events can quickly become life and death. By following four young medical students and physicians—Ming, Fitz, Sri and Chen—this debut collection from 2006 Scotiabank Giller Prize winner Vincent Lam is a riveting, eye-opening account of what it means to be a doctor.



Deftly navigating his way through 12 interwoven short stories, the author explores the characters' relationships with each other, their patients and their careers. Lam draws on his own experience as an emergency room physician and shares an insider's perspective on the fears, frustrations and responsibilities linked with one of society's most highly regarded professions. From delivering babies to evacuating patients and dealing with deadly viruses, the four primary characters in *Bloodletting & Miraculous Cures* are made thoroughly human by Lam's insightful detail, realistic dialogue and expert storytelling.

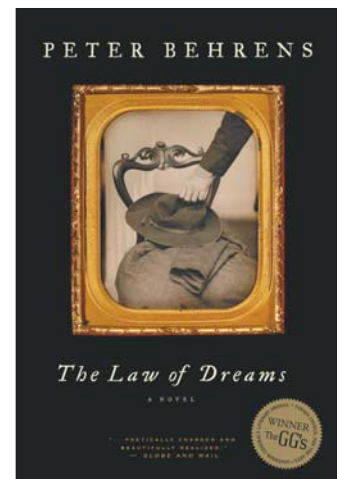
*Bloodletting & Miraculous Cures* generated a great deal of excitement for the entire industry when it won the Scotiabank Giller Prize and immediately became a huge bestseller for the holiday season and beyond. The author is also a great promoter, which also helped drive all the attention and word-of-mouth.

### The Law of Dreams,

by **Peter Behrens (House of Anansi Press)**

Peter Behrens' first novel *The Law of Dreams* is gorgeously written, Homeric in scope, and haunting in its depiction of a young man's perilous journey from innocence to experience. It was nominated for a host of major awards in 2006, and won the prestigious Governor General's Award for Fiction. It was also a national bestseller, a *Globe and Mail* "Top 100" book, and a finalist for the Rogers Writers' Trust Prize and The Commonwealth Prize. *The Globe* raved that it is "poetically charged and beautifully realized," while the *New York Times* called it "absorbing, unsparing, and beautifully written ... a masterly novel." All this from a first-time novelist.

*The Law of Dreams* was a consistent national bestseller week after week for a number of months. It was also a bookseller favourite—truly one of those rare 'hand sell' books suitable for a wide variety of readers.



# NON-FICTION BOOK OF THE YEAR

For a Canadian work of non-fiction published in 2006 that had an outstanding impact on the Canadian bookselling industry, created wide media attention, brought people into bookstores, and had strong sales.

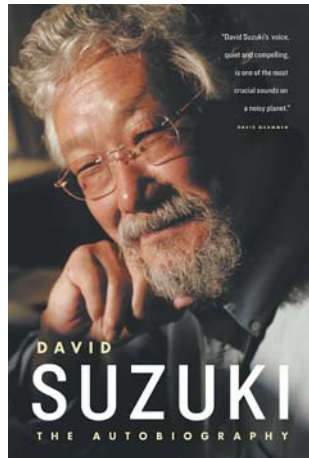


## David Suzuki: The Autobiography,

by David Suzuki (GreyStone Books)

This eagerly awaited second instalment of David Suzuki's autobiography expands on the years covered in *Metamorphosis* and picks up where that book left off, in 1986, when Suzuki was 50. It begins with the racism that Suzuki experienced when he and his family were detained in an internment camp in Canada during World War II, describes his teenage years in southern Ontario, his college and postgraduate experiences in the US, and his career as a geneticist and later as the host of *The Nature of Things*. With characteristic candour and passion, he also describes his metamorphosis into a leading environmentalist, writer and thinker; the establishment of the David Suzuki Foundation; his many travels throughout the world and his meetings with international leaders, from Kaiapo chief Paiakan to Nelson Mandela to the Dalai Lama; and the abiding role of nature and family in his life.

The book appeared on bestseller lists for over 15 consecutive weeks and it also raised the profile of Suzuki's backlist titles. Roughly 25 per cent of total sales for the book occurred at tour events. We worked closely with booksellers for successful inventory management and returns were minimal. One of David's big motivations for doing this tour was to thank all the independent booksellers who have done events with him over the years. The tour gave independents some great community exposure.



"That Clarkson grew up to be a stoic, gracious, stylish over-achiever seems inevitable once we are acquainted with the circumstances of her childhood." - *The Star Phoenix*

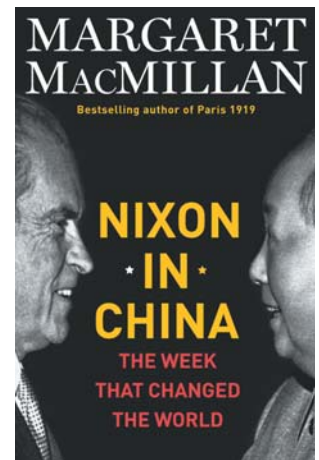
"This is a book of immense depth, intellect, and refinement—like its author. It's a great memoir by a great Canadian." - Winnipeg Free Press

Insightful and inspiring, *Heart Matters* fully lived out its promise as an extraordinary work by an extraordinary Canadian. The book was quickly recognized not only as a political memoir, but as an inspirational personal memoir, with appeal to youth, seniors, immigrants and working mothers. It established, like no other book in 2006, a true connection between an important Canadian public figure and Canadians of all ages, backgrounds and ethnicities.

## Nixon in China: The Week that Changed the World,

by Margaret MacMillan (Viking Canada)

Margaret MacMillan's story of the fateful meeting between two of the world's most controversial leaders became a #1 national bestseller and a finalist for the 2007 Lionel Gelber Prize. In the trademark style that made *Paris 1919* an international phenomenon, MacMillan brought to life a fascinating piece of history enacted by extraordinary players: Nixon, Red-baiter, shrewd statesman and disgraced politician; Mao, frail, erratic, ruthless; the twin Machiavellis Kissinger and Chou En-lai. Drawing on newly available material from the United States and China, as well as from interviews with all major survivors, MacMillan re-examined the fateful week that changed the face of the Cold War. Timely and authoritative, *Nixon in China* fulfilled its promise as a landmark work of history.



"Superb ... a monumental contribution to diplomatic history." - *The Gazette* (Montreal)

"MacMillan is Canadian, but she's also a worldly historian with a supreme gift for seeing the big picture." - *The Globe and Mail*

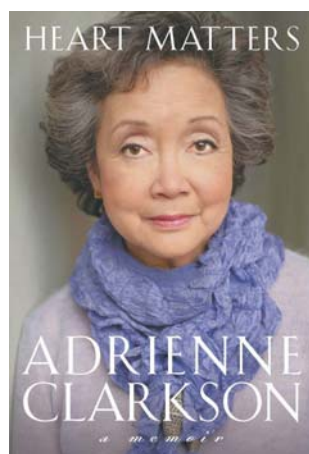
"Margaret MacMillan has created another novel-like treatment of a great turning point. If Jane Austen did history, this would be it." - *Toronto Star*

*Nixon in China* set the bar high for history as a genre, and MacMillan, with her impeccable credentials and wonderful narrative voice, indisputably established the importance and relevance of history on Canadian bookshelves. No other book was simultaneously lauded as both a monumental contribution to diplomatic history and a popular read on a scale with Jane Austen.

## Heart Matters,

by Adrienne Clarkson  
(Viking Canada)

*Heart Matters* became an instant #1 bestseller upon publication in September 2006, offering a personal insight into one of Canada's most recognized public figures. The book was serialized in *Maclean's* and *Chatelaine*, received widespread critical acclaim, and remained on Canadian bestseller lists throughout the fall and into 2007. Adrienne Clarkson's beginnings—her family escaped from Japanese-occupied Hong Kong in 1942—captured the imagination of the Canadian public and inspired thousands who turned out to hear her speak at events in nine cities across Canada.



"Clarkson's affecting tale is more than a rags-to-riches story. It's a story of race and assimilation and the ascendancy of feminism, with many moving lessons about grit, determination, and never looking back." - *Chatelaine*

# SALES REPRESENTATIVE 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 Atlantic Region.)*

## Genevieve Loughlin,

Hornblower Books

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

Seven years ago, I started as a SFU Master of Publishing intern with Raincoast Books. I then worked in Raincoast's Marketing Department, first as Marketing Assistant, and later as Marketing Manager. In 2004, I had the fantastic opportunity to move to Halifax for my dream job: Hornblower Books' sales rep for Atlantic Canada.



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

I am very aware that my customers are inundated with information every day, so I try to make every email count. I tailor email lists for different types of customers and books. I follow up by phone and store visits to ensure things aren't missed. I offer creative input and work with my customers to come up with effective ways to promote books in their stores. I always ensure my customers receive reading copies and are informed about promotions suited to their needs.

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

Honesty, a sense of humour and, oh yeah, a good memory.

### What's the best part of your job?

The customers and reps in this territory are fantastic to work with, and I am constantly learning from them all. Working in publishing in the Atlantic Provinces is a special privilege that I never take for granted. Finally, I love to read—what better job is there for a bookworm?

## Lynne Reeder,

Random House of Canada

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

Sixteen years.

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

Personal contact is always the best, so my accounts can actually see how enthusiastic I am about certain titles and promotions. The wonderful world of faxes and emails is also a great way of touching base with my customers in a timely fashion. At Random House and McClelland & Stewart, we have a great team of marketing people, so I generally have promo items to show to my customers, to get them excited about a title, author or an upcoming promotion.

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

The bookstores' successes depend on the titles they sell in their stores. The titles are suggested by the sales representatives, and I am constantly making sure that the titles I sell to my bookstores are titles that their customers want to buy. In this manner, we all continue to benefit. With the lists that Random House and McClelland & Stewart have, I certainly have a lot to talk about with my Atlantic Provinces' accounts. The trust and rapport with my customers has been built over the years. This trust has established sell in, and sell through!



### What's the best part of your job?

I really enjoy meeting with my bookstore buyers and their staff. I love the fact that, with books, we are constantly reinventing ourselves. I am always selling new titles and new authors, and I get such a rush from promoting bestselling authors.

## Don Skinner,

HarperCollins Canada Ltd.

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

Twenty-one wonderful years.

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

I'm constantly (and I mean *constantly*) in touch by cell phone and e-mail, in addition to regular store visits, following up on media alerts from our



marketing departments, passing on the latest publicity information and promotional opportunities, and helping to create local and seasonal hot lists of front and backlist titles for customers. I do all of this in hopes that the information I am passing along will make it easier for my customers to sell more books and better serve their customers.

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

It's personal contact, which is why I have been based here for over 20 years. You have to visit the vendors' stores, be aware of what titles best fit into the vendors' marketplace and how their market differs from others. We have to know everything we can about our customers' customers to understand how our books and products meet their needs. The only way to do this is to be involved, in touch and aware of how you can help.

### What's the best part of your job?

The absolute best part of my job is the people I work with at the store level (who have become great friends) and my colleagues at HarperCollins who give me great support. They all energize, challenge and inspire me.



# DISTRIBUTOR OF THE YEAR

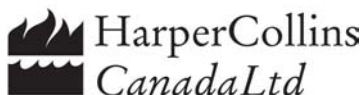
To a Canadian distributor in recognition of an outstanding support of the bookselling industry. Based on customer service; accuracy and speed of order fulfillment; correct invoicing; efficient handling of returns and credits.



## HarperCollins Canada Ltd.

### What services have you introduced or amended to improve customer service in 2006?

This year we added new material handling equipment and extended our use of Radio Frequency (RF), which has improved order turnaround; we initiated a new random quality control check on outbound shipments, which has improved accuracy; and, we increased



our full-time operations staff to improve quality. We added to our customer service staff, which enabled us to resolve 93 per cent of customer inquiries in a single call, with only a 30-second wait time per call. We achieved Silver Level ONIX certification by focusing on improving the quality and quantity of bibliographic data.

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

99.9 per cent of our orders are processed on the same day. 99.7 per cent of orders are shipped on the planned ship day. We achieve an inventory accuracy of 99.8 per cent.

### How does your company manage returns?

Using state-of-the-art supply chain tools and methodologies, implemented by experienced and well-trained staff, we are able to optimize sell-through and keep returns significantly below the industry average. Returns are processed and credited within seven business days using automated barcode scanning, resulting in 99.9 per cent returns claims accuracy.

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

All customer communications flow through our Field Sales Group supplemented by notices on monthly customer statements and notes on invoices. In addition to a very extensive and easily searchable website, we communicate our promotions, marketing and publicity news to our customers via weekly e-newsletters and publicity-focused e-cards.

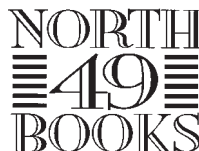
### How did you contribute to the Canadian bookselling industry in 2006?

We are industry leaders in the use of BookNet

SalesData POS Analysis to ensure re-supply on fast-moving titles. Our significant investments in technology allowed us to be the first publishers to transition to ISBN-13. We continue to serve our customers with sales reps across the country and with our *Canadian-based* distribution operations.

## North 49 Books

North 49 Books is proud to be a completely customer-driven company. We were founded on the premise that Canada needs an intermediary between publishers and booksellers. We are a vital link in the supply chain for books and information and all our efforts are devoted to that end.



All the things we are known for:

quick shipping, one-stop shopping and personal customer service are still the keys to our success. Last Christmas we extended our same day shipping guarantee to 2 p.m., another hour to make sure your books go out the door that day. Our author signing program continues to expand with more and more authors signing books for distribution across Canada; last fall we saw Alexander McCall Smith, Charlotte Gray, Michael Connelly and Mary Lawson. Michael Ondaatje will be stopping by to sign books this spring.

We have a consistently fast and efficient response time. All orders placed before 1 p.m. (EST) are *shipped the same day. GUARANTEED.* It's the best turn-around time in the business according to *Quill & Quire*. We don't try—we do.

Our most important mission is to keep independent booksellers supplied with the titles they need, when they need them. Our constant dialogue with our customers on the phone, via fax, e-mail and newsletter keeps us in close contact with booksellers *every day*.

## Raincoast Books/Book Express

### What services have you introduced or amended to improve customer service in 2006?

For BookManager users, we adopted the BookManager FTP ordering system. We are pleased to have an order turnaround time in



**RAINCOAST BOOKS**  
[www.raincoast.com](http://www.raincoast.com)

no more than a few minutes, often less than a minute. We also continue to sign up users to our B2B ordering site.

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

According to the 2006 *Quill & Quire* survey our average delivery was 4.2 days, reflecting the changed store weighting in the survey, but still in the top three.

### How does your company manage returns?

Our standard for independent account returns to process is set at 48 hours, and we usually meet or exceed this mark with 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?

Changes in distribution are communicated via *Q&Q*, as well as on our invoices if we cancel backorders, and our newsletters and websites.

### How did you contribute to the Canadian bookselling industry in 2006?

By constantly listening to our customers and by shipping the best combined blend of Raincoast and distributed titles faster than anyone in the business.

# 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.



## Bolen Books, Victoria BC

### How would you describe the store's atmosphere?

A quiet haven in a busy world. Decorated in the Arts & Crafts style (with antiques, as well), the store blends comfortable, organized browsing with a sense of fun.

### What services have you amended/introduced in 2006 to improve customer service?

2006 was a busy year for us. We've ventured further into

the virtual world with a completely revamped website and MySpace page, along with a new email contact list. Our newsletter has been reborn as a colour glossy. And, as always, our staff undergoes regular training and re-training to better serve our customers.

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

We strive to give our customers what they want. This includes our hugely successful author event series (hosting over 70 authors in 2006); our wide product range and deep book inventory; and our welcoming store with unparalleled customer service. Our long hours (open everyday from 8:30 a.m. to 10 p.m.), convenient location and ample parking make us accessible to all.

### Describe your most successful author event in 2006.

Off-site: David Suzuki's 'farewell' tour promoting *Autobiography*. Eight hundred people gathered to recognize this Canadian icon and bid him adieu at our fifth sold-out event with him in seven years. We sold more than 350 copies of *The Autobiography*. In-store: the launch for staff-member Robert Wiersema's *Before I Wake*. More than 150 people attended to celebrate the book (which eventually sold over 500 copies in our store).

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

We do a lot of advertising (radio, newspaper, magazines, etc) and media (frequent appearances on television and radio, including very popular Christmas segments), but the best way to market to a community is to be an active part of it. Bolen Books participates in the life of the community through extensive sponsorships, planned charitable giving, support for the arts and membership in numerous local organizations.

### How have you contributed to the bookselling industry overall?

Mel Bolen is a pioneer in bookselling who mentors younger booksellers, participates in publishing training programs and serves on various juries and committees. Members of CBA and BCBA (one of our staff is BCBA President), we participate in regional and national tradeshows/conferences, BFE and other publishing initiatives. With a national bestselling author on-staff, we're contributing to the industry from every side!

## Book City, Toronto ON

### How would you describe the store's atmosphere?

For 30 years, Book City has been dedicated to providing a community-hub atmosphere in each of its five locations.

### What services have you amended/introduced in 2006 to improve customer service?

In 2006, Book City expanded its web presence by revamping and enlarging [www.bookcity.ca](http://www.bookcity.ca).

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

We've earned customer loyalty by having knowledgeable, long-term staff who know customers' names and tastes, and by tailoring inventory at each store to suit the neighbourhood. In addition, we're famous for our unique remainder stock, much of which is found at book fairs outside Canada, and for our biannual warehouse sales.



### Describe your most successful author event in 2006.

Our most successful 2006 author event was our 30<sup>th</sup> anniversary party, held at Harbourfront Centre in conjunction with the

International Festival of Authors reading series. At this event, Monica Ali, Michael Redhill, David Adams Richards and Bill Gaston all read from their forthcoming works to a capacity crowd of 400 people.

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

Our major marketing initiative is a permanent ad in the *Globe and Mail* book section. We also sponsor a variety of community events, the Raising Readers literacy initiative and a kids' ball hockey team. Lastly, Book City is a long-time supporter of the IFOA, and the store owners are Patron Members of the IFOA Board of Directors.

### How have you contributed to the bookselling industry overall?

Book City has contributed to the bookselling industry overall by taking consistent action to promote and protect independent stores and publishers. In early 2007, for example, Frans Donker argued successfully that the "More Canada" Ministry of Culture initiative to promote sales of backlist CanLit shouldn't be limited to Chapters/Indigo, as originally planned. As a result, the "More Canada" campaign ads also listed participating independent bookstores.

## Pages Books & Magazines,

### Toronto ON

### How would you describe the store's atmosphere?

Pages has a creative, fun-filled environment. With one window dedicated to art and a selection of indie music playing continually, the store is uniquely entertaining.

### What services have you amended/introduced in 2006 to improve customer service?

Pages' staff is well read and intelligent. We make a point of being able to recommend books to customers. We have a fine special order service and require no deposits from customers. Pages takes books on consignment by local writers and artists, which is appreciated in the community.

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

We regularly support local events, ranging from community-oriented fundraisers to festivals, by selling tickets, offering window space and taking out ads. Pages is located in a major arts centre and we have a window dedicated to works by local artists. We do many book launches, often for Toronto-based authors.

### Describe your most successful author event in 2006

Our biggest "This is not a Reading Series" event for 2006 was the launch for *uTOpia vol. 2: State of the Arts* from Coach House Books. The event featured panel discussions on literature, art, gentrification and politics all afternoon followed by live music throughout the night. The Ballroom at the Gladstone Hotel was filled to capacity all day with artists, activists and interested readers and thinkers in downtown Toronto.

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

Pages has a very active book launch programme called "This is Not a Reading Series" (TINARS). We host at least 40 events per year on books that range in genre from novels to film-oriented to one on the graphic arts. TINARS events are publicized in *NOW*, a local Toronto weekly, and akimbo, an arts-oriented web-based service. We network with the arts and political communities in Toronto through co-sponsoring events, offering window space and advertising.



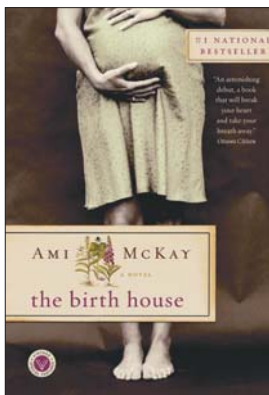
### How have you contributed to the bookselling industry overall?

Pages is one of the most creative bookshops in the country. We are connected to the arts, political and literary communities in Toronto in a very co-operative way. While Pages is innovative, it also harks back to the tradition of being the type of bookstore that is truly a community centre.



# BOOK DESIGN OF THE YEAR

For a Canadian book of any genre published in 2006 whose strong cover design and interior visual attributes display creativity and innovation, enhance the text, attracted customer attention and contributed to the title's overall sales.



## The Birth House (Knopf Canada), designed by Kelly Hill

**Please describe some of the more striking/original attributes of the book's design.**

The jacket design uses a memorable image of a pregnant woman, seen only from her belly to her bare feet. The aged paper label and botanical illustration on the front, along with scrapbook-inspired elements on the spine, flaps and back jacket speak to the "literary scrapbook" feeling of the novel. The fonts and images are evocative of WW1-era rural Nova Scotia; some are based on actual documents from that period, others are from the imaginations of the author and designer.

**In what way(s) do you think the design accentuates the text and promotes the book's overall theme?**

From the botanical illustrations, to the advertisements, to the cover image, the book design aims to complement a story of feminine strength, wisdom and beauty. The interior design considers a variety of elements used to tell the story: invitations, letters, newspaper clippings, diary entries, advertisements and a sampling from a book of female wisdom and natural remedies. Beyond simply being a treat for the reader, the novel's visual elements become part of the storytelling themselves; often by adding humour and a sense of authenticity that might not be achieved with prose alone.

**How important do you think the book's design has been to the title's overall success?**

The book's design and beautiful cover image attracted and struck a chord with readers. The design complementing the themes of the story only increased the pleasure of the reading experience which helped make it such a favourite among book readers.

## The Extinct Files: My Science Project

(Kids Can Press), designed by Karen Powers

**Please describe some of the more striking/original attributes of the book's design.**

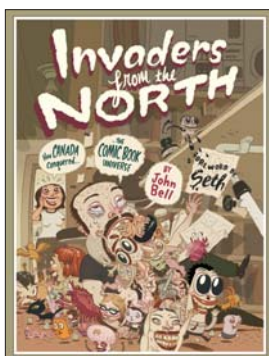
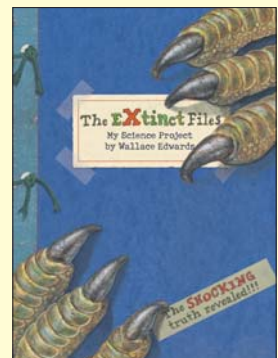
The "dino-mite" cover of *The Extinct Files* has tremendous impact. The almost life-size dinosaur claws clutching a child's school report make for a cover that stands out on the shelf and commands the attention of all ages. The scale of the claws, the simplicity of the design, and the scanned elements, from the duotang folder to the string binding, tape and childlike labels, come together to create a very realistic-looking and humorous tableau.

**In what ways do you think the design accentuates the text and promotes the book's overall theme?**

*The Extinct Files'* design is as integral to this book as the text and art. The concept of the book called for a design that would make readers really believe they are reading a child's science report—a report that has been confiscated by the Dinosaur Intelligence Agency (D.I.A.). The realism of the design, from the treatment of the 'photos' to the childlike lettering and scanned school supplies, not to mention the authentic-looking "Top Secret" memo from the D.I.A., helps to successfully conjure this illusion. Every element of the book's design works with the book's concept; the design extends the concept to create a complete package that feels like an actual artefact. The ultra-realistic look of this faux notebook draws readers into the story and ensures the willing suspension of disbelief.

**How important do you think the book's design has been to the title's overall success?**

The design has been a key factor in this book's success. Much of the book's appeal can be attributed to the cleverness and wit of the design elements. Text and art usually receive most of the kudos when it comes to children's books, but this is one of those rare titles in which the design truly shares the spotlight: readers, reviewers and book-sellers have all recognized and applauded the excellence of the design.



## Invaders from the North: How Canada Conquered the Comic Book Universe (Dundurn Press), designed by Alison Carr

**Please describe some of the more striking/original attributes of the book's design.**

The first striking/original design element of *Invaders from the North* is the jacket, featuring illustration by award-winning, Ottawa-based graphic novelist and comics artist Dave Cooper. Alison Carr, the book's designer, riffed off Dave's eye-popping illustration and came up with the design for the back jacket with the cartoon balloons as well as her ingenious concept for the book's endpapers, which feature a comic-balloon motif. From there she came up with wonderful chapter part titles, an inventive way to treat image captions (in the margins), and vibrant, clean-lined part titles for the Spotlight features on superheroes and Chester Brown.

**In what ways do you think the design accentuates the text and promotes the book's overall theme?**

Alison's sly use of different colour inks (for running sides, for opening text at chapter beginnings, etc.), and playful use of comic balloons on the back jacket, in the endpapers, in the contents and in the chapter part titles, all complement and enhance the book's subject—the past and present of Canadian comics and graphic novels. Her placement of the many illustrations in the book showcases

this important element of the book in the best possible way. She knew just when to do them full bleed or not. The handsome case, the textured paper for the jacket, and the wonderful cream paper Alison chose also speak of quality, something readers interested in books about comics and graphic novel art look for.

**How important do you think the book's design has been to the title's overall success?**

Crucial. As soon as we decided to do *Invaders from the North*, we knew that a top-notch, playful, eye-catching would be critical for the book's success. After all, *Invaders* is about comics creation and features terrific colour reproductions of actual covers and interior art. The kind of people who are interested in such a subject want to see a book that captures the spirit of the art. Judging by the great praise the book has received, not to mention an excerpt in *Maisonneuve* magazine, Alison did a splendid job.

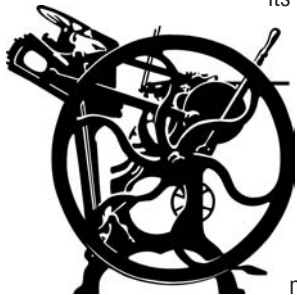
## SMALL PRESS PUBLISHER OF THE YEAR

To a 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. (Nominees must have published 25 or fewer new books in 2006.)

### Coach House Books

The grand slam success of the late 2005 publication, *uTOpia: Towards A New Toronto*, extended into 2006 and brought Coach House Books to the attention of many readers. Its sequel, *The State of the Arts: Living With Culture in Toronto*, also hit a home run in Canada's largest city.

Coach House Books has spent years training in experimental poetry and innovative fiction. This year, the editorial team came out swinging again, continuing to find new and exciting voices, and was awarded for its efforts in every



inning. *Nerve* and *Squall* by Sylvia Legris were both nominated for the

Toronto Book Award, *The City Man* scored a triple in nominations, and other 2006 novels and poetry collections were also MVPs, shortlisted for a number of awards.

Bold promotional efforts batted clean-up in Coach House's winning game. A revamped website, screwball events (like readings in a Value Village) and fun give-aways (like seed packages and lemonade) helped us hit 2006 out of the park. And the bases are loaded for what is shaping up to be a crackerjack 2007.

Finally, Coach House Books owes much of last year's accomplishments to our all-star line-up of authors and to Canada's independent booksellers' support and enthusiasm for our titles.

### Cormorant Books

With so many distinguished books published last year, it would be churlish and inaccurate not to mention good luck as having a lot to do with Cormorant's success in 2006. But good luck is often the result of hard work and talent. As a literary house, we are editorially driven; we must first acknowledge some of our 2006 writers and translators: Sheila Fischman, Sally Gibson, Pascale Quiviger, Thomas Trofimuk, and Carol Windley. These, along with Neil Bissoondath, Joseph Boyden, Carol Bruneau and Pauline Holdstock—to name a few more—contribute greatly to the shine our list has garnered. In the belief they should last a lifetime, we make our books with authors, booksellers and readers in mind. The care brought to this enterprise is provided by Steven Beattie, Dominic Farrell and Donya Peroff in editing; Tannice Goddard in text design; Angel Guerra in marketing, cover design and advertising; Bianca Spence and Debby de Groot in publicity; Hornblower, John McLeod, Lisa Pearce, Louis Ancil, in



sales; and the staff of UTP in distribution. *Quill & Quire* and *The Globe and Mail* continue to inform the industry and the public with their reviews. The OAC, Canada Council and the governments of Ontario and Canada make our work possible. There remain two groups to acknowledge, because without them we would not sell a single book, we would not have a single reader: the librarians and booksellers who order, stock, and hand-sell a list we believe makes a valuable contribution to the culture of Canada.

### Gaspereau Press

Gaspereau Press is pleased to have been nominated in this category for the third year in a row. If our company has had any success, it has been in large part due to our commitment to the humanist values championed by early printers and publishers like Christopher Plantin, publishers who understood the importance of fostering the sort of community which supports independent thought and action, facilitating the circulation of the best writing and thinking of the age. In our case, that community of support includes the authors, artists, editors and contributors who help us to produce our books, as well as the many sales reps, booksellers, librarians and literary critics whose considerable efforts help place our books into the hands of so many readers. Together, we work to sustain a cultural environment where beautiful books and beautiful ideas are possible, and where fine publishing houses like Coach House Books, Cormorant Books and Gaspereau Press thrive.



# PUBLISHER OF THE YEAR

A 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 bestselling authors of 2006?**

Stephen Lewis, Rawi Hage, Peter Behrens.

**Describe your most successful marketing campaign of 2006.**

Anansi published *Liar*, Lynn Crosbie's poem about a stormy relationship, as an anti-Valentine on February 14. We had it excerpted in the *Globe and Mail's* Saturday review section, ran tongue-in-cheek subway ads and produced provocative LIAR buttons. We had to reprint in three months. Who says there's no audience for poetry?

**What were your most successful co-op advertising initiatives of 2006?**

Our CBC Massey Lectures Co-op and Special featured a 45 per cent discount for an assorted front-



ANANSI

store. We participated in most newsletter store co-op and supported our author tours with co-op ads.

**Describe your greatest commercial successes in 2006.**

Stephen Lewis's *Race Against Time* (2nd edition) dominated the bestsellers lists and sold in excess of 75,000 copies. Award-winning *De Niro's Game* by Rawi Hage and *The Law of Dreams* by Peter Behrens were hot sellers leading into Christmas. The fact that both were first novels really popped

and backlist order, was supported by the national tour and radio broadcasts and was very well subscribed. We offered a 45 per cent discount on all 2006 frontlist orders of five copies to each

on the bookselling radar after they were nominated for Canada's most prestigious book awards, the Scotiabank Giller Prize and the Governor General's Literary Award (which *The Law of Dreams* won). They were acclaimed in media throughout the country, which helped to drive sales. We were able to meet demand with constant supply, thus maximizing sales.

**How have you contributed to the Canadian bookselling industry in 2006?**

We have provided high-quality, thought-provoking books that garnered critical acclaim. Also, we have supported our titles with targeted marketing. This combination has driven book buyers into stores looking for these books. We are very supportive of Canada's independent booksellers and work with them whenever possible to promote our titles.

## Penguin Canada

**Who were your three bestselling authors of 2006?**

Stuart McLean, Adrienne Clarkson, Kiran Desai.

**Describe your most successful marketing campaign of 2006.**

*The Fighter*, nominated for Marketing Achievement of the Year, turned the idea of traditional book publicity on its head and culminated in a book launch that garnered international media attention. Stacks of books were sold, revenue from beverage sales was donated to the International Festival of Authors, and people went home from the fight talking about Penguin as a cool company that did cool things.

**What were your most successful co-op advertising initiatives of 2006?**

*The Great Books Are Here*, a branded co-op campaign, ultimately resulted in nine #1 national bestsellers. Individual co-op campaigns for

*Heart Matters* and *Nixon in China* included advertising in over 15 cities in addition to full-page *Globe and Mail* ads with bookseller logos and events. The campaign for Stuart McLean's *Secrets from the Vinyl Cafe* included holiday gift book advertising and promotion for Stuart's fall concert tour, with author events in 35 locations across Canada and drop-ins to stores for signings whenever possible. A full-page, full-colour sweepstakes ad ran in the *National Post*.

**Describe your greatest commercial successes in 2006.**

*Tales from Dog River: The Official Corner Gas Guide*, the surprise #1 commercial success of the season, topped BookManager's list for weeks and brought Canada's favourite TV celebrity Brent Butt (AKA Brett LeRoy) and author Michele Sponagle to signings in Saskatoon and Regina, and a chili cheese dog eating contest to Toronto's Royal Winter Fair. *Secrets from the Vinyl Cafe* proved to be Stuart McLean's bestselling book ever, taking the

author to over 1 million copies sold in Canada, selling over 70,000 copies from October to December, and selling over 7,000 copies in one week before Christmas!



Penguin Group (Canada)

**How have you contributed to the Canadian bookselling industry in 2006?**

In addition to publishing nine #1 Canadian bestsellers, Penguin hosted 14 authors at the Harbourfront IFOA; sponsored all the major literary festivals and industry events, such as BookExpo Canada and the Booklover's Ball; and put a record number of authors on the road, including former governor general Adrienne Clarkson, who travelled to nine cities to speak at venues averaging 500 seats, with book sales of up to 250 per event.

## Random House of Canada Ltd.

**Who were your three bestselling authors of 2006?**

Ami McKay, Vincent Lam, Irene Nemirovsky.

**Describe your most successful marketing campaign of 2006.**

Our New Face of Fiction campaign featured one title, *The Birth House* by Ami McKay. Point-of-purchase materials and print advertising featured the striking cover of the book, and very successful events featuring Ami coupled with well-known NFOF alumni authors, helped start the momentum for *The Birth House*.

**Describe your greatest commercial successes in 2006.**

*Searching for Bobby Orr* by Stephen Brunt was a favourite for many booksellers and went on to become the number 1 bestselling non-fiction title of 2006. Following the incredible hardcover success of *The Da Vinci Code*, we managed to get the right distribution for the paperback, with bookseller support, which made this a major bestseller in paperback as well. *Jpod* by Douglas Coupland was his first book to become a major national bestseller and brought this author the recognition he so richly deserves.



RANDOM HOUSE  
OF CANADA LIMITED  
www.randomhouse.ca

**How have you contributed to the Canadian bookselling industry in 2006?**

Random House of Canada brought over 150 fine Canadian published books to the bookselling industry in 2006, including 79 bestsellers, 11 of which hit #1. These titles represent over \$60 million in Canadian published titles that make a significant contribution to the sales of all our bookselling partners.



# 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?

As our customers enter our store, they experience a contemporary, fun, friendly atmosphere, where customer service is reflected in everything we do.

### What services have you amended/introduced in 2006 to improve customer service?

We have formed a partnership with the John Labatt Centre, London's premier concert venue, as an official ticket outlet, which has underscored our reputation as a cultural leader on campus. We have redesigned our website, making it more personal by using staff as models, giving it a more current look and enabling us to interact with our customers through permission-based marketing initiatives.



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

We hosted a Faculty Author wine and cheese reception in the store. In addition to faculty and their guests, we invited all members of the Board of Governors and other campus dignitaries. Our store gave each faculty author a beautiful

silver bookmark in appreciation of their achievement with the UWO president presenting. Their books were prominently displayed. This event has done so much to create positive relations between faculty and our store.

### What was your most successful author event in 2006?

We hosted David Suzuki at the beautiful Grand Theatre with our UWO President doing the introductions. To drive sales through our store, we offered a premium ticket price which included the book.

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

Our website is our most effective tool to inform and market to all of our customers 24-7. We have thousands of customers signed up for web-based permission marketing programs, such as email alerts on arrivals of books in their field of interest and promotions of author events and sales. It also enables us to reach out to our students to keep them informed with personal book lists and notices of services such as buybacks.

### How have you contributed to the bookselling industry overall?

Currently and in the past, many of our team have served on various industry committees, publisher advisory boards, CBA's board, and made presentations at conferences all over North America.

## UBC Bookstore, Vancouver BC

### How would you describe the store's atmosphere?

Creative displays, friendly staff and comfortable seating encourage a positive shopping experience where people are free to hang-out and explore.



### What services have you amended/introduced in 2006 to improve customer service?

Our staff training system has been revamped and updated. Part of this ongoing strategy includes a mystery shopper program that provides staff with instant rewards when they have scored well following a shop. Regular product knowledge training contributes to faculty expertise that is frequently mentioned in our customer comment cards.

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

Daily communication in media that suits the individual is crucial—this flexibility personalizes the faculty member's bookstore experience. We host faculty receptions and meet-and-greets targeting key departmental contacts. One of them, the "Quaint and Curious" reception, served dual purposes: It gave faculty great deals on old stock as well as demonstrated the need to order prudently.

### What was your most successful author event in 2006?

The President's Office presented Al Gore's *Inconvenient Truth* lecture at the Chan Centre. It was a sellout and we sold over 300 books. Our Robson Square location hosted over 50 author events last year—more than any other Vancouver store.

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

We continue to serve as a community resource hosting a multitude of events, campus clubs and organizations throughout the year. We have strong ties with both Destinations UBC (non-academic units) and The University Neighborhoods Association (local permanent residents). We proudly support the AMS as well as dozens of student and departmental endeavors. Our continually enhanced website is increasingly important.

### How have you contributed to the bookselling industry overall?

We actively promote new and emerging authors, stock an impressive range of titles to complement course books and participate in NACS, CSC and CBA.

## University of New Brunswick Bookstore – Saint John

### How would you describe the store's atmosphere?

Small but transformative. Bookish, bursting, eclectic, enquiring, enthusiastic, expressive, interesting, intimate, restorative, and welcoming.

### What services have you amended/introduced in 2006 to improve customer service?

Our amazing staff is our most valuable customer service resource. They are always willing to go above and beyond, taking personal time to make deliveries, or going the extra mile to research and deliver goods. We partner with the Public Library to supply them with hard-to-find publications, delivering them weekly. Our efficient special order service wins new customers every day and builds customer loyalty.

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

We work hard at building and sustaining good relationships with faculty. We try to make it easy and pleasant for them to get their book information to us on time. Email tracking of all correspondence gives everyone the complete story throughout the process, keeping errors to a minimum. We welcome requests or suggestions for supplementary materials and general trade, and are enthusiastic boosters of faculty events and publications, co-hosting or supporting many throughout the year.

### What was your most successful author event in 2006?

The David Suzuki Autobiography tour was our most successful ever. We had the largest audience of the tour—1550 people attended, buying 365 books. We also hosted another stellar year in the *Lorenzo Reading Series*, welcoming 11 wonderful authors, including David Adams Richards, Wayne Johnston, Dennis Bock, Lisa Moore and Peter Behrens.



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

Promotional materials for our popular *Lorenzo Reading Series* (descriptive booklet, bookmark and poster) are distributed all over town, and mailed to 900 regulars. All events are backed up with press releases, flyers and ads, and appear on the UNB website, the city's events website and E-blast, and the Rogers Cable listings. The manager does a monthly book talk on the local Rogers Cable TV show. Our three Christmas Open Houses continue to be enormously popular; our mailing list for these has grown to over 1400.

### How have you contributed to the bookselling industry overall?

We provide access to a fine bookstore for students, faculty, staff and the general public. The staff is enthusiastic and knowledgeable, and very active in the industry through volunteer work—locally and nationally—acting on boards, juries, panels and committees.

# 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.



## BakkaPhoenix Books, Toronto ON

### How would you describe the store's atmosphere?

Friendly, knowledgeable, warm, and above all, comfortable. A place where everyone is welcome to join the conversation.

### What services have you amended/introduced in 2006 to improve customer service?

Our store blog makes it simple for customers to ask questions, comment, and generally communicate with us. And it lets us share our own news with them quickly and easily.

### How do you win your customers' loyalty?

Primarily by loving what we do. Our knowledge of, and passion for, our specialty makes us a great resource for suggestions and recommendations. We make ourselves accessible, both in person and online. And our busy schedule of activities and events keeps customers' interest level high.



### Please describe your most successful in-store or off-site event in 2006.

Ad-Astra, the local science-fiction convention, was an exciting three-day, off-site event. In addition to headlining the Dealer's Room, we also participated in three very successful book launches.

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

We maintain an active website, blog and email list. Also, happily, our customer base is very aware of, and plugged in to, our genre. They are often pleased to spread the word for us.

### How have you contributed to the bookselling industry overall?

By trying to be the kind of bookstore that reminds customers why independent booksellers are so vital and necessary.

## Self Connection Books, Calgary AB

### How would you describe the store's atmosphere?

Because of the type of material we carry, the store is a calm, relaxing, safe environment featuring calming music, where customers feel comfortable discussing their spirituality, health and wellness issues.

### What services have you amended/introduced in 2006 to improve customer service?

We have built a relationship with a private charitable foundation to subsidize the cost of books for libraries in non-profit organizations. In 2006, we helped build or replenish libraries in 59 agencies including family counselling centres, hospitals, women's shelters, hospices and cancer clinics around Alberta. The books are resources for the clients and counsellors of these organizations that could not otherwise have afforded them.



### How do you win your customers' loyalty?

We go to extra lengths to source books—including out-of-print. Our e-newsletter announces events and new titles. Our website features our inventory and links to/from customer sites. We provide a fabulous selection of audio products along with computerized listening stations. We hire staff with subject-matter expertise (i.e. social workers). The store has chairs and a fireplace, and we encourage customers to read or listen before buying.

### Please describe your most successful in-store or off-site event in 2006.

A local health association was interested in audio products for stress release, meditation and healing with sound. We brought in an expert for an after-hours presentation to a large group of representatives complete with handouts and sampling of the audio using our computerized audio library and speaker system. It was fun for attendees to hear the titles and it resulted in a lot of orders.

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

Our website informs the community of events—in-store and out. We regularly provide book displays at conferences hosted by health agencies, which connects us to our customers; attendees are given book lists for reference and ordering. We support local health magazines through advertising. We phone agencies and institutions to introduce ourselves, plus we travel to their offices to discuss their needs and prepare quotes for them.

### How have you contributed to the bookselling industry overall?

The charitable subsidy was a huge success, greatly appreciated by the non-profit agencies who could not otherwise afford to buy the books. We had lots of help when we started our store so we try to 'give back' by offering our time and advice to other new bookstore owners.

## Tattletales Books Ltd.,

### Dartmouth NS

### How would you describe the store's atmosphere?

"The Ultimate shopping experience for kids" is how many of the customers have described our store.

### What services have you amended/introduced in 2006 to improve customer service?

Developing our stock to match our customers' needs is an important part of the service we offer. In 2006 our focus was on our multicultural, French and young adult sections. We increased our depth of stock as well as section size. We want to grow with our young customers and keep them reading.

### How do you win your customers' loyalty?

One of the best things we do for our customers is to remember who they are and what their interests are. Also, *Partners in Education* is a program we offer where five per cent of a customer's sales go to the school of their choice. As well, we use publishers' promotional materials to great advantage as giveaways to children, teachers and parents.

### Please describe your most successful in-store or off-site event in 2006.

To celebrate our 10<sup>th</sup> birthday we created the \$10,000 Sweetheart of a Grant. We invited all schools in Nova Scotia to submit a proposal of how they would use the \$10,000. The winner was selected based on innovation and longevity of their ideas. Of the 63 schools who applied, Central Spryfield Elementary (Halifax) was chosen.

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

Word of mouth is our strongest form of advertising. This is primarily through teachers we deal with both as customers and through our work with schools (readings, teacher workshops, etc.) We advertise and host author events and book launches. Offsite events that promote the store include Word on the Street and selling at various conferences. Our large display window is a great visual tool for drawing people in.

### How have you contributed to the bookselling industry overall?

I love to find and promote those special "overlooked" books (such as *Not My Fault* by Leif Kristiansson.) I believe that this benefits all levels of our industry, from author right through to reader.



## CHILDREN'S AUTHOR OF THE YEAR

To the Canadian author of an outstanding literary work for children in 2006 that combines readability with strong sales. A children's author who demonstrates a strong connection and appeal to his or her intended reading audience.

### Barbara Reid

**How would you characterize reader/audience response to this author's 2006 work?**

Barb's books attract attention from readers of many ages. Children enjoy the simple rhyming couplets but older (or perhaps just plain smarter) readers will enjoy the more subtle plays on words, such as the line where one Noah's ark-bound animal says to another, "Leopard saved a spot for you!" While Barb Reid is very well-known for her illustration, *both* the words and pictures of *Fox Walked Alone* received high critical praise from reviewers and readers alike.

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

Any time there is a new Barbara Reid book, it gives booksellers a chance to introduce her to new fans. Her books can be enjoyed at many levels—by children and by people interested in her technique. With or without a new book, Barbara Reid is a constant supporter of literacy, libraries and booksellers through her participation in literacy-based events. She donated the artwork from *Read Me a Book* to the Toronto Public Library in 2005 and proceeds from sales of the *Fox Walked Alone* artwork went to IBBY Canada.



### Arthur Slade

**How would you characterize reader/audience response to this author's 2006 work?**

After the success of *Dust*, a national bestseller and winner of the Governor General's Award, the Mr. Christie Book Award, and the Saskatchewan Book Award, any book by Arthur Slade is considered a major publishing event. *Megiddo's Shadow*, inspired by Slade's grandfather's experience in WWI, astounded readers with its cinematic portrayal of war. It won the Saskatchewan Book Award for Children's Literature and is a finalist for the CLA Young Adult Book Award, the Red Maple Award and the 2007-2008 Snow Willow Award. It received a starred review from *School Library Journal* and was "highly recommended" in the Manitoba Library Association's *Canadian Review of Materials*.

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

Arthur Slade is a tireless advocate of writing for young readers, and he travels across Canada extensively speaking to school groups. Additionally, he worked directly with many veterans' groups to include them in the launch of *Megiddo's Shadow*, sharing the stage with them so that they could tell their stories to school-aged children, teachers and parents and thereby create an authentic teaching moment. Finally, he created an entertaining, educational and interactive website to promote the book and to serve as an educational tool for teachers and parents. The website includes maps, a trailer and *The Megiddo Movie*, a film about the creation of the book.



### Mélanie Watt

**How would you characterize reader/audience response to this author's 2006 work?**

Readers are captivated by Mélanie Watt's delightful illustrations and her genuine text. Her skill in a variety of painting styles is seen in *Scaredy Squirrel* and *Augustine*; these illustrations immediately draw readers into the story. Children and adult readers easily identify with her characters, whether it is a worrywart squirrel, or a little penguin that must make a daunting move to a new home. Her characters encounter fears—of change, of unexpected events, of making new friends—common to many readers. Mélanie handles these situations expertly, and as readers cheer Scaredy on as he ventures outside his comfort zone and laugh at his silly antics, they also come to appreciate how difficult it is to be placed in new situations. Readers eagerly await more from Mélanie Watt.

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

Watt has contributed to the rich world of children's literature through her endearing characters and fresh ideas. Her books also provide relevant messages for children and adults delivered in a gentle manner. In *Augustine*, artistic sensitivity overcomes painful shyness, while humour is used in *Scaredy Squirrel* to explore neuroses and fears in a unique way. These lovable, identifiable characters have made Watt's books favourites with young and old. Her books' distinctive tone and characters have universal appeal, which in turn draws international attention to the Canadian children's book industry. *Scaredy Squirrel* was selected as an ABA Book Sense Pick and featured on Britain's influential *Richard and Judy Show*. Bestselling author Lemony Snicket, AKA Daniel Handler, and his son are big Scaredy fans.



## CHILDREN'S ILLUSTRATOR OF THE YEAR

To a Canadian illustrator who demonstrated artistic merit and creativity while complementing and enhancing the storyline of a literary work for children in 2006, attracting customer attention and contributing to the work's overall sales.

### Barbara Reid

**In what way(s) do you think this illustrator's work accentuates accompanying text and enhances storylines?**

While the story in *Fox Walked Alone* unfolds in simple rhyming text, the plasticene illustrations are complex and detailed enough that readers are sure to notice something new every time they open the book.

**How would you characterize reader/audience response to this illustrator's 2006 work?**

The book received rave reviews, including this one, which seems to sum up the response to the book: "Quite simply, Barbara Reid is a unique and superb talent. This book shows that she is at the height of her genius." - *Canadian Materials*

"In *Fox Walked Alone*, an oblique approach to the story of Noah's ark, Reid has created her masterpiece." - *Quill and Quire*



### Bill Slavin

**In what ways do you think this illustrator's 2006 work accentuates accompanying text and enhances storylines?**

Bill Slavin is a superb storyteller. His amazing ability to create character, to interpret and expand on a story with his art, brings the stories he illustrates to glorious and hilarious life. He creates incredible worlds alive with humour and energy, and full of clever details, as with the rustic hockey gear in *The Farm Team*, or the laundry on the line in Stanley's back yard. His lush palette and rich layering of colour further enrich the story experience.

**How would you characterize reader/audience response to this illustrator's 2006 work?**

Children and adults alike love Bill's art, revelling in the rich colours and textures, and laughing out loud at the characters, action and terrific details. Kids especially respond to the art, finding they can 'read' the story from the pictures before the words are even read.



Slavin's books have also had considerable critical and financial success. *The Farm Team* was named an OLA Best Bet and earned a favourable Kirkus Review, while *Stanley's Wild Ride* has sold over 12,500 copies.

### Leo Yerxa

**In what way(s) do you think this illustrator's work accentuates accompanying text and enhances storylines?**

As he is also the author (of *Ancient Thunder*) they are in perfect harmony.

**How would you characterize reader/audience response to this illustrator's 2006 work?**

Delight in its beauty and authenticity.

