



NORTHWEST COLLEGE BOOKSTORE ASSOCIATION

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Summer 2009



**MEGA 2009 Registration Packets** -  
You got them, time to register!

**Mark your calendar: October 27-29, 2009** (closer than you think!)

The round up of four associations for the MEGA 2009 Conference and EXPO could not have come at a better time considering today's economy. With the combined resources of the four associations, the MEGA is able to offer fantastic General sessions, very timely Educational sessions, super great Authors and an awesome Tradeshow. This is one you won't want to miss. The room rates are great, airlines are offering some pretty decent prices on airfare and gas is, well, it's better than last year!!! - [Debbie Cleveland](#), NCBA MEGA Representative '09

Visit: [www.MEGAREGIONAL.com](http://www.MEGAREGIONAL.com)



Check out the host hotel!

<http://www.southpointcasino.com/>  
or

<http://www.southpointcasino.com/virtual-tour.php>

## SCHOLARSHIP AWARDS INCREASED FOR MEGA!

Your NCBA Board wants to encourage you to take advantage of the excellent education, trade show (with specials) and networking that will be available at the MEGA 2009 in October.

Scholarships are available on a first come, first served basis (one per store, until funds exhausted).

**Awards have been increased to \$600 for this special event!**

Couple this with the reasonable room rates and the early bird incentive (before Sept.27), it only makes sense to apply now!

NCBA Jon Koehler Memorial Scholarship Application forms can be found at:

[www.nwcba.org](http://www.nwcba.org)

Send completed applications to Laurie Bales (NCBA Prez.) by fax at **503-977-8030**

**BE ENGAGED - YOU OWE IT TO YOUR STORE, YOUR STAFF AND YOURSELF!**

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### MEGA Participating Associations:

**NCBA** - Northwest College Bookstore Association

**SWCBA** - Southwest College Bookstore Association

**CACS** - California Association of College Stores

**MSCSA** - Mountain States College Store Association

***“Whoop-ee-ti-yi-o get along little doggies”*** - Woody Guthrie

Register and view the tentative **MEGA** schedule at:

<http://www.nwcba.org/>

# THE PRESIDENTIAL SUITE



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

## WHAT'S GOING TO HAPPEN IN VEGAS.....

### DOESN'T NEED TO STAY IN VEGAS!!

The days of summer are whisking by! Plans for the MEGA are complete. Registrations are beginning to come in! You won't want to miss this meeting. Yes, we know travel budgets have been cut and are being scrutinized. As a result, your Board has "upped the ante" and \$600 scholarships are being awarded until all budgeted funds are gone. Hurry! Access the application online at [www.nwcba.org](http://www.nwcba.org), click on Annual Meetings. Check out the educational sessions, the trade show, the affordable room rates and the chance to be ENGAGED!

Congratulations to Patty McCray-Roberts and the Education committee for offering the affordable and successful mininars! The format introduced by this group allowed many stores the opportunity to offer loss prevention sessions to numerous in-store employees.

There are a lot of changes in the industry happening as we speak. I'd like to take a moment to welcome some of the new managers in the region:

<b>Kelvin Nesvog</b>	at Edmonds Community College
<b>Kerri Kirk</b>	at Everett
<b>Bryce Winkleman</b>	at South Puget Sound CC
<b>Lawrence LaJoie</b>	at Linn-Benton
<b>DeDe Clements</b>	at Southwestern Oregon CC
<b>Jen Steele</b>	at Lane CC
<b>Spiro Manthou</b>	at Bates Technical
<b>Carol DeSau</b>	at Clackamas
<b>Peg Godwin</b>	at Western Washington

WOW! We're so please to have you all join us. We look forward to meeting you all and helping you be ENGAGED with **NCBA**

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# A sampling of some of the great sessions awaiting you at

## MEGA 2009

(oh, you know this is going to be good!)

"Change Management: Moving Toward the College Bookstores of the Future"

"Campus Sustainability: Origins, Implementation and Execution"

"Gaining New Ground with Products and Services - ASD and other Shows"

"Understanding a New Generation in a New World"

"Your Store in the New World"

"It's All About Tech: Making Today's Technology Work for You"

"Succeeding with a new Business Model: Open College Textbooks from Flat World Knowledge"

"Build Margins with GB Remainders"

"Quick Study – Marketing that Inspires and Resonates with Young Adults"

"The Inner Secrets of Outrageous Marketing: How to Dominate Your Market Niche"

"Trends in Clothing for the Campus Store"

"The New Era of College Store Collaboration"

"Podcasts, iPhones and Facebook -- Journeying Through Today's Campus Technology Landscape"

"Integrating Your Store into Campus Decision Making on Course Materials"

**See all the sessions with descriptions at:**

<http://www.cacsonline.org/i4a/pages/Index.cfm?pageID=3304>

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## NACS stands up to Cengage's continued efforts to disintermediate college bookstores:

Campus Marketplace 9/4/09

### **No Support for Direct-to-Student Model**

The NACS Board of Trustees does not support Cengage Learning's plans to launch a direct-to-student textbook rental program.

In response to member comments on NACS discussion lists, the board discussed Cengage's announcement at its monthly conference call Aug. 27 and reiterated its position that college stores are critical to the textbook supply chain:

"While NACS and its more than 3,000 college store members are committed to providing course materials to students at the lowest price possible, we do not support Cengage's recent plan to rent textbooks directly to students. NACS believes the direct-to-student model will create a disadvantage for institutions of higher education and their students through decreased customer service, increased costs, and additional controls that limit faculty choice and student accessibility. Furthermore, NACS sees this business model as just the latest effort by a publisher to diminish the valued network of their college store partners who offer unparalleled service and support to both the institution and publishing companies. The Cengage decision comes at a time when college stores are continually exploring ways to enhance textbook affordability and welcome widespread experimentation of business models, including in-store rental programs, to help achieve this goal.

College stores remain a vital link in the textbook supply chain, ensuring that students benefit while providing publishers with cost-effective distribution strategies and value-added services within the campus environment. We encourage Cengage and those publishers considering direct-to-student business models to reconsider their strategy. Instead, they should work in collaboration with college stores on improved and alternative content models that will help students receive the lowest price and the highest value course materials."

\*\*\*\* In a more recent development, Cengage now offers to set up a micro web site for individual courses where professors can direct students to purchase course materials from Cengage at discounted prices. The professor is provided with the direct URL to e-mail to students.

Cengage's original announcement took some college stores by surprise, but textbook publishers have been pondering rentals for more than two years. A CAMEX 2007 panel discussion explored a proposal for publishers to set up pilot rental programs for stores, but the idea was later abandoned.

## From the NACS “Clipboard”....

### Help Your Students Save Money

NACS has created a web site with tools that allow stores to help students and their families recoup some of the expenses that go with higher education.

Textbooks and other course materials expenses—including tuition and fees incurred in 2009 and 2010 and not covered by scholarships or grants—can now be claimed as a tax credit of up to \$2,500 on that year’s income tax return under the American Recovery and Reinvestment Act’s (ARRA) newly created American Opportunity Tax Credit. Advising students to save receipts to prove purchases is an easy first step.

The tools available on the site to promote savings are:

- An informational web site to share with students and parents: [www.textbookaid.org](http://www.textbookaid.org).
- The American Opportunity Tax Credit brochure and receipt envelopes, available in The NACS Store. These can be placed near points of sale for students to take.
- The Tax Credit Poster to hang in your store, also available at The NACS Store, [www.nacs.org/nacs\\_store/default.asp?productid=5462](http://www.nacs.org/nacs_store/default.asp?productid=5462).
- A Tax Credit banner ad for your store’s web site and Facebook page can be downloaded at [www.nacs.org/members/secure/govrelations/taxcredittools.asp](http://www.nacs.org/members/secure/govrelations/taxcredittools.asp).
- A press release: “NACS Applauds Inclusion of Textbook Tax Credit in Stimulus” (PDF) at [www.nacs.org/public/nacs/press\\_releases/021709-TextbookTaxCredit.pdf](http://www.nacs.org/public/nacs/press_releases/021709-TextbookTaxCredit.pdf).

For more information, contact NACS Director of Government Relations Rich Hershman at (202) 778-4598 or [rhershman@nacs.org](mailto:rhershman@nacs.org).

### NACS Aims to Bust Myths About College Stores

NACS provided stores with tools to assist in debunking four common myths about the college store industry with a series of press releases. The following myths have been busted:

- Myth No. 1: Buying textbooks from an online retailer is always more convenient.
- Myth No. 2: Buying textbooks online is always safe.
- Myth No. 3: Most students spend nearly \$1,000 each year on textbooks.
- Myth No. 4: The college store makes a huge profit on textbooks.

Members can share these messages with campus publications by visiting the NACS Media Room and posting the releases to a store web site or Facebook page. Also available are mythbusters posters in the marketing kits. They can be accessed in the password-protected section of the NACS web site at [www.nacs.org/members/secure/marketingkits/spring09/](http://www.nacs.org/members/secure/marketingkits/spring09/).

## NACS "Clipboard" con't...

### **NACS Online Course Helps Make Sense of General Merchandise**

NACS is offering Making Sense of General Merchandise as an online course from Sept. 21 -Oct. 23. The course is designed to build skills, develop community among store professionals, and produce measurable results.

In Making Sense of General Merchandise, the focus will be on understanding the campus market, developing appropriate merchandise plans and strategies, and managing your general merchandise business.

To help you learn more about online courses and the benefits of each program, the NACS Education Department has developed an informational presentation. Go to [www.nacs.org/goto.asp?ID=1915](http://www.nacs.org/goto.asp?ID=1915).

To see a complete listing of NACS online courses, go to [www.nacs.org/public/prof\\_development/](http://www.nacs.org/public/prof_development/).

### **Looking for Your Coolest Ideas and Displays**

It's time to let your imagination shine through by entering the two annual NACS creative concept contests: *The College Store* magazine's 13th annual Dynamic Displays Contest and the seventh annual NACS Cool Ideas Contest.

NACS is accepting submissions as of Sept. 1 for both contests, with the entry deadlines set for Jan. 29, 2010. Entries should be from programs produced during the calendar year 2009.

The Dynamic Displays Contest will be judged in window, general in-store, and holiday/event categories. The Cool Ideas Contest will be judged in two categories: best concept under \$100 and best concept costing \$100 or more.

Semifinalists in both contests will be voted on electronically by NACS members in March 2010. The winning stores will each receive \$1,000 to finance future displays/promotions and their entries will be highlighted in NACS publications.

The nonmember fee is \$75 per entry for either contest; there is no fee for NACS members. Complete details for each contest, including entry forms, are available at [www.nacs.org/forms/contests](http://www.nacs.org/forms/contests).

In the 2009 Cool Ideas Contest, stores shared more than 40 truly cool promotional ideas that can be implemented in any college store. A booklet containing all the entries is available for purchase in The NACS Store at [www.nacs.org/nacs\\_store/](http://www.nacs.org/nacs_store/).



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 November 2009