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SCHULER BOOKS ACQUIRES NICOLA'S BOOKS IN ANN ARBOR, MI

Grand Rapids, MI / June 30, 2014 – Schuler Books announced today it has entered into an agreement to acquire Nicola's Books, Ann Arbor's premier independent bookstore. This 9,800 sq. ft. Ann Arbor mainstay located in the Westgate Shopping Center will continue to operate as Nicola's Books, with its retiring owner, Nicola Rooney, staying on as a consultant during the transition.

Veteran booksellers and owners of Schuler Books, Bill & Cecile Fehsenfeld, are no strangers to the east side of the state. Bill and Cecile met while both were working as booksellers in Ann Arbor, and both are University of Michigan graduates. "It feels like we are coming home," said Bill Fehsenfeld.

Nicola's Books, a 2013 Pannell Award-winning store for its children's department, has been owned by Nicola Rooney for the past 19 years and has become a well-loved institution in the community. "Joining the family of Schuler Bookstores ensures that the future of Nicola's Books will be in good hands. The familiar faces of our booksellers will be staying on, so customers should notice few changes. Most of our customs and traditions such as the Bonus Book Rewards and Birthday Club will continue, and Gift Certificates will still be valid. I will still be working in the store to help with the integration, which I expect will go smoothly. During discussions with Bill and Cecile, I have found that we have remarkably similar views on what is important about keeping a local community bookstore strong and lively. I am sure that both organizations will learn from each other, and will evolve into a stronger group as a result," said Nicola Rooney. "Our current staff looks forward to working with respected fellow industry professionals."

Nicola's will continue to be a destination for world class author events and programming, and will continue its current relationships with local area schools and libraries, its University of Michigan partners (such as the Helen Zell Writer's Program, MFA Program, the Gerald R. Ford School of Public Policy, the Ross Business School, and others) with the Michigan Theatre, and with non-profit organizations, as well as staying involved in such important community events as the Kerrytown Bookfest, the Ann Arbor Book Festival, and many other events in and around the Ann Arbor community.

Schuler has long believed in the importance of independent book retailers as a primary component to a successful city. For over 31 years, Schuler has been successful in creating warm, comfortable and intellectually inspiring atmospheres in its three other locations, which makes it a perfect fit with Nicola's.

"We are very excited to become an integral part of the growth and vitality of this Ann Arbor community. We look forward to great things from our new relationship with Nicola's Books, a great bookstore, and are excited to become part of an enthusiastic network of locally owned businesses in the area. We are confident that Michigan's readership will continue to grow in its support of local and independent businesses like ours," said Cecile Fehsenfeld.

Founded in 1982 by husband and wife, Bill and Cecile Fehsenfeld, Schuler Books is celebrating its 32nd anniversary this year as a local, independent bookseller - one of the nation's largest.

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