



2008 MIDWEST BOOKSELLERS' CHOICE AWARDS

Thank you, MBA Booksellers! You have nominated and chosen your favorite books and authors from our region!

We are proud to announce the winners and honorable mention recipients of our
2008 Midwest Booksellers' Choice Awards

2008 AWARD WINNERS

Fiction

Loving Frank: A Novel
Nancy Horan
(Ballantine Books/Random House)

Nonfiction

*Little Heathens: **
*Hard Times and High Spirits on an Iowa Farm
During the Great Depression*
Mildred Armstrong Kalish
(Bantam Books/Random House)

Poetry

Valentines: Poems
Ted Kooser
Illustrated by Robert Hanna
(University of Nebraska Press)

Children's Picture Book

Agate: What Good Is a Moose?
Joy Morgan Dey and Nikki Johnson
(Lake Superior Port Cities)

Children's Literature

*Little Klein **
Anne Ylvisaker
(Candlewick Press)

* this book is also a Midwest Connections Pick

2008 HONOR BOOKS

Fiction (TIE)

*So Brave, Young, and Handsome **
Leif Enger
(Atlantic Monthly Press / Grove/Atlantic, Inc.)

*Whistling in the Dark **
Lesley Kagen
(NAL/Penguin Group (USA), Inc.)

Nonfiction

*The Florist's Daughter: A Memoir **
Patricia Hampl
(Harcourt/Houghton Mifflin Harcourt)

Poetry

Willow Room, Green Door:
New and Selected Poems
Deborah Keenan
(Milkweed Editions)

Children's Picture Book

Great Joy
Kate DiCamillo
Illustrated by Bagram Ibatoulline
(Candlewick Press)

Children's Literature

*The Gollywopper Games **
Jody Feldman
Illustrated by Victoria Jamieson
(Greenwillow Books/HarperCollins)

The Midwest Booksellers' Choice Awards honor authors from our Midwest region and books about our region, which includes the states of Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wisconsin (plus the Upper Peninsula of Michigan.)

These Award and Honor Book titles have been voted the top favorite books in each of our awards categories. They were nominated and chosen by *YOU* -- the knowledgeable booksellers of the 240+ locally owned and operated independent bookstores of our Midwest Booksellers Association.

A complete spreadsheet of the Award winners and Honor Books is included in this package of promotional materials. Files of the Midwest Booksellers Choice Awards titles spreadsheet and all of the following information and materials will be available soon on the MBA website, too. [PLEASE NOTE - we are redesigning the MBA website at this time, and the new and improved site will be up and running around the beginning of August. We will let you know more about this soon, including details about where to find the new Book Awards materials online.]

The title list is being sent to wholesalers Baker & Taylor, Ingram and Partners, too.

MBA thanks you, our member booksellers, for celebrating and hand-selling these excellent books and authors! Our thanks, too, to everyone who nominated a book and who participated in voting. Whether your own nominees won or not, all of the books and authors nominated are clearly "Booksellers' Choices" in our region. We encourage all of you to promote and sell your favorites every day!

VERY IMPORTANT! PLEASE REPORT YOUR SALES OF OUR BOOK AWARD TITLES TO THE INDIE BESTSELLER LIST!

WHY?? Because your sales are *invisible* in the book industry if you do not report them. Publishers want to know that these books are selling. Our regional Heartland Indie Bestseller List and our national Indie Bestseller List are the keys to demonstrating our collective strength in selling our Midwest Booksellers' Choice Awards titles. *Please do your part and report each week. Thank you!*

Promoting the 2008 Midwest Booksellers' Choice Awards TO SELL MORE BOOKS

MBA has produced the following publicity and point-of-sale materials to enhance your store's participation in our 2008 Midwest Booksellers' Choice Awards program and to help you sell our award-winning and honor books. PDF files of these materials will be available on the MBA website, too.

[PLEASE NOTE - we are redesigning the MBA website at this time, and the new and improved site will be up and running around the beginning of August. We will let you know more about this soon, including details about where to find the new Book Awards materials online.]

Press releases:

- ◆ MBA is sending press releases to the major media in our region and to the book trade media. A copy of the general MBA press release is enclosed in this 2008 Book Awards promotion package.
- ◆ In addition, enclosed in this package is a version of the general press release which can be "*customized*" for your own store's use with your own local media. We urge you make active use of this press release to promote both your store and the Midwest Booksellers' Choice Awards!
- ◆ If you feel strongly that your local media contacts will pay more attention to a press release from MBA, rather than one from your store, please contact MBA's PR consultant Dorothy Molstad at dendoor@aol.com. If you provide her with e-mail addresses for your local media contacts, she will send out the general MBA press release to them. (If you want your customized store version of the press release to reach your local media, you do need to send that yourself.)
- ◆ Copies of both press releases will be posted as PDF files on the MBA website.

Book award stickers:

- ◆ MBA has produced two-color award stickers -- **GOLD** for **WINNERS** and **SILVER** for **HONOR BOOKS**. The stickers have light-tack adhesive and are removable.
- ◆ Each store is receiving an initial batch of 50 stickers in the 2008 Book Awards promotion package.
- ◆ Additional stickers are free and available upon request from the MBA office. See the Order Form.
- ◆ If you have **GOLD WINNER** and **SILVER HONOR BOOK** stickers left from 2007, you can still use those, too.
- ◆ JPG files of the stickers artwork are available free on the MBA website if you want to reproduce them in your own newsletters and flyers or on your website. If you need these graphics files in other formats (GIF or EPS, for example), please let us know.

The Midwest Booksellers' Choice Awards "logo":

- ◆ The design of our WINNER sticker also serves as the general "logo" for our book awards program.
- ◆ JPG files of the book award logo artwork are available free on the MBA website if you want to reproduce it in your own newsletters and flyers or on your website. Both two color and B&W files are available. If you need these files in other formats (GIF or EPS, for example), please let us know.

Bookmarks:

- ◆ Award Winners are listed on one side of the two-color bookmark, Honor Books on the other.
- ◆ Each store is receiving an initial quantity of 25 bookmarks in the 2008 Book Awards promotion package.
- ◆ Additional bookmarks are free and available upon request from the MBA office while our supply lasts. See the Order Form.
- ◆ A high resolution PDF file of the bookmark artwork is available on the MBA website if you want to print or photocopy bookmarks on your own or reproduce them in your own newsletters and flyers or on your website.

Shelf-talkers: New full-color shelf-talkers with book photos available online! See below.

- ◆ Combination shelf-talkers and promotional "slipcards" are designed for table, window, end-cap and shelf displays.
- ◆ Each store is receiving an initial quantity of "generic" 2-color shelf-talkers in the 2008 Book Awards promotion package: 18 WINNER cards and 18 HONOR BOOK cards. (This is enough for three cards per title.)
- ◆ Additional printed shelf-talkers are free and available upon request from the MBA office while our supply lasts. See the Order Form.
- ◆ PDF files of the shelf-talker artwork are available free on the MBA website if you want to print or photocopy more of these or reproduce them in your own newsletters and flyers or on your website. These are designed to print easily on a color printer.
- ◆ **NEW THIS YEAR! Online only! Full-color shelf-talkers with color photos of the book jackets are available as high resolution PDF files. Just print these out on cardstock using a color printer, cut them apart, and they're ready to use!**

Signs: New full-color sign with book photos available online! See below.

- ◆ Each store is receiving ONE 8.5 x 11 inch sign listing all of the Award winners and Honor Book recipients. This two-color sign can be displayed in a variety of ways. [We suggest mounting it in an inexpensive clear acrylic tabletop stand that you can buy at office supply stores.]
- ◆ A limited number of extra signs are available from the MBA office. See the Order Form.
- ◆ A PDF format computer file of the sign artwork is available free on the MBA web site if you want to print or photocopy more of these.
- ◆ You'll be able to print signs in sizes that suit your store's space: 8.5x11 countertop signs, 11x17 enlargements, 22x28 posters.
- ◆ Use your own color printer or have to your local copy shop make signs in the sizes you need.
- ◆ **NEW THIS YEAR! Online only! A full-color sign with color photos of the book jackets is available as a high resolution PDF file. Just print out some signs using a color printer, and they're ready to use.**

Print ads:

- ◆ MBA is producing a ready-to-use print ad format that you can run in your local newspaper or other print publication. This will be posted on the MBA website as a high resolution PDF file for easy down-loading.
- ◆ Just have your local newspaper add your store's logo, name and contact info to complete this ad for our award-winning books.
- ◆ You can use this ad format to create flyers and bag-stuffers, too.

VERY IMPORTANT! PLEASE REPORT YOUR SALES OF OUR BOOK AWARD TITLES TO THE INDIE BESTSELLER LISTS!

Marketing Ideas & Store Events to SELL MORE BOOKS

In-store or other events may be possible with our Midwest Booksellers' Choice Award and Honor Book authors. **MBA is happy to provide you with publisher contact information for these authors, upon your request.** While we can't promise that these authors will be available for your local bookstore and community events, we encourage you to contact their publishers with your requests and proposals.

We also urge you to promote our Midwest Booksellers' Choice Awards titles in all of these ways. Don't forget to check with the publishers about co-op availability, too.

- ◆ Cross-promotion where applicable with the MBA Catalog in November-February
- ◆ Cross-promotion where applicable with MBA's Midwest Connections regional marketing program
- ◆ Book club recommendations for adults and young readers
- ◆ Story time programs featuring the children's picture books
- ◆ Recommended titles from your store to promote in local print or broadcast media opportunities
- ◆ Book fair featured titles
- ◆ Book suggestions to offer with gift cards or gift certificates
- ◆ Prizes for customer contests or for community benefits
- ◆ Book of the day (or week or month) suggestions
- ◆ Featured titles on your store's website, in your store's book blog, etc.
- ◆ Newsletter features or articles about awards titles

The 2008 Midwest Booksellers' Choice Awards Will Be Celebrated at the 2008 MBA Trade Show!!

Thursday evening, September 25, the MBA Trade Show starts with a bang at our fourth annual Midwest Booksellers' Choice Awards Reception! During the reception we will feature our Award and Honor Books and present awards to all of our winning authors.

We're delighted that these Midwest Booksellers' Choice Award authors will join us and speak at the reception:

**Nancy Horan, Mildred Armstrong Kalish, Joy Morgan Dey & Nikki Johnson, Anne Ylvisaker,
Leif Enger, Lesley Kagen, Patricia Hampl (probable), Deborah Keenan, and Jody Feldman**

Ted Kooser and Kate DiCamillo have prior engagements and are unable to attend.

Signed copies of the attending authors' books will be available at the reception, which takes place from 6:00 to 7:30 PM at 317 on Rice Park, St. Paul, Minnesota (right next door to RiverCentre). The event includes a cash bar and hors d'oeuvres.

The 2008 Midwest Booksellers' Choice Awards Will Be Featured in the 2008 MBA Catalog to SELL MORE BOOKS

Our five 2008 Midwest Booksellers' Choice Award-winning books will be featured on the outside back cover of this year's MBA Catalog. This will be another great opportunity to promote and sell these titles to your customers!

Questions about the 2008 Midwest Booksellers' Choice Awards?

This is the fourth year for our Midwest Booksellers' Choice Awards, so we are eager for your input and suggestions, both now and during the next few months as we all promote our awards program to the public and sell our winning and honorable mention books. Please let us know your comments! Many thanks.

Please contact the MBA office for assistance and further information:

Susan Walker, Executive Director

Kati Gallagher, Assistant Director

Midwest Booksellers Association

3407 West 44th Street, Minneapolis, MN 55410

Phone 612-926-5868; Toll-free 800-784-7522; Fax 612-926-6657

E-mail UMBAoffice@aol.com OR susan@midwestbooksellers.org (Walker)

MBAofficeKT@aol.com OR kati@midwestbooksellers.org (Gallagher)

Website www.midwestbooksellers.org