



NORTHWEST COLLEGE BOOKSTORE ASSOCIATION

Volume 1, Issue 1

January 2007

MEGA In Review

As we go to print, we're still waiting for the "official" count from the Mega held in Reno in November.

From the feedback, to date, 2006 Mega was a huge success just like the 2003 event! Top rate speakers and sessions, casual networking and a successful expo rounded out the three-day affair.

The Opening General session had the committee scrambling for more chairs! Well- attended and good feedback provided the beginning to a successful educational event.

The expo, with 191 vendors in attendance, reported 592 orders placed for a total of

\$482,807. in MEGA ORDERS!

Sponsors supported the event through a variety of ways, from bowling Opening night, to the dance band at the banquet, to coffee at registration, decorations, printing of the program, and much more – everything contributed to promoting the partnership we are fortunate to have with our vendor associates. Thank you to them.

Stay tuned for the final report of the Mega. If you have feedback or comments, please feel free to contact me. I'm compiling a report for all of the associations for future Mega consideration.

Laurie Bales

Inside this issue:

<i>MEGA in Review</i>	1
<i>Mega Reflections</i>	1,2
<i>Portland Annual Mtg.</i>	2
<i>Presidential Notes</i>	3,4
<i>Textbook Ad Hoc Notes</i>	4,5
<i>Board Minutes</i>	
<i>Fall Business Meeting Notes</i>	

MEGA Reflections

Kristi Dopp
WOU Bookstore

The Mega-regional was wonderful. From laughing at the inspirational opening session by Bryan Dodge, to trudging off the trade show

floor in exhaustion, there was never a dull moment. I particularly enjoyed meeting and getting to know folks who are so close to my own home store—too bad it takes getting out

of state to do so! I came back to my store with so many new ideas, as well as a list of people to call when I need further encouragement and insight.

I am a proud scholar-

MEGA Reflections con't...

ship recipient. As the new recording secretary for NCBA, it's true I would have attended the meeting regardless. However, receiving a scholarship sweetened the deal. Not only did it help ease the financial burden in these fiscally challenged times (can I safely assume that almost everyone out there has similar budgetary constraints?), but it also enhanced my reputation on campus. When my boss signed off on the scholarship application, he recognized that I am dedicated, directly invested in my store's success, and willing to go the extra mile. When I received the scholarship, he congratulated me as if I had won a new car (really: he got up from behind his desk and shook my hand); I didn't have the heart to tell him that applying for the scholarship was the easiest thing I did in preparation for my trip. Truly, it took me five minutes to complete the application. So I guess what I'm saying is that the scholarship was rewarding on so many levels, for me and for my store, far exceeding the effort it took to request. I encourage you to apply, and hopefully I'll see you at the next meeting

Dede Clements

Southwestern OR Comm. College Bookstore

Thanks to the scholarship I received I was able to attend my first Mega Regional Meeting and I have to say it was GREAT. The NCBA group is the best in my book. The speakers provided useful information in an entertaining manner. I brought home many exciting ideas to implement in our bookstore. The Mega was also a time to refuel the spirits and relax with new friends. The companionship and shared knowledge with fellow NCBA members is a priceless asset. The EXPO had great specials and wonderful vendors. I really enjoyed meeting new companies whom I can do business with. The breakout sessions I attended were very valuable. I brought home a ton of information to share with my coworkers. Our bookstore is very small with only two full-time employees, without the aid of the scholarship I would not have been able to attend the Mega. The scholarship process was easy and friendly. I am very grateful for the opportunity to participate in the very valuable Mega.

NCBA Annual meetings have incredible education and professional value - beneficial to all staff! Stay tuned for information regarding the 2007 meeting in Portland.

Also, visit the NCBA website for information on available scholarships.

NCBA 2007 Annual Meeting... in Portland!!

Janet Kehn's 2007 Meeting Chair Report

The next NCBA meeting will be held in Portland, Oregon at the Holiday Inn Airport hotel starting on Tuesday, October 23, 2007 and ending on Thursday, October 25, 2007. As always, we will have a

great one day trade show located next door to the hotel at the Columbia Conference Center.

There will be more details about the show in the next newsletter. However, to whet your appetite for the meeting, I want to get you thinking about what the "theme"

will be.

Here is the first hint: **"What do ghosts, prohibition, and 'The Orient' have to do with Portland?"**

Have fun thinking about it. I will give you more hints next time.

THE PRESIDENTIAL SUITE

Your current President, Barbara Racine:

A big thanks to everyone who worked so hard on the Mega. It was an incredible meeting and NCBA again showed its strength by sending so many people.

As we head into another busy Rush season, please watch for the notice to vote on the** By-Law changes coming up***. This is important and I believe the changes will better reflect stronger business practices.

For those of you going to Camex, our reception will take place at the Opening Night party. NACS was unable to secure rooms for individual associations so please look for the NCBA area at the party. I'll send out more information as I get it from NACS.

I want to thank Debbie Bruce for the monthly reminders to send a card to Cindy Beyer. This just shows what a special group of folks belong to NCBA.

Your President-Elect, Laurie Bales:

READY OR NOT, HERE IT COMES.....

Remember playing Hide and Seek when you were a kid? "It" would hide his eyes while the others hid. Then after counting to 100, "It" would yell "Ready or not, here I come." And off he'd go to find everyone.

Well, as President Elect for 2007-2008, I feel already like it's "ready or not, here it comes..." We NEED to be ready. We need to look ahead to the future, while keeping a pulse on today. We

need to know what our customers want and expect from us now and tomorrow.

How do we do all of that? We have great opportunities; attend educational sessions at Mega, Camex, mininars, webinars, etc.; ask questions on the list serve; use survey information from buying groups and read industry publications. I believe, though, one of our best resources is networking with each other.

The NCBA has a reputation for hospitality. Have you shared some of your knowledge or experience lately? Have you introduced yourself to someone new? If you're new to the industry, have you asked for assistance or advice? Lay the groundwork now for a strong foundation. So when you need it – you're READY or not!

Your Past President, Ueli Stadler:

One of the nice aspects of being Past President is that you can content yourself with reminiscing rather than with needing to run things and develop new projects and grandiose schemes. My most recent memory, of course, is the MegaRegional meeting in Reno. What a wonderful event – great sessions, exciting trade show, good attendance, financially successful, and a great showing of NCBA at all levels including the fact that about two thirds of the diehard par-teers who wouldn't stop dancing the night away were from our association. A huge THANK YOU to the Mega organizing committee and all the volunteers who helped make this spectacular possible, including our very own Laurie Bales, Steve Wenger, and James

Howard

I also had a chance to do some traveling earlier this fall. A year ago, the board had decided that the president ought to try to connect more with member stores, especially with those who are located in remote areas or have been unable to participate much in NCBA affairs. In early September, I did a two-day bookstore tour through Southern Oregon and visited Umpqua CC Bookstore (Roseburg), Rogue CC Bookstore (Medford), Southern Oregon University Bookstore (Ashland), Rogue CC Bookstore (Grants Pass), and Southwestern Oregon CC Bookstore (Coos Bay). I greatly enjoyed meeting and spending some time with my colleagues and I hope they found this visit from their association prez equally meaningful.

As part of that same mandate, I spent a good part of the summer trying to pull together an educational event for our Alaskan colleagues and on September 20-21 the first annual Alaska Bookstore meeting was attended by 25 bookstore employees from 6 different stores. Given the fact that there are only about 10 or so College book stores in Alaska, this response seemed quite impressive. The three smallest stores in attendance sent all their full time staff (4 total) and left student workers to run the stores. Special thanks to Joyce Colajezzi at the UA Anchorage Bookstore who helped me put this together. We offered a textbook and a general merchandise track - both were a combination of structured sessions and round-table discussions. Lori Cano from Connect2One and

Presidential Suite, con't....

Pat Coile from the University of Alaska at Anchorage headed up the general merchandise track and Scott Franz from Gonzaga University was in charge of the textbook sessions.

Thank you for offering your services! The meeting was extremely well received and every single attendee requested on their evaluation for that we offer such a meeting again

next year. After the meeting ended, I spent four days and 1300 miles visiting Prince William Sound CC in Valdez, UA Fairbanks, UA Center for Distance Education (Fairbanks), and the Kenai College campuses in Soldotna and Homer. It was a wonderful trip both professionally and recreationally.

In addition to gallivanting all over the place, I actually did some real work, too. Thanks to John Wonder's penchant for keeping meticulous records, I was able to get my hands on most newsletters dating back to the early Eighties (we are still trying to track down the few missing issues). I worked with NAPC/Xanadu to scan all those newsletters with character recognition software and to organize them in a searchable library. I just got word that the scanning portion is finished and, by the time you read this, I should have completed the web portion and you can check out our searchable newsletter archive at <http://www.nwcba.org/newsletter.html> I guarantee you

that this will make for some interesting and, at times, amusing reading.

I hope you all have a good start into 2007.

Ueli Stadler

Textbook Ad Hoc Committee report:

Textbook Ad-Hoc Committee – Larry Martin, Chair

2nd Meeting at Mega

For those of you who aren't on the Board and who may not be aware, the Textbook Ad-Hoc Committee originally met in August at Reed College to address the question of how college bookstores can remain a viable part of the industry. While we discussed many issues, mostly as they related to declining textbook sales, in the end we created three sub-committees to look into the following topics for future work:

1. Revival of the Master Textbook List (MTL) in digital format and available on the website.
2. Sell through and marketing strategies for bookstores' textbook and buyback programs.
3. New & different pricing strategies and digital delivery options.

Before our next meeting at the Mega, I learned that we needed to replace a member and was very impressed and pleased with the response I received to my list_serv posting asking for volunteers. Very quickly Gina Bennett, Mt Hood CC, and Tina Hanson, Spokane CC, were added to the committee, but many others chimed in with offers to help later. What a group!

One of those who volunteered was Kristen Connely, who happens to be Chair of the Bookstore Council for the Washington State Community Bookstores and who also informed me of their upcoming meeting February 1st, at Tacoma CC to discuss new Washington State Laws regarding bundling and pricing. (next page)

So, at our meeting at the Mega I asked if anyone had any first hand knowledge of the Bookstore Council and Gary Jones, Green River CC, and Tina Hanson, Spokane CC, filled us in on the issues and status of what's happening in Washington, especially as the current law for four schools requires that Bookstores offer an explanation for the "changes" in content between editions. Both publisher reps on our committee, Trent Ellis – Wiley, and Mickey Lane – Thompson Learning informed us that such comparisons are now available on their websites. Understanding that laws in a neighboring state can well become models for other states, everyone on our committee is interested and concerned about developments in Washington, and we thank Gary and Tina for keeping us informed.

We also heard from Rich Bigger, Wiley Bookstore Relations, who Trent Ellis, NW Wiley Rep, invited to our meeting. Rich outlined the legal requirements defining new editions: that there had to be a "substantial change" in content and that the "rule of thumb" in the industry is that 30% of the content. We also learned that (likely, many of our more learned members already knew this) old editions ARE covered by copyright law in that publishers are obligated to destroy old editions after one year. Rich indicated that most are recycled. Thank you, Trent, for thinking to invite Rich. He was very informative and I think everyone on our committee agrees we'd want to invite more participation from folks like Rich from the Publishing industry, especially as price and legislation about price have become such public topics.

Ueli Stadler, chair of the MTL Committee, reported that after consulting with his IT folks at Reed that our ideas about putting the MTL on the website are "doable". The MTL can be used during rush for locating other stores who might have overstock of a book you need – especially useful in one those "panic" situations where the publisher is out of stock. It might also have future value in creating mutual buyback lists. It was also suggested that once the protocols are established for submitting to the MTL, we could create a separate list for posting store overstocks for sale.

James Howard and the Marketing Sub-Committee recommended that we create an on-line guidebook detailing strategies to improve sell-through and to present successful buy-back strategies and promotions using the NCBA website. NCBA members could upload examples of strategies they've found successful. Mickey Lane, who focuses a lot of her efforts on Sell-Through projects at Thompson, offered to post examples of sell-through promotions on the website to get things started and to email committee members with an example of a buyback marketing schedule.

The Pricing Sub-Committee sort of followed the Marketing Committee's lead in agreeing that posting and collecting ideas of the membership on pricing strategies would be a good way to collect and convey pricing strategies. The goal is not to collude, but to outline/define/discuss general methods, strategies, risks and assessments for lowering textbook prices and/or changing perceptions about pricing.

James Howard suggested and it was generally agreed that the Ad-Hoc committee should feed information to NCBA's education committee to, hopefully, fuel development of some education sessions for our annual meeting.

Ueli indicated that posting ideas to the website was also "doable". Since it seems that about everything our committee has decided to do involves the NCBA website, we should all give Ueli Stadler, Bill Currey and Reed College big, big THANKS!

Advertise..... HERE!

This particular newsletter went to production in a transition period. Unfortunately for our vendor members, this meant that advertising opportunities were not available for this issue. But this absence was only a one-time occurrence!

A email went out to all the vendor members in December detailing the advertising fees and parameters. Please feel free to contact James Howard (james@osubookstore.com or 541-737-0036) if you need additional information or clarification.

The next NCBA newsletter goes out in May 2007. Take the opportunity to reach out to the NCBA membership by advertising in their newsletter.



How About A Little Help??

This is my first crack at the newsletter game, so do pardon if this particular issue is a bit rough.

The intent of the NCBA newsletter is to pass along information, highlight upcoming events and opportunities for the membership and detail the work of your NCBA Board.

All fine and good of course but, part of the strength of NCBA is the fellowship of its members. With that in mind I am asking for submissions from you all for a new newsletter column:

YOU DON'T SAY!

This will be a place for you to share some of the more wacky, strange and unbelievable excuses, explanations and requests that

seem to be so common when working with students, faculty and college/university administrators.

So if you have had a students make a strange request or ask for the book that, say, had a particular color cover but not know what class they are in.... Submit those little jewels so we all can groan, laugh and commiserate. The same would go with any other instances involving those that we in the college bookstore industry have the pleasure to serve and work with.

Because honestly, if we can't laugh and marvel at some of this stuff at times.....

You might have seen a flurry of these type of things over the past

month on the listserve - and it is just this kind of stuff that will be fun to share in **YOU DON'T SAY!**

Please send your examples to: James@OSUBookstore.com

I'll compile these jewels and insert a couple of them in each newsletter under the **YOU DON'T SAY!** column.

Lastly, this is your newsletter. Please feel free to forward any suggestions you would like to see included in future issues.

Take care -

James Howard



The Northwest College Bookstore Association is a professional, non-profit organization of institutional and independent bookstores dedicated to helping one another.

We're on the web:

NWCBA.org/