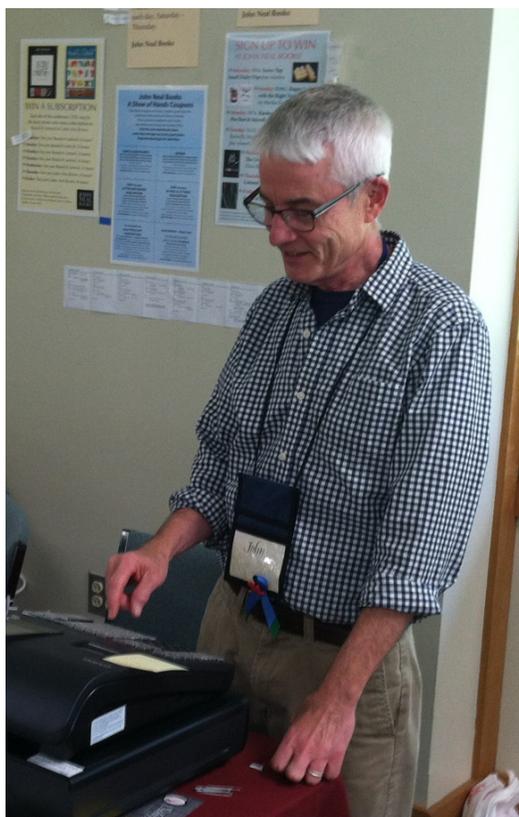


Seattletters Newsletter

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John Neal has sold books at every conference except the first two, at first as a part-week vendor and then as a full-week store starting in 1986. He and his crew will have a calligraphy "everything" store at Seattletters, for the first time at the international conference selling both books and supplies. You can place a pre-order for pick up at the conference through Wednesday, June 27 and receive a 10% discount, a free magazine, and no shipping charges! Here is a link to the JNB Seattletters pre-order page:

http://www.johnnealbooks.com/prod_detail_list/seattletters2018.



Vendor Spotlight: John Neal

How did you decide to start an art supply store?

John Neal Bookseller started out as a part-time calligraphy bookstore in 1981 (hence the name), but my book customers let me know they also needed a place to purchase supplies, so pens, inks, and papers were soon offered as well. Over the years, the number of books and range of supplies has increased, as has the number of customers. Most books, tools, and materials are sourced in the United States, but many are imported directly from other countries – currently from Canada, United Kingdom, Germany, Belgium, Japan, Italy, Russia, even Latvia, where *Villu Toots: 100 Book Covers* was printed.

Magazines were added the mix in 1999 when Karyn Gilman, who was then editor and owner of *Letter Arts Review*, decided it was time to hand over her publication to someone else. Not so long after that, JNB became the publisher of *Bound & Lettered* (started by Shereen LaPlantz as *Tabellae Ansata*).

In 2006, with Sheila Waters' *Foundations of Calligraphy*, "John Neal" became a book publisher in addition to being a bookseller. The book, which started out as a series of articles in *Letter Arts Review*, will have its fourth printing this fall. John Stevens' book *Scribe: Artist of the Written Word*, many years in the making, was next in 2013. John's second book, an instructional book on flat-brush lettering (and also a multi-year project), should be printed this year, along with a reprint of Michael Sull's *Spencerian Script & Ornamental Penmanship, Volume I*. By the end of this year, there will be over ten JNB-printed titles.

What is the most inspiring part of your day-to-day job?

I really like getting new tools and new supplies (and new books) in the hands of calligraphers, items that might otherwise not be easily available. This can mean working with small companies or individuals overseas and figuring out the logistics of shipping and payment, such as with the Luthis folded pens from Argentina, the Dreaming Dog ruling pens from Brazil, and Nicker Poster Colours from Japan. I share these tasks with Michael Ackerson. He has located a new color medium, Bister, recommended by Amity Parks, and it will be at the store at Seattletters.

Michael is looking forward to again providing conference participants with a JNB store, this year with both books and supplies, drawing on his years of setting up stores at Letters of Joy and the IAMPETH Annual event. You should expect a lot of calli-toys and product demos and a try-before-you-buy play-table (in addition to supplies needed for classes). In addition to me, this year's store will be staffed by Michael, Alesia Zorn, Bev Allen, Eli Pearl, and Patte Leathe.

What is the weirdest item you ever sold, and why?

Perhaps the weirdest item sold in the JNB conference store was toilet paper. That year, the product in the dorms was definitely of the utilitarian variety, and participants wanted something nicer. While that was a one-time occurrence, last year it was blankets (at cost from Walmart) for over-air-conditioned dorm rooms and washcloths (free) since none were provided.