

BAY STATE BIZ



RICH ELDRED/WICKED LOCAL

■ Brewster Bookstore employees, from left, Jane Mackenzie, Valerie Arroyo and Jean Mackenzie at the Route 6A shop.

BOUND TO SUCCEED

Brewster Book Store turns 30, despite dramatic industry changes

WICKED LOCAL CAPE COD

In the 30 years since the Brewster Book Store opened, a lot has changed in the world of books.

Cape Cod's little book shops were threatened and swamped by chains such as Borders, then Borders itself was driven into bankruptcy by Internet giants like Amazon.com. Books themselves are imperiled by e-books.

Through it all the Brewster Book Store has soldiered on, from its outpost on Route 6A in its namesake town.

The store was opened by Nancy Landon. Co-manager Jean Mackenzie, who has been with the shop since its first year, said Landon died last year, but her husband wanted to keep the store going.

Mackenzie, her sister-in-law Jane Mackenzie (another 30-year veteran) and Valerie Arroyo run the shop today.

"Nancy Landon wasn't here year-round so we were the ones who kept it going," Jean Mackenzie said. "But she was the main buyer. Nancy just loved books, particularly children's books."

Just like Amazon and Barnes & Noble, the Brewster shop sells e-books from their website.

"Her (Landon's) great interest was children's books so we do have a large children's section (with thousands of books)," Jean Mackenzie said. "Our adult section started small but has grown and we added toys and a few things like that. But everything is changing in the publishing world. Now some salesmen don't call on us anymore. We have to do it on the computer."

They said the store has perhaps 50,000 titles in stock. "We sit down and pick them out ourselves," Jane Mackenzie said.

But will their stock be obsolete in an era of e-books?

"That hasn't really affected us," Jean Mackenzie said. "Certainly with children's books, and picture books particularly, there is still something about having a book in the hand. And a lot of our customers are older and don't want to get into the electronic age."

The electronic age is here, like it or not, but Jean Mackenzie said books can be more fun than hard drives and cloud computing.

"It's a great item to work with," Jean Mackenzie said. "I guess it's like Christmas. Every time you open a box of books you find these gems in it. We're really trying hard to have an interesting bookstore, something for everyone."

Arroyo is the new employee. She has only been there 10 years.

"I suspect the reason we're still here is the care we take in selecting books," Arroyo said. "Nancy was passionate about that. And there is a growing 'buy local' movement so people are more aware about supporting their local bookstore. We have some of the most loyal customers. And you can support the local bookstore even if you have an e-reader."

All of the employees are avid readers.

"One of the greatest parts of the job is just talking to people about books," Arroyo said. "I have the best job because I get paid to talk about books. Everyone is a reader here. It's almost like you have an early reviewer so the quality of the book has to be good for us to buy it."

Along with the sprawling children's sections, which spill through several rooms, the store has built up a strong Cape Cod books alcove.

"It's a crazy business and a crazy time to be in it," Arroyo reflected. "But there will always be a market for physical books. The experience of reading an actual book is different than an e-book. So they can coexist."

MOVERS & SHAKERS

Business people on the move

SPOTLIGHT

Marie Peeler was named vice chairwoman of the Marshfield, Duxbury and Pembroke Business Council, a local subsidiary of the South Shore Chamber of Commerce. The group concentrates on various business issues in those towns – including taxes and traffic – as well as networking events and forums.

"This is a very important activity for businesses, and gives us a chance to work at the grassroots level to improve the business climate on the South Shore," she said.

The Pembroke resident is also the CEO of Peeler Associates, a business coaching firm.



NONPROFIT

The Brockton Area Workforce Investment Board, an employee training group, elected four new members to its board of directors:

Beth Costa, a Somerset resident, is the veterans program manager at the state's Department of Career Services.

John Duval, a Whitman resident, owns Duval's Pharmacy in Whitman and Apothecare South Shore, a pharmacy company that serves nursing homes and other long-term care facilities. He also sits on the board of Mutual Bank.

John Miller is the chief operating officer of the Boys & Girls Club of Brockton. The Weymouth resident is also a Gulf War veteran.

Bridgewater resident Maria Unda is a lawyer with a private practice in South Easton. She additionally serves as executive director of the Goddard Foundation, a South Easton-based nonprofit that provides scholarships to students pursuing health care degrees.

board of directors. The Walpole resident will serve as the board's at-large technology director. He is also the principal of Power Plans, a Walpole-based financial planning firm.

Bristol County Savings Bank promoted **Leonard Sullivan** to first executive vice president and senior loan officer.

The Tiverton, R.I., resident has worked at the Taunton-based bank since 1993, and most recently held the title of executive vice president and senior loan officer.

The bank also elevated **Julie Chapman** to executive vice president and chief operating officer. The Assonet resident previously held the title of senior vice president of retail banking and regulatory compliance.

Bob DeMoura, a Berkley resident, was promoted to executive vice president and chief information officer at Bristol County Savings. He most recently worked as the senior vice president of information systems and technology.

Bristol County Savings Bank also promoted Attleboro resident **Dennis Leahy** to executive vice president, treasurer and chief financial officer. He previously worked as the bank's senior vice president of finance.

Michele Roberts, a Bridgewater resident, was promoted to executive vice president and community relations officer at Bristol County Savings. She was most recently the bank's senior vice president of marketing.

Barry MacQuarrie to its faculty. MacQuarrie, a consultant at the Braintree-based KAF Financial Group, will teach online social media workshops.

The Financial Planning Association of Massachusetts, a Groton-based trade group, added **John Power** to its

FINANCIAL SERVICES

BayCoast Bank promoted **Kerri Gomes**, a New Bedford resident, to residential and consumer loan operations officer. Gomes had previously worked as an assistant manager of loan operations at the Fall River-based bank.

BayCoast also promoted **Wayne Swenson** to be vice president of its consumer loan department. The Fall River resident had been an assistant vice president and business loan development officer at the bank.

CPA Crossings, a Michigan technology consulting firm, added Norwell resident **Barry MacQuarrie** to its faculty. MacQuarrie, a consultant at the Braintree-based KAF Financial Group, will teach online social media workshops.

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Sullivan



Chapman



DeMoura



Leahy

GET IN HERE

■ Send us your **Movers & Shakers**. Submit photos and text about people on the move at your company to: **Jon Chesto**, Business Editor, The Patriot Ledger, 400 Crown Colony Drive, Quincy, MA, 02169 or jchesto@ledger.com

BUSINESS CALENDAR

Your regional planner

Tuesday

ESTATE PLANNING WORKSHOP – Lawyer Robert Romano will host two free estate planning workshops – the first from 10 a.m. to noon and the second from 6 to 8 p.m. – on May 8 at the Thayer Public Library, 798 Washington St., Braintree. For more information or to register, call 617-769-9843 or visit www.robertromanolaw.com.

Wednesday

HEALTH CARE PANEL – Ray Campbell, CEO of the Massachusetts Health Data Consortium, will moderate a panel about the state's health care system from 7:45 to 9:15 a.m. May 9 at the Ritz-Carlton Boston Common, 10 Avery St., Boston. The cost is \$50 for Greater Boston Chamber of Commerce members and \$95 for nonmembers. For more information, or to register before the May 8 deadline, visit www.bostonchamber.com.

Thursday

SOUTH SHORE WOMEN'S BUSINESS NETWORK SEMINAR – The South Shore Women's Business Network will host a daylong professional development seminar from 7:30 a.m. to 6:30 p.m. May 10 at Linden Ponds' Derby Street Clubhouse, 300 Linden Ponds Way, Hingham. The event will include lessons in cloud computing and public speaking. The cost is \$125. For

more information or to register, visit www.sswbn.org or call 781-924-5160.

WOMEN IN HIGHER EDUCATION PANEL – The Greater Boston Chamber of Commerce will host a panel discussion about women in higher education – moderated by Simmons College President Helen Drinan – from 7:45 to 9 a.m. May 10 at the Ritz-Carlton Boston Common, 10 Avery St., Boston. The cost is \$50 for members and \$95 for nonmembers. For more information, or to register before the May 9 deadline, visit www.bostonchamber.com.

Upcoming

GREATER BOSTON CHAMBER OF COMMERCE GOVERNMENT AFFAIRS FORUM – Gov. Deval Patrick will speak at a forum hosted by the Greater Boston Chamber of Commerce from 7:45 to 9 a.m. Tuesday, May 15, at the Seaport Hotel, 1 Seaport Lane, Boston. The cost is \$50 for members and \$95 for nonmembers. For more information or to make a reservation, visit www.bostonchamber.com.

NEPONSET VALLEY CHAMBER OF COMMERCE NETWORKING EVENT – The Neponset Valley Chamber of Commerce will host a "speed networking" event from noon to 1:30 p.m. Tuesday, May 15, at the Hilton Boston/Dedham, 25 Allied Drive, Dedham. The cost is \$25 for members, \$35 for nonmembers and \$20 for

Facebook fans of the chamber. Lunch will be included. The event will be immediately preceded by a "how to network" event with a representative from Winning Inc., a business training firm. That event is free for members and \$15 for nonmembers, and will be held from 10:30 to 11:45 a.m. For more information or to register for either event, visit www.nvcc.com.

QUINCY MAYOR'S BOY SCOUT BREAKFAST – Quincy Mayor Thomas Koch will host his annual Boy Scout breakfast fundraiser from 7:45 to 9 a.m. Tuesday, May 15, at the Granite Links Golf Club, 100 Quarry Hill Drive, Quincy. The cost is \$50 per person. For more information, or to make a reservation, contact Maralin Manning at 617-471-1700 or mmanning@thequincychamber.com.

WOMEN'S NETWORKING LUNCH – The South Shore Women's Business Network will host its monthly networking lunch from 11:45 a.m. to 1:30 p.m. Wednesday, May 16, at Gourmet Garden, 48 Whiting St., Hingham. The cost is \$25 for members and \$40 for nonmembers. For more information or to make a reservation, call 781-924-5160 or visit www.sswbn.org.

AFTER HOURS NETWORKING – The South Shore Women's Business Network will host a free networking reception from 5:30 to 7:30 p.m. Thursday, May 17, at Coldwater Creek at the Derby Street Shoppes, Hingham. For more information or to make a reservation, call 781-

924-5160 or visit www.sswbn.org.

SMALL BUSINESS WORKSHOP – The South Eastern Economic Development Corp. will host a free workshop about starting a business from 5:30 to 8:30 p.m. Thursday, May 17, at Bridgewater Savings Bank, 756 Orchard St., Raynham. Free refreshments will be served. For more information or to register before the May 10 deadline, call SEED at 508-822-1020.

HUMAN RESOURCES CONFERENCE – The Northeast Human Resources Association will host its annual spring conference from 8 a.m. to 6 p.m. Thursday, May 17, and Friday, May 18, at the Sheraton Four Points Conference Center, 1125 Boston-Providence Turnpike, Norwood. The cost is \$499 for members of the Waltham-based organization, \$549 for members of the Society for Human Resource Management, and \$599 for nonmembers. For more information or to register, visit www.nehra.com/events or contact Sara Frank at 781-239-8711.

MULTI-CHAMBER NETWORKING EVENT – The Neponset, Tri-Town and Milford Area chambers of commerce will host a networking event from 5:30 to 7:30 p.m. Thursday, May 17, at the Comcast Center, 885 South Main St., Mansfield. The cost is \$10 for members and \$20 for nonmembers. For more information or to register, visit www.nvcc.com.

BREAKFAST NETWORKING – The South Shore Women's Business Network will host its monthly

networking breakfast at 7:30 a.m. Thursday, May 24, at Linden Ponds' Derby Street Clubhouse, 300 Linden Ponds Way, Hingham. The cost is \$25 for members and \$40 for nonmembers. For more information or to register, call 781-924-5160 or visit www.sswbn.org.

SMALL BUSINESS WORKSHOP – The South Eastern Economic Development Corp. will host a free workshop about managing small-business finances from 5:30 to 8:30 p.m. on Thursday, May 24, at Bridgewater Savings Bank, 756 Orchard St., Raynham. Free refreshments will be served. For more information, or to register before the May 10 deadline, call SEED at 508-822-1020.

SOCIAL MEDIA AND LABOR ISSUES WORKSHOP – The Neponset Valley Chamber of Commerce will host a workshop about the labor issues that can arise from employees' use of social media from noon to 1:30 p.m. on Wednesday, May 30, at the offices of Gray, Gray & Gray, 34 Southwest Park, Westwood. The cost is \$20 for members and \$30 for nonmembers. For more information or to register, visit www.nvcc.com.

■ **Items for the calendar may be e-mailed to biznews@ledger.com or faxed to 617-786-7384.**