



# Agenda

## NCBA Meeting Fall 2008

Date	Times	Sessions	
<b>Tuesday October 21st , 2008</b>  <b>Welcome! We hope you will have a great meeting!</b>	12:00pm – 1:00pm	<b>Bonus Session:</b> <u>Buying textbooks Online - Tools to win the On-line Competition Game</u> ; presented by Scott Franz (Gonzaga University), Patty McCray-Roberts (Peninsula College), Bill Currey (Reed College)	
	1:00pm - 1:15pm	<b>Welcome and overview of meeting!</b>	
	1:15pm - 3:00pm	<b>Joe Heuer, Humorist, Author, and Speaker:</b> General Session on Customer Loyalty	
	3:00pm - 3:30pm	<b>Break</b> - prepare for a Lake Coeur D'Alene Cruise	
	4:00pm - 6:00pm	<b>Lake Cruise:</b> 2-hour Coeur D'Alene Lake cruise with no host bar. Boarding on the boardwalk at 3:30 pm sharp!	
	7:00pm - 8:30pm	<b>Nebraska Book Company Reception:</b> snacks and drinks. [Dinner on your own]	
<b>Wednesday October 22<sup>th</sup>, 2008</b>  <b>Please take the time to stop by the booths and show your thanks to all our vendors who participated in this event.</b>	8:00am - 9:00am	<b>Vendor Continental Breakfast:</b> on trade show floor	
	8:00am - 9:45am	<b>Author Breakfast/book signing: Aryn Kyle:</b> <i>God of Animals - A breathtaking debut novel about a girl growing up amid a dying way of life on a horse ranch in small-town Colorado.</i>	
	10:00am - 4:00pm	<b>Trade Show</b> Noon – 1pm: boxed lunches 2:45-3:15 pm: “Ice Cream Social”, sponsored by Follett.	
	4:30pm - 5:30pm	<b>Washington Bookstore Council Meeting</b>	
	6:00pm - 7:00pm	<b>Presidential Reception:</b> No host bar	
	7:00pm - 10:00pm	<a href="#"><u>Banquet /Concert/Dance the Night Away</u></a>	
<b>Thursday October 23<sup>rd</sup>, 2008</b>  <b>Thanks for joining us!</b>  <b>Note: Nebraska will host a PRISM and WinPRISM Users' Group meeting on Friday, Oct. 24, in the North Idaho College Student Union (8:30 – 3pm)</b>	7:30pm - 8:45am	<b>Continental Breakfast / Business Meeting</b>	
	9:00am - 10:00am	<b>Mark R. Nelson, NACS Digital Content Strategist:</b> Navigating the Transition to Digital	<b>Cynthia D'Angelo, NACS and Kristi Dopp, Garfield Book Company at PLU:</b> Communicating Your Store's Value To University Decision-Makers
	10:00am - 10:15am	<b>Break</b> – Coffee, Tea	
	10:15am - 11:15am	<b>Eunice Clark, Executive Director of the Used Textbook Association:</b> Overview of the UTA Research Project, released in April 2008	<b>Lori Cano, Connect2One:</b> What's Hot, What's Not
	11:30am - 12:30pm	<b>Jerry Hiller, Nebraska Book Company:</b> Boosting Early Adoptions	<b>Ruth Snyder, 30 years of Gift Buying experience:</b> Learn the secrets to maximizing gift/insignia departments profits & turns.
	12:30pm - 1:30pm	<b>Awards Luncheon</b>	
	1:30pm - 2:30pm	<b>Martin Seidenfeld, Ph.D., Clinical Psychologist, Consultant, and Speaker:</b> What Employees Want - What Managers Need: Developing mutually beneficial relationships between managers and employees	
	2:30pm - 2:45pm	<b>Break</b> – Sodas & snacks	
	2:45pm - 3:45pm	<b>More Marty Seidenfeld</b>	