



Convenience

Community

Customer Service

The Browser

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FEBRUARY 2010

Back Room/Front Page: Holy cow – 2010? February?

Yes, I know I'm a month behind. It seems not only have I lost track of January, but how inn the world did it get to be 2010? Can we technically say that we're in our second decade of business? (Even if the real sticklers will maintain that it's not really the start of the new decade yet?) I remember when first seeing the "Established 2006" on our logo that even *that* seemed optimistic!

And, since I did manage to miss January, let me start by thanking all of our customers, friends, and supporters (all the same group, really) for another great holiday season. And what a fun time it was, too!

While January was pretty much an event-less month in the store (really don't know hoe that happened!), we did end the month with two great off-site projects – selling books for GregAlan Williams at both the Gala and the Day of Celebration at I'll Make Me a World in Iowa, and the Hope for the Hungry Conference in Clive, both on the last weekend in January. Different events entirely, but both were important for our community and we were proud to be part of them. February brings our "We ♥ Local Authors" event and a Book Drive for Reach Out and Read Iowa. Check inside for details.

We had to say goodbye to another staff member last month – Laura has left the building to get ready for her daughter's impending birth in April. We wish Laura the best and hope to see her and her little one in the store picking out books soon – gotta get them started early, right?

We have hired two new booksellers who will continue to provide the friendly and knowledgeable service you expect from us. Next time you're here and see a new face, say hello to Catherine or Erica – we'll let you figure out who's who!

Finally, welcome to our new neighbor, "Beaverdale Confections." Try their homemade marshmallows – Mr. Stay Puft will never be the same.

Keep reading (and shopping locally),
Alice

January Best Sellers

These were the Top Ten sellers in our store last month - see what everyone's reading!

1. *Bits & Pieces*, Various Iowa Authors, Published by Des Moines Cityview*
2. *The Elegance of the Hedgehog*, Muriel Barbery
3. *Irish Girl*, Tim Johnston*
4. *Now That You've Gone Home*, Joyce Rupp and Joyce Hutchinson*
5. *Far From the Trees*, Michael Wellman*
6. *The Book Thief*, Marcus Zusak
7. *The Girl with the Dragon Tattoo*, Stieg Larsson
8. *Iowa Spaces, Places, and Faces*, Carson Ode*
9. *Wapsipinicon Almanac*, edited by Tim Fay*
10. *Food Rules*, Michael Pollan

*Iowa Author!



On the calendar...

Wednesday, February 3
3:00 p.m.

Rep. Leonard Boswell
Staff Office Hours

Thursday, February 11
7:00 p.m.

Beaverdale Book Browsers
discussing
What is the What?

Saturday, February 13
10:30 a.m.

Second Saturday Book Club
Book Exchange!

2:00 p.m.

We ♥ Local Authors!

4:30 p.m.

Micky King appearing as Elvis

Sunday, February 14 & 28
3:00 & 3:40 p.m.

Paws & Effect

Call 279-5400 for more information
or to make an appointment!

Tuesday, February 23
6:30 p.m.

Let's Talk Books Book Club
Come discuss what you're reading!

FEBRUARY
Children's Book Drive
for
REACH OUT
AND READ IOWA
Details inside...



WE ♥ LOCAL AUTHORS!

Join us for a fun afternoon as we shine the spotlight on local authors who have recently published books

Maybe this isn't a surprise to you, but there are many authors who call Des Moines (and Beaverdale!) home. In fact, we just moved our "Iowa Author" section in the store last month because we were running out of shelf space! And a quick look at our monthly best-sellers on the front page will tell you just how popular these authors are.

From getting a contract with a major publishing house to going the route of the the quickly expanding books-on-demand market with self-publishers, finally seeing your work in print and holding the final product in your hands must be one of the great joys in an author's life. Then comes the hard part – getting your book out to the public. Because unless you're someone like Dan Brown, there won't be a 10-city tour.

That's why it's important to recognize our neighbors and friends who have put their hearts and souls onto the printed page in fiction, non-fiction, poetry and essay. This is where writing starts – every author is some town's *local* author!

Beaverdale Books is proud to present another roster of local authors with recently published works. If you've attended our Mystery Writer's Night or local author events during the annual Beaverdale Fall Fest, you know what to expect. In addition to being introduced to an author you haven't met yet, you might just find the perfect book for yourself or someone you know.

And...



Did you know that author Micky Giblin is also Micky King, a.k.a. ELVIS??!!

Micky has offered to perform a special Valentine's Day show following the author booksigning. We'll get started around 4:30 and stay open until we're done!

If you're planning a Valentine's Day Dinner at one of Beaverdale's wonderful restaurants, why not start the evening with some great love songs from The King!

Enjoy some treats from our new neighbor –
BEAVERDALE CONFECTIONS

**Saturday,
February 13
2:00 p.m.**

Reading schedule

2:00

Ronda Armstrong
*Chicken Soup for
the Cat-Lover's Soul
and
Knee High by the
Fourth of July*

2:15

Micky Giblin
Love's Joy and Pain

2:30

Robert Kerr
*Completely
Restored*

2:45

Dean Klinkenberg
*Eastern Iowa
Travel Guides*

3:00

Larie Lewis
Love Me Not

3:15

Del Nett
*A Rainy Day
Soccer Romance*

3:30

Ron Sampson
Swish

3:45

Corinne Switzer
*Reality of the
Illusion*

CHILDRENS' BOOK DRIVE

Beaverdale Books has always had the promotion of literacy at the core of its mission, and now is joining forces with **Reach Out and Read Iowa** to bring books to children who are at risk for reading difficulties and school failure.

During the month of February, the store will be sponsoring a book drive and is offering 10% off any children's book purchased for Reach Out and Read program. In addition, anyone who purchases or donates a new book (or makes a cash donation!) will be entered into a drawing for a \$25 gift certificate. PLUS, you will receive an Advanced Reader Copy of your choice. These are galley books that publishers send to in before the book hits the street. Look for the display in the store and help us bring the joy of reading to a young child.

The mission of Reach Out and Read is to make literacy promotion a standard part of pediatric care so children grow up with books and a love of reading. Together with the Iowa Chapter of the American Academy of Pediatrics, the organization strive to make literacy a part of well-child care. Medical providers are trained to integrate literacy into medical checkups and provide new, age- and culturally-appropriate books to children 6 months to 5 years of age. In addition, parents are counseled on the importance of sharing books and reading aloud.

The organization has been active in Iowa since 2006 and now serves more than 54,000 children through almost 70 Reach Out and Read sites including hospitals and clinics.

The book drive will culminate with Reach Out and Read's 2nd Annual Benefit Breakfast for Books on March 2 at the State Historical Museum and will coincide with the birthday of Dr. Seuss. Of course, green eggs and ham will be featured, and local celebrities will be present to read and perform. Wouldn't it be great to show support with a boatload of books!

For more information on the Reach Out and Read Iowa program, visit <http://www.reachoutandreadiowa.org/>

...could you, would you buy a book?

**FEBRUARY 6 –
MARCH 6**



PAWS & EFFECT

The dogs are back after Winter Break and are eager to hear children read to them! This program offers a non-threatening way for beginning readers to practice their new reading skills – and the dogs are always ready and willing to offer help if needed!

The program selects books based on the Character Counts! Program's Pillars of Character – Trust, Respect, Responsibility, Fairness, Caring and Citizenship.

As each book related to a specific Pillar is completed, the child's card is stamped. When six books are read (one for each pillar) the child receives a free book of their own to take home.

What better way to help a child become more confident in their reading skills and learn a lesson about good character? Sign up your beginning reader for a twenty-minute session with a gentle canine companion by calling us at 279-5400. There is no charge for the program.

Sundays

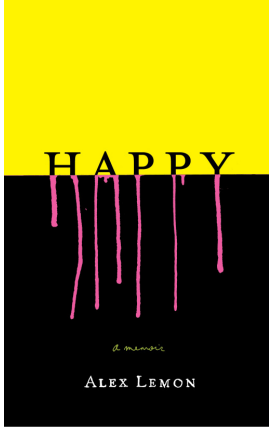
**February 14 & 28
3:00 & 3:40 p.m.**





TAKE A LOOK AT OUR HANDSELLING FAVORITES WITH STRONG MIDWEST REGIONAL APPEAL

HAPPY: A MEMOIR by Alex Lemon



Alex Lemon
Photograph by Ariane Balizet
Happy, Scribner

His freshman year of college, Alex Lemon was supposed to be the star catcher on the Macalester College baseball team. He was the boy getting every girl, the hard-partying kid who everyone called Happy, often without even knowing his real name. In the spring of 1997, he had his first stroke. For two years Lemon coped with his deteriorating health by sinking deeper into alcohol and drug abuse. His charming and carefree exterior masked his self-destructive and sometimes cruel behavior as he endured two more brain bleeds and a crippling depression. After undergoing brain surgery, he is nursed back to health by his free-spirited artist mother, who once again teaches him to stand on his own.

Alive with unexpected humor and sensuality, **HAPPY** is a hypnotic self-portrait of a young man confronting the wreckage of his own body; it is also the deeply moving story of a mother's *redemptive* and healing powers. Alex Lemon's Technicolor sentences pop and sing as he writes about survival — of the body and of the human spirit.

Alex Lemon was born in Iowa, attended Macalester College, and lives in Fort Worth, Texas. He is the author of two collections of poetry, *Mosquito* (Tin House Books) and *Halleluja Blackout* (Milkweed Editions). He is the recipient of a fellowship from the National Endowment for the Arts. Visit his website at www.alexlemon.com

Check out our book review in Des Moines Cityview:
<http://dmcityview.com/2010/01/28/arts/books.html>

If you think life and romance end at forty...think again!

Meet three women who aren't about to run and hide, just because the world says they should be on the shelf and out of circulation:

Kat Maguire: her life seems perfect until she loses her high-powered advertising job and catches her live-in lover in a compromising position—with his computer!

Carla Moss: this sexy TV news anchor is in danger of being replaced by a twenty-something blond bimbo. Wasn't it just yesterday that she was the up and coming star?

Elise Randolph: a married dermatologist, Elise thinks her plastic surgeon husband is playing doctor with someone else.

Kat firmly believes that aging gracefully isn't about giving up; it's about living life with your engine on overdrive. So this unofficial "Cougar Club" quickly learns three things about survival of the fittest in today's youth-obsessed society: true friendship never dies, the only way to live is real, and you're never too old to follow your heart.

Susan McBride is the author of *The Cougar Club*. She has also written three books in The Debs young adult series (Random House/Delacorte) set in Houston, including *The Debs*; *Love, Lies, and Texas Dips*; and the forthcoming *Gloves Off*.

THE COUGAR CLUB by Susan McBride



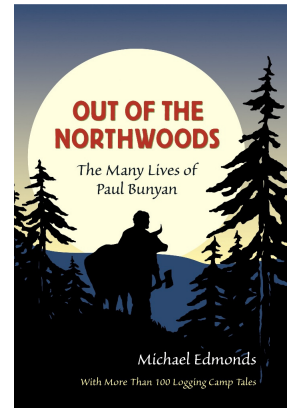
Every American has heard of the lumberjack hero Paul Bunyan and his big blue ox. For 100 years his exploits filled cartoons, magazines, short stories, and children's books, and his name advertised everything from pancake breakfasts to construction supplies. By 1950 Bunyan was a ubiquitous icon of America's strength and ingenuity. Until now, no one knew where he came from—and the extent to which this mythical hero is rooted in Wisconsin.

OUT OF THE NORTHWOODS presents the culture of nineteenth-century lumberjacks in their own words. It includes eyewitness accounts of how the first Bunyan stories were shared on frigid winter nights, around logging camp stoves, in the Wisconsin pinery. It describes where the tales began, how they moved out of the forest and into print, and why publication changed them forever. By sifting through the unpublished manuscripts of early editors of the tales, Michael Edmonds unearths dozens of authentic Bunyan stories told aloud by lumberjacks between 1885 and 1915. Edmonds recounts a saga of lies, hoaxes, thefts, and greed that transformed the private jokes of working-class loggers into mass-market picture books for toddlers. The central characters include a genial northern Wisconsin con-man who claimed he invented the lumberjack hero, a spunky University of Wisconsin co-ed who collected the tales in logging camps in 1915, and a mild-mannered curator of the Wisconsin Historical Museum who lifted federal documents to keep the truth alive.

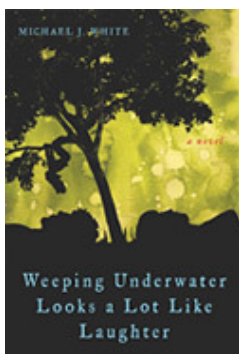
Part bibliographic mystery and part social history, **OUT OF THE NORTHWOODS** explains for the first time why we all know and love Paul Bunyan. An appendix includes more than 100 original tales about Bunyan, his camps, his crew, and his adventures taken directly from loggers early in the last century.

Michael Edmonds has published several books and articles on literary and intellectual history. He joined the staff of the Wisconsin Historical Society in 1982 and helped lead its effort to mount rare books and manuscripts on the Web, stumbling on the mystery of Paul Bunyan's origin while looking for lumberjack memoirs to share online. He holds degrees from Harvard University and Simmons College. He received a 2007 American Local and State Historical Society Award for his pioneering work on the "Turning Points in Wisconsin History" portion of the Wisconsin Historical Society website.

OUT OF THE NORTHWOODS by Michael Edmonds



WEEPING UNDERWATER LOOKS A LOT LIKE LAUGHTER by Michael J. White



George Flynn can't help himself. He's still haunted by the fallout from his first love, and keeps sneaking glances back to how it began. Uprooted after his family's move to Des Moines, George is the new nobody on the block, with no friends and no clue. He soon finds his footing when he falls in with the enchanting Schell sisters. Emily, an aspiring actress and the mysterious star of St. Pius High School, becomes the object of his deep infatuation. But it's the younger sister, Katie—with her crush, her quirks, and her scathing deadpan humor in the face of multiple sclerosis—who really gets George hooked on the Schells.

After a shocking accident destroys the delicate balance of their lives, George and Emily travel through anger, depression, and cheap motel rooms, searching for forgiveness yet losing each other. On this simultaneously hopeful and self-destructive journey, George struggles to win Emily back in order to save himself.

Told with razor-sharp wit and no-holds-barred honesty, this is a vivid, moving novel about friendship and first love—about dealing with grief and trying to come of age without coming undone. With this debut, Michael J. White proves himself to be one to watch: a writer with talent and imagination to spare.

Michael J. White was born and raised in St. Louis, though he also spent several years in Chicago and Des Moines. He has taught English in South Korea, Peru, Poland, and New York City. A Columbia MFA graduate, he lives in Denver.

When a small mistake costs sixteen-year-old Eagan her life during a figure-skating competition, she leaves many things unreconciled, including her troubled relationship with her mother. From her vantage point in the afterlife, Eagan reflects back on her memories, and what she could have done differently, through her still-beating heart.

When fourteen-year-old Amelia learns she will be getting a heart transplant, her fear and guilt battle with her joy at this new chance at life. And afterwards when she starts to feel different—dreaming about figure skating, craving grape candy—her need to learn about her donor leads her to discover and explore Eagan’s life, meeting her grieving loved ones and trying to bring the closure they all need to move on.

Expressed from the alternating viewpoints of these two special girls, ***IN A HEARTBEAT*** beautifully tells the emotional and compelling story of two young women sharing one heart.

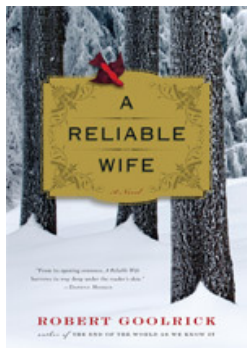
LORETTA ELLSWORTH is the author of three novels for young readers, *In a Heartbeat*, *The Shrouding Woman*, and *In Search of Mockingbird*, which won the 2007 Midwest Bookseller’s Choice Award Honor Book for Children’s Literature, and was named to the 2008 New York Library List of Teenage Books. She lives in Minnesota.

Loretta Ellsworth will be at Beaverdale Books on May 5!

IN A HEARTBEAT by Loretta Ellsworth



Midwest Connections Picks Now in Paperback!



A RELIABLE WIFE

A Novel

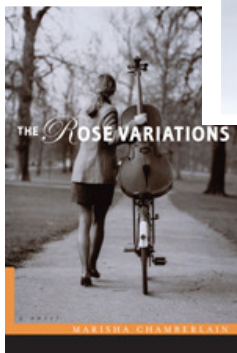
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IRREPLACEABLE

Stephen Lovely

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