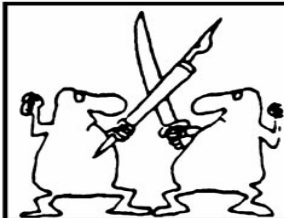


# The Mighty Pen

Issue 3 July 2007



## Events Calendar

**Movie Night** It's coming so pop the popcorn and prepare yourselves film buffs! The theme is *South London Gangsta* and the night will begin at **6pm, Friday, Aug 31**. All who want to attend please bring a plate to share. There's only room to seat about 12 people comfortably (although Andrew has offered an extra spot on his lap) so get in early and add your name to the list on the Staff Noticeboard. Once again Adrian is kindly supplying us with the movies but if you've got a favourite you just *have* to show us then bring it along!

## July Birthdays

July 1—Wendy  
Did we miss yours? Fill out the form over the page and drop it into the envelope on the Staff Noticeboard.



## Quote of the Month

*There are two motives for reading a book: one, that you enjoy it; the other, that you can boast about it.*

Bertrand Russell

(This month's quote kindly sourced by Anna)



## Who are the Committee?

President—Kathy Munro  
Acting treasurer—Anna Vincent

Secretary—Naomi Frampton  
Members—Paul Hodges, Catherine Rafferty, Nancy Joe.

## Welcome

Well, they say the third time's a charm, and what a charmed month it's been. We've had Brisbane's social event of the year (volunteer drinks & nibbles), the grand start to extended weekend trading at the bookshop, and a worldwide publishing phenomenon—our very own MySpace! We even heard a rumour that another of those Harry Potter books has been published. Phew, no wonder the newsletter's late this month!

## Social scene: Volunteer drinks and nibbles

Lured by the offer of a glass of wine and a slice of cake, it was standing room only in the bookshop office on Wednesday, 18th July. The wine flowed and the conversation rolled on into the early evening as volunteers and committee members came together to mark our Readerware milestone—all the books in the shop are finally catalogued! We'd like to thank everyone who attended and made the afternoon so enjoyable. For those volunteers who couldn't make it on Wednesday, don't panic! Hop to it and reserve your seat at the *South London Gangsta* movie night (details at left).

## Weekend Trading: All August Open Saturday 9.30-5, Sunday 10-3

The bookshop has been in its new premises for six months now, and even though sales have been good, we'd like them to be better. To help increase our weekly sales we're trialling extended weekend trading. During August, the bookshop will be open from 9.30-5.00 on Saturdays and from 10-3 on Sundays. At the end of August the bookshop will decide if extended weekend trading is helping overall sales and if it is worth continuing permanently. Everyone's welcome to pop in and say "hi". The bookshop's very relaxed at the weekend, and since Anna will be here for Saturday afternoon and Sunday shifts there's bound to be plenty of food. Anna would also love to know if you'd be interested in taking on a Saturday or Sunday shift in the future (it would only be one shift every 6 weeks).

## Tales from the Committee

**ABE Listings** The bookshop is having problems fulfilling its ABE orders (the books people order from us via the internet), as often books have been sold from the shop but not marked as sold on ABE/Readerware. We're discussing ways to overcome this problem with ABE, but in the meantime it's really important that everyone remembers to mark books as sold in Readerware.

**New volunteers** The bookshop family has shrunk of late, with volunteers taking paid work or venturing into uncharted waters on holiday. The committee has decided to run a series of ads on university employment sites and through Volunteering Queensland ([www.volunteeringqueensland.org.au](http://www.volunteeringqueensland.org.au)), looking for a new treasurer and new general bookshop volunteers. If you know someone who is interested in volunteering for either of these roles, please refer them to the website or Paul. Keep an eye out for new faces in the coming weeks!

**QUT Public Relations Students** Over the last month, Nancy has been talking to various QUT PR lecturers about possible student/bookshop collaboration. We've received a really positive response from QUT and the bookshop has signed up to become a 'client', for whom QUT students will prepare a folio of public relations material for the bookshop.

**Ideas for increasing sales** The committee's still focused on finding and implementing ways to increase our customer base and weekly sales. Recent ideas for discussion included buying and stocking a small number of new books; selling other good such as Oxfam products; setting up a stall in weekend markets. If you've got a great idea (or even just a good one!) for increasing sales then chat to Paul, Anna or Nancy.

**Next committee meeting: 16 August, 2007**

*Love these ideas? Hate them? Have better ones? Talk to Paul, Nancy or Anna if there's anything you'd like to discuss at committee meetings.*

## Newsletter contributions & feedback

Articles written and compiled by: Anna Vincent, Nancy Joe. Edited by: Paul Hodges, Jeanette Shepherd. Layout by: Jeanette Shepherd. If you would like to contribute, please speak to one of us, or email us at [ancombo@tpg.com.au](mailto:ancombo@tpg.com.au). We welcome all feedback and suggestions and article submissions!



### Tip of the Month

Following on from last month's tip the book categories in Readerware have been updated

(thanks Damien). When allocating a particular category to a book in RW click on the downwards pointing arrow on the side of the category box. A 'drop down' box will appear showing our entire list of categories. Use the mouse to move the cursor over the appropriate category name and click on it to select. *It isn't necessary to type the category in the box unless you are adding a completely new category to our existing list. Therefore, please avoid typing in the categories in RW.*

Also, please remember that books below \$5 should not be included in RW.

### Competition Corner

At last we have drawn a winner! The competition for last month closed Friday July 27th and we received some great ideas for ways to increase our bookshop sales. Thank you to everyone who submitted an entry.



And now the moment we've all been waiting for. **The winner of the \$10 Groove Café voucher is... (drum roll please) ...Wendy!!!** Congratulations Wendy (please see Paul about receiving your prize).

## Bookshop News

### Check us out on MySpace!

The bookshop is now officially a part of the MySpace online community thanks to Saturday volunteer Tony. Tony has created a MySpace page for us which includes information about the shop, our address and contact details, and a link to our website. If you've got your own MySpace you can add your name to the more than 70 friends we've already attracted online. Check us out here: <http://www.myspace.com/annerleybookshop>.

### Volunteer News

We wish Kathy and Jeanette safe travels as they both prepare to head overseas month. Kathy will be away for two months visiting India, Central Europe and Finland. Jeanette's five-month jaunt will take her to several African countries as well as the UK and Europe. We're all so jealous! Take care and happy adventuring to you both!

Congratulations to Damien who is now in charge of regularly updating and maintaining the information on our website. Our weekly sales will be updated on the website, and you can now read our fine publication *The Mighty Pen* at [www.annerleybookshop.com.au/volunteers.htm](http://www.annerleybookshop.com.au/volunteers.htm). If you have any ideas about other ways we can improve the look or content of the site leave a note for us in the yellow Communications Book or email us at [ancombo@tpg.com.au](mailto:ancombo@tpg.com.au).

### Help Wanted

○ *Story-tellers wanted* Are you outgoing, enjoy putting on a show and get on well with children? If you answered yes, yes and yes, then we need you for our children's story-telling sessions! Chat to us if you're interested or would like more info.

○ *Sunday trading trial* The Sunday trading trial has started off well. We are keen to see this through till the end of August so if you can lend a hand give us a shout.

For more information about any of these positions, speak to Paul, Nancy or Anna, or send us an email at [ancombo@tpg.com.au](mailto:ancombo@tpg.com.au).

### All August, all books, buy 3 get 1 free!

The weekly spot sales (50% off) have been put on hold for August while we run a shop-wide *Buy 3 Get 1 Free!* promotion. So if a customer buys four books, they receive the cheapest book in that lot free. We also have heaps of *Buy 3 Get 1 Free* vouchers printed so spread the joy—grab a handful and pass them out to friends, family, colleagues, classmates, acquaintances, neighbours or indeed, anyone you see who could possibly be interested. The shop sale is only on until the end of August, but the vouchers can be redeemed until the end of the year.

**We need your help! Have you got any ideas about how we can increase our bookshop sales? How to attract more customers? What we can do to promote ourselves better? If you have an answer let us know! Here's how:**

- Fill out a piece of paper with your suggestions and place it in the red Suggestions Mailbox at the front counter
- Speak to Paul, Nancy, Anna or another committee member about your idea
- Send an email to [ancombo@tpg.com.au](mailto:ancombo@tpg.com.au) or leave a note in the Communications Book



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