



Ann Arbor Independent Booksellers Association

A community rooted in books

April Newsletter

April Book Event Highlights

Sunday, April 2nd at 4:20 pm : [John Sinclair](#), author, poet, activist, and Ann Arbor counterculture icon will do a poetry reading & book signing from his book *It's All Good* at Crazy Wisdom Bookstore and Tea Room, 114 S. Main St.

Tuesday, April 4th at 7 pm: [Michigan Notable Books Talk](#) with Desiree Cooper on her award-winning book, *Know the Mother*, at UM Harlan Hatcher Graduate Library Gallery (Room 100), 913 S. University.

Monday, April 17th at 7 pm: [Elizabeth Kostova](#), author of *The Shadowlands*, at Nicola's Books, 2513 Jackson Rd.

Thursday, April 20th at 7 pm: [Poetry with Zilka Joseph and M.L. Liebler](#) at Bookbound Bookstore, 1729 Plymouth Rd.

Saturday, April 29th: [Independent Bookstore Day](#). Support your local indies!

Saturday, April 29th from 1 pm to 5 pm: [Midwest Literary Walk](#), Chelsea, MI.

For more book-related events, visit our all-inclusive events calendar at a2books.org.

A Poem to Celebrate National Poetry Month

THE VISITOR

I had no appointment.
Asked to wait half an hour,
I left the office and walked to a meadow--
or more like an abandoned farm field--
at the edge of the complex.

A solitary oak stood in the field,
reminder of the past, whatever past it knew.
The ground was soggy from rain.
I had to watch where I walked.
And what might be hiding in the tall grass?

Doubling back, I strolled west
past low buildings, parked cars,
to the end of the lot, where there still
were trees, what was left of the woods.
I leaned towards them, peering in.
At their edge, motionless, was a garter snake,
small, with yellow stripes, his head raised.

He rippled forward a little into the light,
flicked his tongue as if tasting the air
then slithered back to the deep shade
of the woods, reclaiming what was rightfully his.

That this being from the old world still persisted,
that I had come at the right moment to bear witness
buoyed me, and by this small grace,
I kept my own company happily that day.

--Marilyn Churchill (c2016)

Marilyn Churchill is a published poet and writer who lives in Ann Arbor. A former college instructor and bookseller, she continues to be involved with books as part-owner, with her husband Jay Platt, of the West Side Book Shop. Her book of poems, *Memory Stones*, includes her own cover art and illustrations. First published in 2015, the book saw a second printing in 2016. Marilyn is a member of the Poetry Society of Michigan. In 2016, she won First Prize in the Love Category for "Moonrise Over the Dunes" and Honorable Mention for "A Lover of Horses," both of which appeared in PSM's Peninsula Poets.

Please Note

Celebrate National Poetry Month with a Daily Poem in Your Inbox!

To celebrate poetry this month, why not discover some new poems, and read some old favorites? Below are a few publishers and organizations that offer poem-a-day newsletters during the month of April.

[Knopf Doubleday](#)

[Poetry Foundation](#)

[Poets.org](#)

[Shambhala](#)

Book Donations Needed

[Bryant Community Center](#) is always in need of current reading materials for their youth! Reading material needed should be inclusive of people of color, empowering for

Save the Date!

May 21st:

[Ann Arbor Antiquarian Book Fair](#)

May 21st:

[Pottercon](#)

June 15-17:

[Ann Arbor Book Festival](#)

July 16th:

[Detroit Festival of Books](#)

September 10th:

[Kerrytown BookFest](#)

The Man Booker International Prize Longlist Announced!

A shortlist of six books will be announced on April 20th, and the

young men and women, and overall show the dimensional roles humans play in the world without reinstating the same old gender norms.

Donations can be dropped off in the main building anytime during business hours:

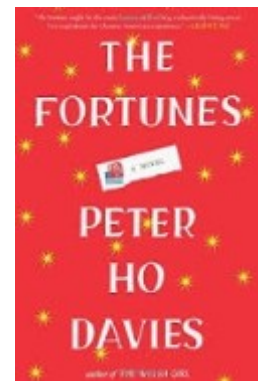
Fall/Winter Hours (Labor Day to Memorial Day):

- Monday-Tuesday from 1- 6 p.m.
- Wednesday and Thursday from 8:30 a.m. - 6 p.m.
- Friday from 10 a.m.-2 p.m.
- Saturday from noon-4 p.m.

Bryant Community Center is located at 3 W. Eden Court in Ann Arbor.

winner will be chosen on June 14th in London.

Find the 13 titles chosen [here](#).



Congratulations to author and University of Michigan professor [Peter Ho Davies](#), for winning an [Anisfield-Wolf Book Award](#) for his novel, *The Fortunes!*

Bookstore Road Trip!



Dana Welshans, owner of Snowbound Books in Marquette, MI

For our first bookstore road trip we are delighted to be featuring [Snowbound Books](#) in Marquette. Nestled along the hillside of North Third Street mere blocks from Lake Superior, Snowbound Books is a thoughtfully curated bookstore where one can easily spend an afternoon. *Easily*. After spending many such afternoons among its shelves over the years during my beloved road trips to the U.P., it was a true honor to finally meet Dana Welshans, the owner, and learn a bit more about the history of Snowbound and its impact on its community.

Rachel Pastiva: Are you originally from Marquette? If not, where are you from, and what brought you to Marquette?

Dana Welshans: I am originally from the Clarkston area. I came up to Marquette to attend NMU, and just stuck around after.

Rachel: Please tell us a bit about the history of Snowbound Books, including who the original owner was and how it has changed hands over the years.

Dana: Ray Nurmi started Snowbound in 1984 with fewer than 10,000 used books. Almost immediately after, the city decided to replace the watermain in front of the store, so he had a fledgling business facing a mudpit. But Marquette had decided it needed a bookstore, and supported him through the construction, and here we still are. Originally he only used part of the first floor of the building, but over the years he expanded it to the size it is now (about 1000 sq.ft & 23,000 books), and added new books to the collection, and it has become one of the oldest independent bookstores in the Midwest. I started here in the late '90s (none of us are sure exactly when), and found a home. When Ray began thinking about retiring, he groomed me to take over, gradually turning more and more responsibilities and decisions over to me, providing a sounding board for me to bounce ideas off of. He was an incredible mentor, and when I bought the store in 2013, it felt more like an adoption than a business transaction.

Rachel: One of the many things I love about Snowbound is that you sell both new and used books, and they are combined on the shelves, so you never know when you're going to find a great title for a discounted price! I'm impressed by the selection of used books. Are used books acquired solely from your customers?

Dana: Thanks! We've come to the conclusion that having both new and used books is really the key to surviving. It allows us to have a little something for everyone and every budget, and to offer old, odd and eclectic books that we wouldn't (or couldn't) carry otherwise. We buy from our customers, of course, but also travel to lower Michigan, Wisconsin, and even Duluth to find good used books. Shelving the new and used together just makes sense to us. It saves space and time having them together. I've never understood why some store separate out by size or new/used

status.

Rachel: Snowbound represents quite a broad selection of subjects, including children's books and young adult. What are some of the top selling sections?

Dana: We try to have a little something for everyone - young and not-so-young. Kids books are strong sellers for us, and in the adult realm fiction, history and science/nature are probably our best categories.

Rachel: In what ways does Snowbound engage with the book loving community of Marquette and the U.P.?

Dana: We feel that it's one of our main jobs to be part of the community. We work with schools and libraries all over the UP, and are highly involved in the One Book, One Community reading project here in Marquette. Several years ago, the selection was the Vietnam novel *The Things They Carried* by Tim O'Brien. We organized a book drive for soldiers overseas and shipped boxes of books around the world. We still do it, and one company we send books to has created the "Southeast Asia Snowbound Annex" in their rec room.

Rachel: Can you recommend a title or two on the history of the U.P., or that uses the Upper Peninsula as the backdrop of the story?

Dana: I would say the two best general histories of the UP are [*Call It North Country*](#) by John Bartlow Martin and [*Deep Woods Frontier*](#) by Theodore Karamanski. For fiction, my personal favorite is [*Ursula Under*](#) by Ingrid Hill, a story about a little girl who falls down a mine shaft in the Keweenaw and the media circus that follows. The backstory traverses the globe and 2000 years, and proves that the world is smaller than we imagine, and we are all connected somehow.

Rachel: What is a book you've read in the past year that you've been a real cheerleader for?

Dana: You know, I've been doing this for almost 20 years, and this question always stumps me. How to pick just one? For 2016, I'm going to say it was [*LaRose*](#) by Louise Erdrich, a companion to [*Plague of Doves*](#) and [*Round House*](#). She is a phenomenal writer, and she always breaks my heart. Her body of work seems to be telling one big story of the Little No Horse Reservation, and I love seeing her characters from different viewpoints, angles and time periods in each book. I feel like I know them, that I've watched them grow up and grow old. It's impressive as hell. Hers are some of the very few books I reread, and I always discover something new. We keep waiting for her to win the Nobel (It's gonna happen, dammit. It has to.)

[Snowbound Books](#) is located at 118 N. Third Street in Marquette. Please make it a point to visit the next time you find yourself on the other side of the bridge. Just be sure to save up before you go, and give yourself lots of time to browse!





Snapshot of the Past

ESSAY

The Life Cycle of a Book

By Steve Kelly

Have you ever tried to track down a particular book and had as much success as trying to find a butterfly in December? The reasons for your frustration may be the same for both book and butterfly; you are looking in the wrong season. Like animals, books have a fairly well-defined life cycle. Understanding the progression of stages can make it easier to look in the right places as a book matures.

A book's first appearance in bound form is the **PREPUBLICATION COPY**. This is not offered for sale, but is sent to reviewers and some booksellers as a preview. Printed in limited quantities, these often find their way to the collector's market in used bookstores.

Many books are published first in a **HARD COVER EDITION**. The pages are sewn together and glued into board covers, and the boards may be covered in leather, cloth or colored paper. Sometimes a limited number of specially bound **LIMITED EDITION** copies are made for collectors, while a larger number are less expensively bound for sale to the general public as the **TRADE EDITION**.

Hard cover books are expensive. To promote their sale, publishers typically will not allow a paperback edition to be produced until the hard cover has had a year or more of exclusive sale. At this time the remaining hard cover copies are sold as a single lot (as high as 250,000 copies) and are called **REMAINDERS**. If the publisher feels there will be a continuing market for some hard cover sales he may sell off only a part of his remaining inventory, the **OVERSTOCK**. Reminders and overstocks are sold to wholesalers who then resell them in smaller quantities to booksellers. They are discounted so sharply that they retail at a small fraction

of their original price. Because the wholesalers buy from many different publishers, it is difficult to track a book at this stage. Books from a given publisher may be carried by dozens of wholesalers, and each wholesaler may have books from hundreds of publishers.

PAPERBOUND EDITIONS are less expensive than hard covers because they are less durable (therefore cheaper to produce) and because most of the advertising and promotion has already been done for the original

edition. **MASS MARKET PAPERBACKS**, the familiar four-by-seven inch "pocket book," are the cheapest version and are given the widest distribution. They remain available (in print) as long as there is sufficient demand and then are destroyed. They are not remaindered because discounting their already low list price does not allow enough profit margin for wholesalers or retailers.

QUALITY PAPERBACKS come in a wide variety of sizes and shapes. They are printed on better quality paper than mass market paperbacks, so they can include illustrations and the type is clearer and easier to read. This allows many books that are not suitable for mass market production to be released in affordable paperback editions. As the name implies, quality paperbacks are more expensive than their mass market counterparts. The higher costs of paper, binding and irregular formats are passed on to the reader in the form of a higher list price. This also means they can be sold as discounted remainders.

Books are durable. They are not consumed as they are read, so they can be bought, read, and then passed on to someone else as **USED BOOKS**. Some titles are "used" before they are published (prepublication copies), but the term also applies to books out of print (no longer produced) for decades, and to everything in between.

It would seem that "used" must be the final phase in a book's life cycle, but some do have one more stage of metamorphosis. If the demand for a title rekindles after it

has been deleted from a publisher's list, then the right to **REPRINT** is purchased and a new edition is produced. Reprints often have coarser paper, weaker bindings and, since demand is already present, require little promotion.

Many bookstores specialize in only a few phases of a book's life cycle. Some focus on the newest, best selling hard covers. Others

take pride in their backlist of quality and mass market paperbacks. There are stores that sell only remainders, overstocks and reprints, while used bookstores feature "pre-read" copies. Occasionally stores concentrate on a subject and carry all phases of books in that area, such as mysteries or science.

Steve Kelly is manager of *After words* book store.



PHOTO: MARTHA ROSE

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Our mailing address is:

Ann Arbor Independent Booksellers Association
P.O. Box 7176
Ann Arbor, MI 48107

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