

Feeling the Boulder Love

We are lucky enough to be in what many consider to be the Happiest City in America – Boulder, Colorado! We're even more lucky to be located right in the heart of Boulder, on the Pearl Street Mall, a historic pedestrian mall.

We are luckiest of all in our great customers, as Boulderites tend to be well educated, love to read, are very into the Shop Local movement.

There are a number of ways we interact with our customers. For those who like to shop with us a lot, we have a loyalty program called the Reader's Guild – for \$12.50 a year, Reader's Guild members get 10% off new books, 15% off used and sale books, the ability to reserve seats for any in-store event, exclusive sales during the year, and a special postcard during the holidays to give them an extra discount on their purchase.

We of course also love to handsell!

Clip: Lara: So this is the number one book that I love to handsell this year. It is *The Power* by Naomi Alderman and there is a reason that President Obama has picked it as one of his favorite books for this year. It is incredible, it is a total vicarious thrill ride in crumpling patriarchy and gender norms and I think that anyone could read this book but specifically somebody who's interested in something similar to *The Handmaid's Tale*, anything with a social political commentary kind of tone to it, but more than anything else it is just an incredible story.

For our large community of Bookclub Lovers, we do a twice yearly Bookclub Night, where we have wine, cheese, publisher reps and booksellers talk about their favorite recent books for bookclubs.

Clip: Dylan: Next I have *The Summer Before the War*. Did anyone read *Major Pettigrew's Last Stand*? So, if you enjoyed that - I enjoyed that - I'm often - yeah, you liked it? It's a great book, I love that book. When I think of authors like this I'm often reminded of the Italian - in the Italian Renaissance scholars had a term *Sprezzatura* - and it was the gift of doing something very well very easily. So easily that people don't even think you put any work into it. And this book feels that way.

The packet of recommendations we put together for this is extremely popular! Even people who can't come to the event email us afterwards requesting the packet.

For our teen community, we have a Teen Advisory Board. This board is comprised of 15 local teens, and we meet once a month to talk about what we've been reading, upcoming teen events, and recent teen issues. Of course, the best part of the meeting is the book grab!

We put out all the new teen ARCs on the table and everyone takes the books that look most interesting to them. Between meetings, the teens write reviews for the ARCs they've read, and we feature them on our Teen Recommended case

Our favorite way to interact with our customers is through our many events! On average we host three events a week in our Upstairs Ballroom. Our authors range from self-published authors, to well-established local authors, to nationally-known authors!

We've even been fortunate enough to host big events with Jen Sincero, Pete Souza, Jan Brett, Peter Yarrow, Ken Wilber, Gloria Steinem, and Stephen King.

Boulder Book Store in the Community

For us, an important aspect of being a part of the Boulder community is giving back. We regularly give donations to all kinds of local organizations, including Boulder Ballet, Mother House, Boulder Ensemble Theater Company, Forward Steps, Southern Plains Land Trust, the Boulder JCC, Stories on Stage, Boulder Opera, Saint Benedict Health and Healing Ministry, Meals on Wheels, Pine Ridge Reservation, as well as all of the Boulder Public Schools and the private schools, including Shining Mountain Waldorff and Summit Charter Middle School.

We also love to work with other Boulder organizations and institutions. Rather than having us tell you about our community partners, though, we thought it would be better if you hear it from them!

Clip: Juliette: I'm Juliette, the Programs, Events and Outreach Specialist at the Boulder Public Library. It has been the pleasure of our department to collaborate with the Boulder Book Store over the last year. We have presented numerous author talks in our 200 seat theater here at the Boulder Public library. You are now looking at the Canyon Theater and this is where we have been bringing authors ranging from Jan Brett and her travel companion bantam chicken Gabrielle to the most recent duo of Matthew de la Pena and Loren Long. We have had incredible response to our author talks here. The community has made it very clear that they want these to continue to happen. They have flocked to the theater and we have received rave reviews about just the very unique experience that they have here from not only hearing the authors talk but often having the illustrators here as well. Our last talk was absolutely phenomenal in that Loren Long brought I believe it was eight of his original art works and had them on stage for everyone to get up close and examine. The Boulder Book Store staff has been fantastic to work with. These fine folks haul cart after cart filled with not only books but fancy table cloths, carpets and all kinds of other necessary items to make the stage look terrific and make the authors feel at home. So we love it when Stephanie calls us up and says, "Hey, could you possibly host...David Wiesner?" Of course we want to host David Wiesner! He's coming up this coming April.

Clip: Mark: Hello, my name is Mark Leiderman and I am professor of Russian Studies at the University of Colorado. And I want to say a few words about our beautiful collaboration and friendship with the Boulder Book Store. In the year 2014 the writer from former Soviet Union Svetlana Alexievich has won a Nobel Prize and we ran an event about this writer because not many people actually knew about her and then we decided to do it at the Boulder Book Store. We ran this event and this event turned into the beginning of this series of lectures about Nobel prize winners in the category of literature and it goes now for the third year and it was extreme pleasure to run this series. Boulder Book Store turned out to be a perfect, fantastic, ideal venue of communication between the university and the community. We are very happy to have Boulder Book Store and I wish that we could continue our collaboration in the future as long as we have energy and desire for it. Thank you very much!

Clip: Maeve: I'm Maeve Conran, I'm the News Director at KGNU and we're a community radio station in Boulder, Colorado. And we've been long-time collaborators and partners with the Boulder Book Store over the many years that we've both been here as independent entities in the community. We co-host author events. We also co-host a radio book club which has been a wonderful edition to our programming and has been hugely, hugely positively received by our listening audience and so every month, the Boulder Book Store selects a book and we invite our listeners to read along. And then the following month the author comes in and joins us live in the studio for a radio show co-hosted with me and Arsen Kashkashian, the head buyer at the Boulder Book Store. And to be able to partner with an organization like the Boulder Book Store has enriched KGNU's programming in so many ways by having authors come through town because they're appearing at the bookstore, then to come on the radio as guests but to also connect our listeners with books in a very tangible way through the book club. So it's just been an amazing opportunity to be able to work with a fabulous bookstore like the Boulder Book Store. It's been a wonderful collaboration that I hope will continue for many years in the future.

Clip: Sean: Hello, I'm Sean Maher, I'm the CEO of the Downtown Boulder Partnership, and it's my pleasure today to chat with you a little bit about the Boulder Book Store and David Bolduc. David opened that store over 30 years ago and they have been an iconic landmark downtown ever since. The bookstore is a community gathering place - to go in there and spend 20 minutes or two hours is an experience unlike any other. It's funny, you know, when Borders came to downtown everybody thought the bookstore would go out of business - they didn't, Borders did. When Amazon came along everyone said "Oh, the bookstore's not going to survive" - the bookstore's doing fabulously today because they are such a great community member. They give back to the community, David has been a leader in many facets of our community. He co-founded our farmers market here in Boulder, he co-founded our independent business alliance. He is just - I can't tell you all the great things that he's done outside of his business. But the business itself is an

absolute landmark. It's a treasure, it's one of those places that people come downtown specifically just to go to the bookstore, and we are thrilled that they are part of our community.

Clip: Angel: I'm Angel Stobaugh, the director of literacy for the Boulder Valley School District in Boulder, Colorado. I have the pleasure to speak with you on behalf of the Boulder Book Store. The Boulder Book Store is an amazing community partner with our school district. They regularly host sessions with local authors that many of our teachers attend. This gives an opportunity for our teachers to converse with the authors and then share with students what they learn when they're reading the books. An event I'd like to highlight is the Boulder Book Store book giveaway. Each year in December the bookstore donates tens of thousands of books to our district. Our teachers are amazed at the amount of books that they see. Their eyes light up and their jaws drop when they see such high-quality books from well-known and well-loved authors. Our teachers benefit and our students benefit greatly from the generosity of the bookstore. The Boulder Book Store is a gift to our community and well deserving of the Publishers Weekly Bookstore of the Year Award.

Clip: David: Boulder Book Store is a valuable and unique community institution, something that I've supported as long as I've been living in Boulder - now well nigh 40 years. I've done book signings there, I send people there. I think bookstores are an incredible cultural resource where people can discover amazing things when you open the page and you see "Call me Ishmael," and all of the sudden you're drawn into the world of *Moby Dick* and Herman Melville. Those moments, I remember them from childhood as being very very significant and cultural markers. And so I hope that people will support the bookstore in any way and in any fashion that they can. It's a great thing and we're so lucky to have it here.

Clip: Kitty: I'm Kitty McChesney. I have lived in Boulder since 1983, I came here for graduate school and never left and one of the reasons I never left is because of the Boulder Book Store. I come here frequently, probably more frequently than I'd like to admit. All the sales people know my name when I come in the door. But I love shopping here because it's local, it's chock-full of just amazing selection, wonderful programs featuring local writers and writers from all around the world, kinds of things you can't, you couldn't see anywhere else. I always find something new, it's like a treasure hunt for me to come into the bookstore and it just, it's also a place for me to go that just feels really comfortable and warm and, it's just terrific. The sales people are wonderful, the customer service is outstanding. The interior of the store feels fantastic, it feels like you're in somebody's den. I think it is one of the best bookstores I've ever been to and I've been to bookstores all over the country and in Europe and I think it's fantastic. There's just nothing like the Boulder Book Store, I mean look at this! I could go on and on, but I love the Boulder Book Store!

Boulder is an amazing place to be, and we are so incredibly grateful to be a part of this community. We've been here in Boulder for 45 years now, providing a safe and welcoming space for Boulderites. Hopefully we'll be here for at least another 45!

Clip: Hi, I'm T. A. Barron, and I am a writer who is so incredibly grateful that my home town, Boulder, Colorado, is the place where the Boulder Book Store lives. Seriously, that institution is much more than a bookstore. The Boulder Book Store is a place where we all go, everybody in this community, to meet, to discover, to learn, to create - it is just so much more than a bookstore! It is - it is a place of inspiration, it is a gathering place, it is a place where we can explore, and I've discovered so many wonderful ideas and books and, and, and surprises just being there! And that the same time it's a place where I find everyone who walks into those doors values the power of words, the importance of ideas, and the inspiration of creativity. I guess what I'm really saying is Boulder Book Store is much more than a store - it's like a temple to literacy and inspiration.