



THE ENCHANTED BOOK CLUB

A Conversation with owner of Beacon Hill Books, Melissa Fetter

- 16:30:40 From Sharon Silva : Hello!
- 16:30:44 From Sarah Bryan To All Panelists : Hi Hayley!
- 16:30:46 From Jamie Cronin To All Panelists : Hello
- 16:30:50 From Lisa Kimmence : Hi Hayley and everyone! Can't wait to see you Sunday!
- 16:30:54 From JulieAnn Smith To All Panelists : Hello!!
- 16:31:02 From Claudia Guaita : Hi Hayley
- 16:31:05 From Cristina Badalotti To All Panelists : Hi everyone 🍷
- 16:31:07 From Pamela Fernandez To All Panelists : So excited!
- 16:31:10 From Shari Harper To All Panelists : Hi everyone. Greetings from Virginia.
- 16:31:10 From Claudia Guaita : So excited to be here
- 16:31:11 From Audrey Stewart : Hi everyone!
- 16:31:21 From Hannah Whittaker To All Panelists : Just a few more days!
- 16:31:23 From Lynette Strohbach : Hi Hayley and everyone!
- 16:31:30 From Becca Odell : Hi y'all!
- 16:31:35 From Amy Cox To All Panelists : Good Evening, Hayley and kindred spirits💕
- 16:31:35 From Jane Armour To All Panelists : Hello all!
- 16:31:43 From Kim Urband : Hi Everyone!
- 16:32:03 From JulieAnn Smith To All Panelists : Yay!! CT girl too!



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16:32:17 From Susan Sprinkle To All Panelists : Hi — so happy to be here!
Loving Hayley's sweater.

16:32:20 From Leslie DiMascio To All Panelists : Greetings from Pasadena

16:33:55 From JulieAnn Smith To All Panelists : It was a wonderful place to
spend weekend ls in my childhood in Boston

16:35:38 From Lisa Gearman : My daughter and I fell in love with Beacon Hill
Books when we traveled to Boston in autumn of 2022. So amazing!

16:36:12 From Claudia Guaita : I would love to see this place...

16:36:14 From Claudia Guaita : Yes, do

16:36:32 From JulieAnn Smith To All Panelists : Beautiful

16:36:35 From Jennifer Lally : I visited on a rainy day in May 2023, and it was the
stuff of dreams!

16:37:36 From Lynn Severance : Oh, how inviting..one could really get 'lost' there!

16:38:35 From JulieAnn Smith To All Panelists : It looks amazing

16:38:41 From Amy Cox : Oh my gracious, so charming, meaning and beautiful....

16:38:41 From Bree Borkowski To All Panelists : Beautiful!

16:38:53 From Claudia Guaita : WOW.... that is amazing

16:39:02 From Christine Edwards : What a beautiful bookstore. Can't wait to be
there in person next week!

16:39:09 From Susan Sprinkle : Magical!

16:39:12 From Lynette Strohbach : So cozy!

16:39:17 From JulieAnn Smith : Gorgeous

16:39:17 From Claudia Guaita : So jealous Christine

16:39:30 From JulieAnn Smith : I grew up in CT!



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- 16:39:58 From Julianne Lawrence To All Panelists : Stunning! A dream
- 16:40:02 From Janice Woodward To All Panelists : So inviting.
- 16:40:31 From Amy Cox : Just gorgeous~ I am so thrilled for all of you going on the journey and that you will be able to visit this beautiful place!
- 16:40:38 From Lisa Kimmence : I can't wait to visit on Tuesday! I have a reservation to have lunch in the cafe. Can't wait!
- 16:41:07 From Heidi Thibodeau : Lucky you, Lisa! I waited too long to make a reservation, and they were all booked!
- 16:41:13 From Diana Nixon To All Panelists : Simply spectacular! Love visiting from LA!!
- 16:41:19 From JulieAnn Smith : It is lovely
- 16:41:45 From Lisa Kimmence : Heidi, I made a reservation for one. Perhaps you'll be able to sit with me?? We'll find out!
- 16:41:48 From Claudia Guaita : All of you going, keep us posted please.... I couldn't make it happen due to conflicting agenda
- 16:41:49 From Diana Kornfeld To All Panelists : I love this!
- 16:41:51 From Julianne Lawrence : That's incredible!
- 16:42:02 From Heidi Thibodeau : Would love to!!
- 16:42:11 From Jamie Cronin To All Panelists : So lovely! I can't wait to visit sometime in the future!
- 16:42:13 From Diana Kornfeld : I love it!
- 16:42:19 From Rae Reyes To All Panelists : Hi! Will there be a recording of this webinar? I would love to go back to look at the dreamy images of the bookstore again!



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- 16:42:57 From Christine Edwards : I made a reservation for two at 12:30 pm - sitting outside (inside was full). If anyone wants to join me, let me know. Christine
- 16:42:59 From Lisa Gearman : You will want to redecorate your home once you've been there...
- 16:43:14 From Becca Odell : May we please ask Melissa how she came to know (and love) Persephone Books?
- 16:43:57 From Susan Sprinkle : Becca, yes, great question!
- 16:44:03 From Kim Urband : I would love to join you, Christine.
- 16:44:29 From Christine Edwards : Great Kim - we will hook up in Concord and Boston!
- 16:44:47 From Kim Urband : Perfect...thank you!
- 16:48:33 From Lynn Ann Jackson To All Panelists : Persephone books!!
- 16:48:45 From Kirsten Fargotstein To All Panelists : Would you ever consider expanding Beacon Hill bookstores to other cities? I'm in Arizona and I feel like we are losing boutique bookstores like this which is so sad.
- 16:49:13 From Kirsten Fargotstein To All Panelists : East coast seems to have so many more incredible bookstores like yours.
- 16:50:17 From Lynn Ann Jackson To All Panelists : Can we call and order them from you?
- 16:52:28 From Pamela Fernandez To All Panelists : do you offer shipping? I'm afraid I will buy too much and my suitcase has no room coming home!
- 16:53:31 From Cathy Westerhold : Can you talk a little about how you decorate for Christmas and if you do special events in the shop?



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- 16:54:54 From Pamela Fernandez To All Panelists : Expand the bookstore and open a B&B next door...
- 16:55:41 From Jennifer Lally : and the tote bag! :)
- 16:57:42 From Belinda Riffenburg To All Panelists : Where can we find the Persephone books listed online?
- 16:58:08 From Amy Cox : I would love to hear about your children's section and things and other ways you help foster their love of reading...
- 16:58:53 From Cathy Westerhold : Do you have a good selection of England books? We are a bunch of Anglophiles. 😊
- 17:00:01 From Amy Cox : Oh how absolutely magical!
- 17:00:41 From Pamela Fernandez To All Panelists : i'm afraid we will all feel like kids in your bookstore
- 17:01:19 From Elaina Vazquez To All Panelists : Can you talk about the cafe and your chef? And afternoon tea service
- 17:03:06 From Lisa Gearman : Yes - please keep it unique!
- 17:03:08 From Kirsten Fargotstein To All Panelists : Would you say you have to have considerable capital to start a bookstore like Beacon Hill? Asking for aspiring bookstore owners :-)
- 17:03:21 From Amy Cox : Thank you so much for such a beautiful answer...I can only imagine how many hearts you are touching each day, spurring them on in story and learning.
- 17:04:15 From Claudia Guaita : Makes me think of the Little Shop Around the Corner, in You've got Mail.... on how special it is...
- 17:04:35 From JulieAnn Smith To All Panelists : @Claudia- yes!



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- 17:05:08 From JulieAnn Smith : I love Knotting Hill
- 17:06:05 From Lynette Strohbach : The afternoon tea sounds wonderful!
- 17:06:21 From JulieAnn Smith : yes it does!
- 17:07:15 From Julianne Lawrence : So inspirational.
- 17:07:21 From Kim Urband : How encouraging...thank you!
- 17:07:38 From Karen Mikoll To All Panelists : You are a remarkable woman & have created something so special! I look forward to visiting!
- 17:07:43 From Brenda Tate : This sounds incredible. wow!
- 17:08:11 From Claudia Guaita : I want to go to Boston now just for the store!!
- 17:08:26 From Julianne Lawrence : Same here, Claudia.
- 17:08:32 From Claudia Guaita : That is so wonderful.....
- 17:09:04 From Lynn Ann Jackson To All Panelists : A remarkable accomplishment!
- 17:09:05 From Pamela Fernandez To All Panelists : do we need a reservation to eat there on the day we are visiting?
- 17:09:45 From Christine Edwards : It is wonderful to hear of an independent bookstore that is so beautiful and also profitable.
- 17:10:08 From JulieAnn Smith : What an amazing experience
- 17:10:16 From Lisa Gearman : Excited for Hayley's group to feel the Beacon Hill Books vibe for the first time. 🥰
- 17:10:48 From Lisa Kimmence : I'm so excited! I can't wait for the trip and to visit this amazing place!!
- 17:11:06 From Lisa Gearman : This librarian can concur with Melissa's comments about patrons preferring the print books.



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- 17:11:07 From Claudia Guaita : That is wonderful to hear, I did not have that perception
- 17:12:12 From Hannah Whittaker To All Panelists : Oh, can I join you, Haley?
- 17:12:12 From Brenda Tate : nice.
- 17:12:13 From Christine Edwards : For me books are a tactile experience. I love flipping the pages, and looking at any illustrations, and if it has a beautiful cover - what a bonus!
- 17:12:18 From robin fusiak : I never read ebooks or kindle cause I just love the feeling of a book. I guess cause I'm old!!
- 17:12:28 From Claudia Guaita : Me to Robin
- 17:12:29 From Kristina Wilson To All Panelists : I have a reservation for 4 at 12:30
❤️
- 17:12:35 From Emilie Nicklawsky : Hayley, I made a reservation at 2:30pm. Will that work?
- 17:12:51 From Lisa Kimmence : Same here, Robin! I only want physical books.
- 17:13:04 From Sarah Bryan To All Panelists : I would love to have the chance to join you Hayley in the cafe, if there's a spot! I didn't get the chance to make a reservation.
- 17:13:18 From Lisa Kimmence : My reservation is set for 1:15.
- 17:13:35 From Elaina Vazquez To All Panelists : How did you find your COO?
- 17:13:36 From Cheryla Proulx : does she have a favorite Persephone book to recommend
- 17:14:43 From Claudia Guaita : Good question, I am so excited to get a Persephone book...



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- 17:16:27 From Brenda Tate : 🙌
- 17:16:52 From Cheryla Proulx : me too!
- 17:16:58 From Denise Hyde : Can we buy a squirrel—Page?
- 17:17:02 From Julianne Lawrence : I just ordered your candle.
- 17:18:40 From Claudia Guaita : They sell granola, mugs... I would love a globe too!
- Just looking on instagram
- 17:19:59 From Marci Forney : Bliss!
- 17:20:07 From Kris Elliott : Where does everyone park if we were to drive into the city?
- 17:20:19 From Brenda Tate : 😁
- 17:20:46 From Karen Mikoll To All Panelists : Msyvi ask you to please repeat the email address? Thank you!
- 17:21:44 From Hayley Solano : melissa@bhbooks.com
- 17:21:54 From Karen Mikoll To All Panelists : Thank you 😊
- 17:22:02 From Brenda Tate : Thank you.
- 17:22:15 From JulieAnn Smith : That was so good!
- 17:22:33 From Sherryann St Pierre : Melissa, what is the last book you have read?
- 17:23:03 From Lynn Ann Jackson To All Panelists : E M Delafield
- 17:25:29 From Jennifer Lally : Did you ever talk to Ann Patchett about her bookstore?
- 17:25:36 From Christine Edwards : I love Ann Patchett too. Dutch House is my favorite.
- 17:25:43 From Samantha Moss : Thank you so much!!
- 17:25:45 From Brenda Tate : What a treat!



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- 17:25:46 From Marci Forney : Thank you
- 17:25:49 From Jill Riggs To All Panelists : Thanks so much 💜
- 17:25:51 From Claudia Guaita : Thanks so much, It was wonderful.....
- 17:25:51 From Denise Hyde : Many thanks!!!!
- 17:25:55 From Heidi Thibodeau : Thank you, can't wait to visit the store next week!
- 17:25:55 From Lynette Strohbach : Thank you!
- 17:25:55 From Julianne Lawrence : Thank you Melissa and Hayley. This was amazing.
- 17:25:56 From Claudia Guaita : I will be there one day
- 17:25:56 From Lynn Ann Jackson To All Panelists : So lovely...thank you!!!
- 17:25:58 From Emilie Nicklawsky : Thank you.
- 17:25:59 From Becca Odell To All Panelists : Ann Patchett's bookstore in Nashville is another must visit bookstore!
- 17:26:01 From Lisa Kimmence : Thank you, Melissa! I can't wait to visit next week.
- 17:26:02 From Jennifer Williams To All Panelists : Thanks so much! Can't wait to visit your book store.
- 17:26:03 From Cheryla Proulx : ❤️❤️❤️
- 17:26:03 From Claudia Guaita : Thanks Hayley
- 17:26:03 From Brenda Tate : 🙄
- 17:26:04 From Sharon Silva : Loved this chat! Putting this bookstore on my bucket list!