



**BOOK  
PEOPLE**

# Chriss Camenzend

## Book People

### Sioux City, Iowa



### What do you sell?

Book People sells new books, gifts and stationery. Books represent about 70% of our business with particular emphasis on children's books and adult fiction. Special orders are a big part of our daily sales. About 25% of our sales are from gift items for everyone from infant to adult including toys, games, puzzles, etc. for children, and purses, home and personal care products. Another 5% is due to stationery sales including greeting cards, journals and note cards.

### How long have you been in business?

Book People opened in 1977, and in 2003 I took over ownership.

### How many employees do you have?

At this time we have 1 full time store manager and 6 part time employees.

### What is your favorite part of owning a business?

All of us love engaging with our customers, enjoy building relationships and sharing our love of books.

### How are you engaged in the community?

As an independent, locally owned business we believe our service goes beyond the purchase by supporting and encouraging reading while keeping the dollars in the community. We have reached out to schools offering assistance in finding and ordering books at discounted rate for all of our teachers. We work with local charities and offer opportunities for local authors to have book signings.

### How has the online sale tax loophole impacted your business?

We believe the online sale tax loophole has impacted our business by offering what we can't - saving money by not paying sales tax. Plus the loss of tax dollars is a loss for our community. It is simply not fair.

