



NCBA Annual Fall Meeting & Trade Show

**Coeur d'Alene, ID
October 21-23, 2008**

Don't miss the upcoming meeting in beautiful Coeur d'Alene!

The meeting promises to have captivating education sessions and ample opportunities to network and gain positive experiences with colleagues in the industry.

Read more inside this issue of the NCBA newsletter on what to expect and how to register!



Registration is now open on the NCBA website: <http://www.nwcba.org/>

NCBA Fall 2008 Annual Meeting & Trade Show
October 21 – 23, 2008
The Coeur d'Alene Resort
Coeur d'Alene, Idaho



Greetings NCBA Members,

The NCBA Board, Education Committee and Meetings Committee have been working hard on the Fall 2008 meeting and we have prepared an event you do not want to miss!

THEME: “You’ve got a ‘Ticket to Ride’ on Lake Coeur d’Alene”

(There will be a cruise on Lake Coeur d’Alene on Tuesday at 3:30 pm)

EDUCATION: Your packet includes a tentative educational agenda. The education committee has set up an awesome schedule. Keep checking the website, www.nwcba.org, for updates.

MEETING REGISTRATION: Register online on the NCBA website at www.nwcba.org or mail your registration and check the address on the registration form.

HOTEL REGISTRATION: Make your reservations with the Coeur d’Alene Resort by calling **800-688-5253**. Be sure and ask for the Northwest College Bookstore Association rates. The hotel provides shuttle service to and from the Spokane, WA airport for a fee. We have confirmed the following room rates:

\$109.00Economy Room

\$159.00Deluxe Room

\$179.00Premier Room

To qualify for these low rates, hotel reservations must be made by **SEPTEMBER 9, 2008**.

TRADE SHOW: This year’s show is on Wednesday, October 22, 2008 from 10:00 AM – 4:00 PM.

Following the trade show there will be a President’s Reception that starts at 6:00 p.m. and a banquet that starts at 7:00 p.m. In keeping with the “You’ve got a ‘Ticket to Ride’ on Lake Coeur d’Alene” theme, the band “Meet Revolver” will entertain from 8:00 p.m. – 10:00 p.m. A dance floor will be provided for you to dance to your favorite Beatles tunes. Wear your “mop hair” wig and dancing shoes so you can “Twist and Shout.” This is a great way to *engage* with other members and vendors in a casual setting. You will not want to miss this event!!

Contacts: Any questions please contact:

Bill Semmler, General Meetings Chair, bill_semmler@nic.edu, 208-769-3363

Lori Cano, Vendor Rep, lcano@connect2one.com, 435-713-4144

Corey Weber, Vendor Rep, coreyw@mattmccoy.com, 800-633-2870 ext 533

Your 2008 Meetings Committee is looking forward to seeing you in October!

NCBA Meeting Fall 2008 - Check out what goodness is in store for you!

Agenda

Tuesday October 21st, 2008

1:00pm - 1:15pm	Welcome and overview of meeting!
1:15pm - 3:00pm	Joe Heuer, Humorist, Author, and Speaker: General Session on Customer Loyalty
3:00pm - 3:30pm	Break : Time to prepare for a Lake Coeur D'Alene Cruise. Boarding on the boardwalk at 3:30 pm sharp!
4:00pm - 6:00pm	Lake Cruise: Two hour Coeur D'Alene Lake cruise with a no host bar.
7:00pm - 8:30pm	Nebraska Book Company Reception: snacks and drinks. [Dinner on your own]

Wednesday October 22th, 2008

8:00am - 9:00am	Vendor Continental Breakfast: on trade show floor
8:00am - 9:45am	Author Breakfast/book signing: Aryn Kyle: <i>God of Animals</i> - A breathtaking debut novel about a girl growing up amid a dying way of life on a horse ranch in small-town Colorado.
10:00am - 4:00pm	Trade Show Noon – 1pm: boxed lunches 2:45-3:15 pm: “Ice Cream Social”, sponsored by Follett.
6:00pm - 7:00pm	Presidential Reception: No host bar
7:00pm - 10:00pm	Banquet /Concert/Dance the Night Away

Thursday October 23rd, 2008

7:30pm - 8:45am	Continental Breakfast / Business Meeting
9:00am - 10:00am	Session #1: Mark R. Nelson, NACS Digital Content Strategist: Navigating the Transition to Digital Session #2: Presenter tba, NACS:Communicating Your Store's Value To University Decision-Makers
10:00am - 10:15am	Break – Coffee, Tea
10:15am - 11:15am	Session #1: Eunice Clark, Executive Director of the Used Textbook Association: Overview of the UTA Research Project, released in April 2008 Session #2: Lori Cano, Connect2One:What's Hot, What's Not
11:30am - 12:30pm	Session #1: Mike Kelly, Nebraska Book Company: Boosting Early Adoptions Session #2: Ruth Snyder, 30 years of Gift Buying experience: Learn the secrets to maximizing gift/insignia departments profits & turns.
12:30pm - 1:30pm	Awards Luncheon
1:30pm - 2:30pm	Martin Seidenfeld, Ph.D., Clinical Psychologist, Consultant, and Speaker:

NCBA Annual Meeting's Education: Sessions Descriptions

Customer Loyalty, Joe Heuer,

If quality determines Customer Loyalty, how could you possibly explain Dominos Pizza? In answering this question Joe demystifies the process of creating Customer Loyalty. In this session you'll learn the simple universal principles that will not only inspire your Customers but also keep them coming back.

Aryn Kyle, author of "God of Animals", Author breakfast & book signing

A breathtaking debut novel about a girl growing up amid a dying way of life on a horse ranch in small-town Colorado.

Navigating the Transition to Digital, Mark R. Nelson, Ph.D., MBA, Digital Content Strategist at NACS

New developments in the area of digital content delivery appear to occur almost daily now. This session will cover some of the latest developments, and provide stores with some ideas, tools, and insights to take advantage of the business opportunities the transition to digital has to offer.

Communicating Your Store's Value to University Decision-Makers, Presenter tba, NACS

This program will offer ideas to help you raise the visibility of your college store with university decision-makers and create positive perceptions of your store's value to your campus community.

Used Textbook Association (UTA) Research Project, released in April 2008, Eunice Clark, UTA Executive Director

Eunice, recently named as the new Executive Director of the Used Textbook Association and an active member of NACS with over 20 years at Chaffey College Bookstore, will provide an overview of the Used Textbook Association Research Project, released in April 2008. The presentation will recap the research; reveal the results; and explain how these impact the national discussion of textbook affordability. The presentation will also offer practical insight into expanding awareness among faculty, and students on the value of re-using textbooks.

What's Hot, What's Not, Lori Cano, Connect2One

Back by popular demand, this session will continue the discussion about new current trends in merchandising. Many of you suggested we have this session again as the topic is always HOT!

Boosting Early Adoptions, Mike Kelly, Nebraska Book Company

Leverage benchmark data to greater enhance their position as the textbook trends expert. Executive a five point plan to easily drive more timely adoptions. Implement a simple four step process to build more traffic at the book buy.

Sessions Descriptions, con't

Gift Buying - Learn the Secrets to Maximizing Gift/Insignia Departments Profits & Turns, Ruth Snyder

30 years retail experience as a store owner, then store manager for Longs Drugs and eventually as gift coordinator for 23 stores in the Pacific Northwest. This is a very interactive seminar, eliciting information from participants as to how they grapple with fast-moving and slow-moving merchandise, how to display product that “calls to the customer rather than hangs out on the shelves”, and how to make basic buying decisions.

Developing Mutually Beneficial Relationships Between Managers And Employees, Martin Seidenfeld, Ph.D., Clinical Psychologist

People working in college bookstores have to work together as a team. Although they have differing responsibilities, supervisors and their employees have many common interests – as well as several differences. This workshop will focus on the kinds of relationships that should exist between a manager and his/her employees for maximum effectiveness and overall morale. How to develop mutually beneficial relationships between managers and their employees will be the main emphasis of this program.

Too much inventory?
 Want to simplify operations?
 Want to increase sales?
 Wondering how trends affect your future?
 Wish you had an ally?
Need to make your Web site work harder?
 Eager to update your store's look?
 Want to compete in the changing market?



We'll help you stay in sync with industry changes, without losing your focus.

The bookstore business isn't like it used to be. Today's bookstore managers are trying to figure out how to sell against online competitors, market to a whole new generation of students and combat rising textbook prices. Nebraska Book Company is here to help, with a team of consultants dedicated to keeping tabs on what's happening out there — and helping you respond to it. We'll give you a clear picture of the most important issues and a strategy for how to face them head-on.



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The Presidential Suite

**Laurie Bales – Current NCBA President
Portland Community College Bookstore**

We've been "formally" engaged for almost a year already. It's a special relationship that we've chosen, nurtured and tended. So the question remains, are we committed? As we look to a new academic year, it's a wonderful time to reengage. A time to remind ourselves why:

- we work in an educational environment,
- we take the time to be student oriented,
- we are a resource for our faculty and institutional staff

This summer, three Mininars were held around our region. The topic, Creating Your Store's Future, was facilitated by David Holcomb from Clackamas CC. Store folk gathered to discuss and determine, what are the issues facing your store? What should you be doing to understand and address these issues? What will your store sell and how will you serve your campus? Lively discussions and action plans were developed.

This fall offers another great opportunity to invest in this commitment. The annual meeting is a time to learn about customer loyalty, digital content and it's impact on our business, what our customers are looking for and more. A time to connect with peers to share ideas, strategies and concerns. A time to appreciate the folks who make up the Northwest College Bookstore Association and the difference we make.

Bill Semmler, this year's meetings chair, and Larry Martin, the education chair, have worked hard to put together a program designed to engage you. Lori Cano, Connect2One, and Corey Weber, Mathews Medical, our associate reps, are coordinating the all-day trade show and the Board is committed to making your time spent worthwhile. Vendor partners have stepped up to sponsor events and meals. All of this is with YOU in mind!

Join us in Coeur d' Alene on October 21 – 23rd for the annual meeting. Plan to attend the educational sessions, the networking events, and the trade show. Scholarships are available. Details and registration is online at www.nwcba.org. Commit to being the best you can be! It's a new year – you'll be glad you made the time to be ENGAGED!

Have a good rush, hope to see you in Idaho!



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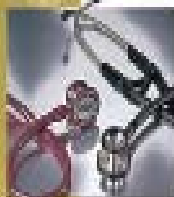
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August 2008

It's going to be a MEGA year.... 2009

Barbara Racine, Univ. of Puget Sound
NCBA Past-President
NCBA Liaison to MEGA Board

Mega Report

Debbie Cleveland and Barbara Racine attended the Mega Committee meeting in June. Plans are underway for a very exciting event. Be sure to save the date of October 26-29, 2009! As a reminder, the Mega will be held in Las Vegas at the South Point Hotel. Vendors please be aware that we will be offering some nice incentives to sign up early for a booth. Watch for details at the NCBA Fall meeting.

Report from your Education Chairman

Larry Martin, University of Idaho Bookstore

Hi all. Thanks to everyone for attending our Mini-nars! All were well attended and I hope those of you who attended found both the information shared amongst stores and that supplied by David Holcomb worthwhile and engaging. I know I got a lot of the session in Spokane. And, I want to extend a big thanks to David and NACS for developing and bringing us this session.

Our education agenda for the fall meeting in beautiful Coeur D'Alene is pretty much set now. Thanks to Ueli, you can preview the agenda and descriptions of the sessions at our wonderful NCBA website (link below). I hope in the mix of sessions there'll be something valuable for everyone who attends. I think there is some balance between sessions that cover content that is perhaps new and "timely" to our industry right now and others that are more "timeless" in the sense that they are more focused on familiar issues and topics. I think there is also some balance between book and general merchandising topics as well as topics that concern us all like customer loyalty and employer/employee relationships. And, I hope and trust you will find a good dose of fun and humor in all of them.

I think we also have a very good author and book for our author breakfast. Some of you may have already heard of or read Aryn Kyle's "God of Animals". This is a beautifully written, debut novel about a girl growing up amid a dying way of life on a horse ranch in small-town Colorado. And, it won a Pacific Northwest Book Award! And, I just discovered we will have at least 100 free copies to give out in some fashion at our Author Breakfast thanks to Aryn's publicist, Heidi Richter, and her publisher Simon & Schuster! So, be sure you attend the author breakfast.

Hope you all have a successful back-to-school season in spite of all those dire predictions in the press.

Best,
Larry Martin

http://www.nwcb.org/Meetings_Events/Fall08.CoeurAlene/annmeeting2008.html

From the NACS “Clipboard”

Upcoming Online Courses

NACS offers web-based learning experiences employing a blend of learning tools to build skills, develop community among store professionals, and produce measurable results.

The Principles of Course Materials Management, Nov. 3-Dec. 5, will help collegiate retailers ensure that customers have access to the right textbooks and course materials, in the right quantity, at the right time.

To register or for more information, go to www.nacs.org/public/prof_development/onlinecourses/pcmm.asp.

Exploring Trends and Driving Change in Campus Retail, Nov. 3-Dec. 5, is designed to give store professionals an overview of the trends affecting the industry and the skills needed to create plans to prepare their store for that future.

To register or for more information, go to www.nacs.org/public/prof_development/onlinecourses/trends.asp.

Innovate 2008 Online Conference

Through technology and the Internet, today’s customers are accustomed to getting exactly what they want, when they want it. That makes it critical for college stores to quickly adjust their products and services to address customer needs, while at the same time increasing store efficiency through the use of retail technologies.

NACS developed the Innovate 2008 Conference to help college stores explore their environment, promote their role in the marketplace, and create new models for doing business. Via the Internet, the Innovate 2008 Online Conference, Oct. 20-23, makes the Innovate 2008 in-person learning experiences accessible to the broader NACS membership.

To register or for more information, go to www.nacs.org/public/events/innovateonline/.

Campus Relations Toolkit Ready for Road Test

To help college stores in their quest to be dynamic resources for their campuses, NACS, through the Campus Relations and Resources Committee, has developed a roadmap to help them reach that destination.

The Campus Relations Toolkit is located in the password-protected Member Resource Center section of the NACS web site under Marketing Tools. Available free to full-member stores, it provides practical tools to help stores gain insight into the perceptions and concerns of important constituent groups and to develop a plan of campus relations and outreach that will foster closer alliances with those groups.

The toolkit’s components, which are scalable to any store size and type, include an annual report content and layout guide; campus relations and outreach assessment tools; a compendium of campus relations outreach ideas and opportunities; and a sample campus relations and outreach implementation plan.

An education session demonstrating how to use the toolkit is currently being developed for use at state and regional conferences this fall.

New Marketing Kits ‘Keep It Local’

To help stores that don’t have the resources to develop their own marketing materials, a new NACS member marketing kit with a “Keep it Local” theme is now available online at www.nacs.org/members/secure/marketingkits.

The kit—developed by the NACS Marketing and Branding Committee in conjunction with the NACS Public Relations Department—is free to NACS full-store members. It contains nine ads in poster, full-, half-, quarter- and eighth-page sizes. Each poster allows room for individual store logos and copy. The images can be used as fliers, bag stuffers, or however the store chooses to market itself. The kit can be printed by member stores or preprinted posters can be purchased from The NACS Store.

Also returning this year is the “Get Hooked” kit, originally posted in spring 2003. The 2008 version now offers color and a fresh take on the original.

E-mail comments or questions about NACS marketing kits to pubrelations@nacs.org.



NCBA is Your Association!

Be involved with the people and concerns of the bookstore industry.

Volunteer to facilitate or assist with NCBA efforts.

Celebrate your career, be engaged with NCBA!!

Next newsletter coming in Winter 2008