



Volume 1, Issue 1

Newsletter Date

NCBA Annual Meeting

October 25-28 2010

“Dedicated to helping one another succeed!”

Special points of interest:

- 2010 Annual Mtg.
- **NCBA** Committee reports
- **NCBA** President(s) reports
- Education Committee reports
- Where is Janet Kehn??

Make sure to mark your calendars for next Fall’s Annual meeting hosted by **NCBA** in Tacoma.

It is never too early to start thinking about the meeting... and preparing those with approval power to sign off on such a valuable resource for college store professionals!

In the coming issues you will receive agenda items, general session topics and educational sessions information.

It is important for our college store careers to take advantage of these professional enhancement opportunities.

Also, keep in mind that **NCBA** is your professional organization!

The **NCBA** Board has made a commitment to help store personnel make these meetings by the distribution of scholarship funds. The

JON KOEHLER MEMORIAL SCHOLARSHIP

was created specifically to facilitate **NCBA** member participation at meetings.

Learn more by going to: www.nwcba.org and selecting “Educational Events” and then “Scholarships”

The host hotel is the **Hotel Murano**.



Take a brief tour by going to:

www.hotelmuranotacoma.com/

It will be affordable and exquisite!

Don't miss out!

NOTES FROM THE WEB

From your friendly neighborhood Web Czar, Ueli Stadler (Reed College)

2010 Bid Awards

The 2010 bid awards are now posted on the [NCBA](#) website. Various vendors are offering great pricing to [NCBA](#) members so go and check it out at <https://www.nwcb.org/members/buygroup.php>. All bids are organized in a searchable database which allows you to look up items by category, vendors, or description. Furthermore, it is very easy to compare prices between different vendors or what the price difference is between a recycled and a regular product. The listing also shows each vendor's information, terms, and conditions. Visit the bid award page, save \$\$ on your orders, and support our vendor members.

Online Master Textbook List (MTL)

The [NCBA](#) MTL is alive and well on our website just waiting for active participation by our members. About five or six stores loaded their textbook lists during the fall semester and they all reported that it worked quite smoothly. The key now is to expand participation since the usefulness of this tool grows exponentially with each additional participating store.

The upload procedure is pretty straight-forward: Simply export a tab-delimited text file from your textbook system with author, title, ISBN, new, and used price. Some POS systems allow for such an export directly and some can only export to Excel which then allows you to save the file as a tab-delimited text file. At the [NCBA](#) MTL page (<https://www.nwcb.org/members/textbook.php>), you go to the Upload Section, select the file you want to upload, indicate which term it is for and you are all set. Feel free to contact me (ueli@reed.edu, 503-777-7758) if you run into any problems with this.

If you are interested in the background of the MTL, a rather extensive description can be found in the Spring 2009 newsletter. For now, I just want to elaborate on how our online MTL serves multiple roles: traditional MTL, overstock & dead books, and buyback. Let me explain:

Traditional MTL: stores upload their course lists (author, title, ISBN, new & used price) into a central searchable database indicating which term these books are used for. A store can have several terms posted at the same time which can be handy towards the end of a term when you still have some of the old books but you are already ordering the books for the upcoming term. Not only can this database be searched by author, title, and ISBN, you can actually "wantlist" by copying an unlimited number of ISBNs into the search field. All hits will display and include the store information including name, email and phone number of the textbook person handling the MTL for that store.

bookstores outside our membership to participate in our MTL for a yet-to-be-determined fee. Not only would those fees help offset the cost for developing this tool but it would make the tool itself more valuable for everybody.

Overstock/Dead Books: based on the philosophy that bookstores ought help out each other whenever possible, our MTL allows you to upload your list of overstock or dead books. Many stores currently sell these books online (Amazon, ABEbooks, half.com, etc) and derive a pretty good income from these otherwise "worthless" books. However, with this approach, we compete against other college stores and keep fueling the perception that books can be bought a lot cheaper online than in the bookstore. After all, even though the book has no value in my store, it is a perfectly good book for another store or there would not be any demand for that title online. So why not first try to sell to our fellow stores before going out on the market place and competing with them? In addition to this altruistic motive, I prefer to send all six copies of a dead book to another store than parceling them out one by one to the end users. Our MTL allows you to upload a list of overstock/dead books into the same searchable database as the MTL books and they will be identified accordingly.

Buyback: I am sure you have had many situations where a professor adopts a different book thus preventing you from buying back the current one for your store. If you are lucky, the wholesalers offer a good price and it is not the end of the world. However, too often there may be little or no wholesale value for that book. The **NCBA** MTL allows bookstores to upload their buyback list which then gives other stores the chance to see which stores are buying that title for retail and contact them to negotiate at what price and quantity they are willing to buy from you. So instead of turning all your students away, you will be able to pay them decent money, possibly make a "commission" for your store, and help increase another store's used-book inventory. Of course, our MTL can be used in the other direction too. Let's go back to that same new adoption which you can't acquire through your buyback because it hadn't been used before. If you can't get sufficient quantity from the wholesalers, you can search the MTL database to see which stores have used the book in the current term and they may be willing to buy some for you. Obviously, both buyback scenarios work only for relatively expensive books and significant quantities. However, in those cases where it does work, you end up with a win-win-win since the student gets money, the purchasing store has positive PR and can earn a commission, and the receiving store will have more used books to sell.

Again, I feel the need to reiterate the fact that the value of our MTL is totally dependent on the level of participation. If only three stores upload their course, overstock, or buyback lists, there will be only minimal benefits. However, with each additional store, the value will grow exponentially because the chance of finding matching titles becomes much greater. Following this logic, we may consider at some point to invite bookstores outside our membership to participate in our MTL for a yet-to-be-determined fee. Not only would those fees help offset the cost for developing this tool but it would make the tool itself more valuable for everybody.

Ueli Stadler
Membership Services

THE PRESIDENTIAL SUITE

Don Beckman - NCBA President
Willamette University

To begin with, I need to say thanks to a number of people for their hard work, past and present, on our behalf. First, a huge and somewhat belated THANKS from all of us to Laurie Bales and to Barbara Racine for being willing to add a year to their stints as NCBA President and Past President, respectively, when Eric Oleson left for the Midwest. This extension of their commitments was in addition to the other duties that they had also taken on at the time, such as Barbara's work as our rep on the Mega Committee. This is an obvious case of two of our members going *above and beyond the call of duty!*

And thanks too to everyone who had a hand in organizing or volunteering to help at the Mega 2009 in Las Vegas, especially Barbara Racine and Debbie Cleveland, our Mega reps! We experienced some top-notch educational sessions on timely topics at the Mega, a robust trade show, and some great food and entertainment! There were 39 NCBA stores in attendance, and this % attendance garnered us a good slice of the financial pie when the final accounting was done. An added bonus: a few of us came away with improvements in our own *personal finances* as well (ask Patty McCray-Roberts about that).

We are looking forward to another great annual meeting this fall in Tacoma (October 26th - 29th) at the highly-acclaimed Murano Hotel (See this article about the hotel at <http://www.thenewstribune.com/293/story/923572.html>). If you have not already done so, you can register now for the meeting on our web site (<http://www.nwcb.org>). Barbara Racine and Kristi Dopp promise that it will be a great meeting with great entertainment, and Patty McCray-Roberts and the Education Committee are working to set up some memorable educational sessions. Thanks in advance to Barbara, Kristi, and Patty!

I would like to touch briefly on two other topics in the remainder of this Report. First, one of my goals for 2010 is to expand the number of volunteers that we draw on to perform the many tasks that need to be done in the course of our cycle of operations. We are blessed to have a core group of people like Laurie Bales and Barbara Racine, above, who time after time step up to the plate to do the work that has to be done. I would certainly not want to put any of our current and energetic volunteers "out to pasture"—I will simply ask them to "job share" with someone who is relatively new to our association or who has been reluctant to step forward. What better way to get to know these new people, form new friendships, and help them foster a strong commitment to our Association!

I know that some of you are not necessarily new but you may have been reluctant to "put yourself out there," thinking that it would be presumptuous of you to suggest that *you* have something to offer to our Association. And some of you may even be a little on the shy side. My suggestion: *Just do it—volunteer for something!* Not only will you be contributing to NCBA, but the volunteer experience itself will contribute to your own personal and professional growth. Volunteer opportunities are many and varied, and they include helping staff the NCBA booth at trade shows; helping with registration or with educational sessions at our annual meetings; serving on one of our committees; writing articles for our Newsletter, and serving as an officer or committee chair and attending Board meetings. Elsewhere in this Newsletter is a link for

NCBA volunteer signup form. I urge you to fill it out and send it in—you won't regret it!

Second, in 2009 the NCBA Board, under Laurie Bales' guidance, spent some time on "strategic planning." In brief, this process could be described as "self-analysis," asking questions like "What are we doing, and what should we be doing for our members?" I would like to continue this "self-analysis." One issue that has percolated to the top of my own priority list has to do with my perception, no doubt shared by most of you, that we are in the midst of or on the brink of a number of quickly-developing significant changes in our industry; some have already caught us up in their tides, some are quickly bearing down on us. The sands are already shifting under our feet, and the college bookstore five years from now will most likely be quite different from the college bookstore of today. An important part of our mission should be to encourage discussion of these larger issues and trends that are beginning to impact us. Our response to these issues and our adaptation to these changes may very well define our success or lack of success in the future. I am thinking here about issues such as the following:

- a) legislation that requires us to do new things and to jump through hoops that we have never had to jump through before (e.g., the 2009 HEOA, and some recent state mandates)
- b) the changing culture of the young students who are for most of us our primary customers (they are technologically-savvy and they live in a virtual world with virtual relationships and with virtual-world marketing possibilities)
- c) the changing nature of our competition (we are being challenged by web retailers and by universally-accessible web marketplaces, by vendor partners who are also selling direct to our customers, and even by publishers)
- d) figuring out how best to communicate what we do to our stakeholders (and stave off potential threats such as outsourcing)
- e) the ongoing evolution of what is for most of us our primary product, the traditional textbook (in favor of electronic versions available from other sources besides us, textbooks or chapters on demand, rental programs, open source course materials, etc.).
- f) redefining our role and the value we bring to our institutions in a rapidly-changing world (imagine, for example, a college bookstore without textbooks)

We are lucky to have a strong educational program and a willing community of NCBA colleagues for sharing ideas, and we will face these challenges together. In addition to educational sessions focused on these topics, what other information, tools, and resources can we provide to help members get ready for these changes? These are some of the questions that I hope we can focus on in 2010.

If you have not already done so, be sure to give the Education Committee your own comments and suggestions for future educational sessions by filling out their survey, available now on at <https://www.nwcba.org/members/survey.php>. Thanks to Joanna Hunt for spearheading this!

Finally, a special THANKS to James Howard for putting together this, his final Newsletter, and for all of his past work on the Marketing/Membership Services Committee!

See you all in Tacoma!

Warm regards,
Don Beckman

THE PRESIDENTIAL SUITE — THE PAST AND FUTURE

Debbie Bruce, [NCBA](#) President-Elect
CBC Bookstore, Columbia Basin College

First of all, thank you to the [NCBA](#) membership for electing me to the President-Elect position (I think!).

It has been 10 years since I held this office and there have been many changes in our industry. I believe that as our business models change and evolve, [NCBA](#) will be a vital link providing members and stores opportunities and tools to stay successful.

The Board has done strategic planning which will assist us to set and achieve important goals. I am looking forward to being a part of the decisions within our organization, working with my peers, and welcoming new members. Communication will keep us linked and provide avenues of solutions to challenges as they arise, remember to stay engaged, as Don and our board take us into this new decade. We will survive.!

- Debbie Bruce
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Laurie Bales, [NCBA](#) Past President
Portland Community College Bookstore

I made it! Immediate Past President! Woo Hoo! But, what does it really mean? I decided I better read the job description – (which is available on the webpage under Constitution and By-Laws). One of my “jobs” is to serve as the chair of the Nominating Committee. That means I have the task of submitting names to the Board of members - anxious, willing and able to serve the association. So, where to start?

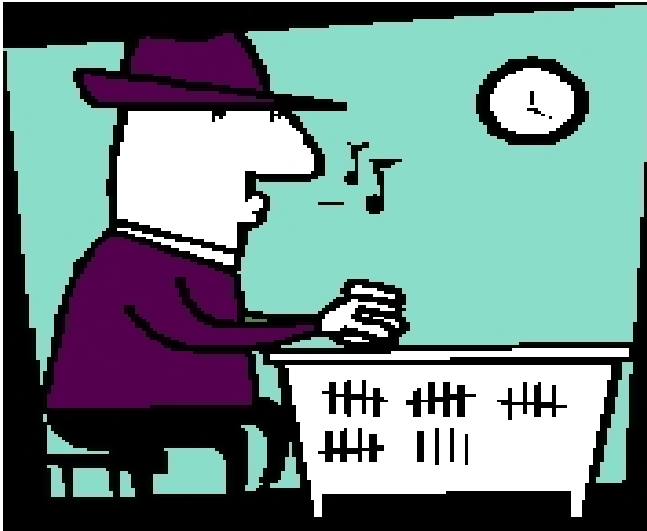
I know that most of us have so much going on – our stores, our families, our communities and oh, yes, ourselves! Where do we find the time to give more?

I did some research on volunteering and according to the American Society of Association Executives and the Center for Association Leadership, there are key findings related to why people volunteer. The report notes that “association members are highly engaged people” – no surprise there! It goes on to discuss the professional benefits and value derived from volunteerism – which is very true. Lastly, it notes that the most successful recruiting happens when people are asked directly to help, not simply encouraged through flyers and newsletter articles.

So, if you’d like to “buck the system”, give me or any of the Board members a call or drop me an email indicating your desire to help out. There are many opportunities to serve. You’ll be glad you did. I promise. Otherwise, don’t be surprised if I call...

(Job descriptions are on the website for Board positions, or committee chairs are always looking for help.) Give it a shot – get involved. [NCBA](#) needs YOU!

- Laurie Bales



“Guido sez....

Time is a' ticking folks!”

It is **NCBA** membership renewal time!

Please refer to the website for all the information you need to continue participating, enhancing and growing with your **NCBA!**

<http://www.nwcba.org/members/index.php>



Interested in volunteering with **NCBA**? We are looking for member participation that does not have to include Board responsibilities.

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

Volunteer to facilitate or assist with **NCBA** efforts.

(http://www.nwcba.org/members_files/Volunteer.Form.pdf)

Celebrate your career, be engaged with **NCBA!!**

(You'll notice through the newsletter we make a point of listing contributors' store and college/university. That's because we are all volunteers.

Come on and join the fun!!)

EDUCATION COMMITTEE REPORTS

EDUCATION SURVEY EDUCATION SURVEY EDUCATION SURVEY

Joanna Hunt, Education Committee member
Wildcat Shop, Central Washington University

Hopefully the dust has settled from all the students coming back after break and all is well! I just want to remind you to fill out our 2010 Educational Session Survey. By taking five minutes to complete this form, you will let us know what it is you are looking for in our Educational sessions and how we can customize our sessions to meet your needs and budgets.

Just head to www.nwcba.org , log in, click Surveys and select [2010 Educational Session Survey](#).

All [NCBA](#) Members will have active log ins, even if you haven't been on the site in a long time. User names and passwords are normally the first initial and last name (unless you have changed your password). If you have forgotten your password, just send an email from the log in page and we will reset it for you as quickly as possible. Please let me know if you have any questions.

EDUCATION CHAIR REPORT

Patty McCray-Roberts, [NBCA](#) Education Chair
The Bookaneer, Peninsula College

Happy New Year [NCBA](#)!

As I begin to see the dust settle from the start of a new quarter, I would have thought that I could take a moment to breathe, reflect, and do I dare say plan. But with our Bookstore industry's ever increasing fast paced day to day existence, my head is still spinning! And I know it is not from too much Champagne from the New Year! Are you feeling it too?

No, it isn't the sweet bubbly. We can all thank Technology for that! And guess what, get ready, buckle up, and prepare for Take off!

With headlines like these: "KINDLE 'MOST GIFTED' PRODUCT AS AMAZON SELLS 110 ITEMS (BOOKS) PER SECOND" – THE TECH HERALD

And "APPLE SEEN SELLING 1.4 MILLION \$600 "KINDLE KILLER" TABLETS IN 2010"–
APPLE INSIDER BLOG

We are taking a journey into the unknown whether we like it or not! We are entering far reaching territories no bookstore has seen, and reaching heights no bookstore has touched before. Do you want to be the Captain of this Ship? Or a Deck Hand?

The Theme for our upcoming Fall Meeting is:

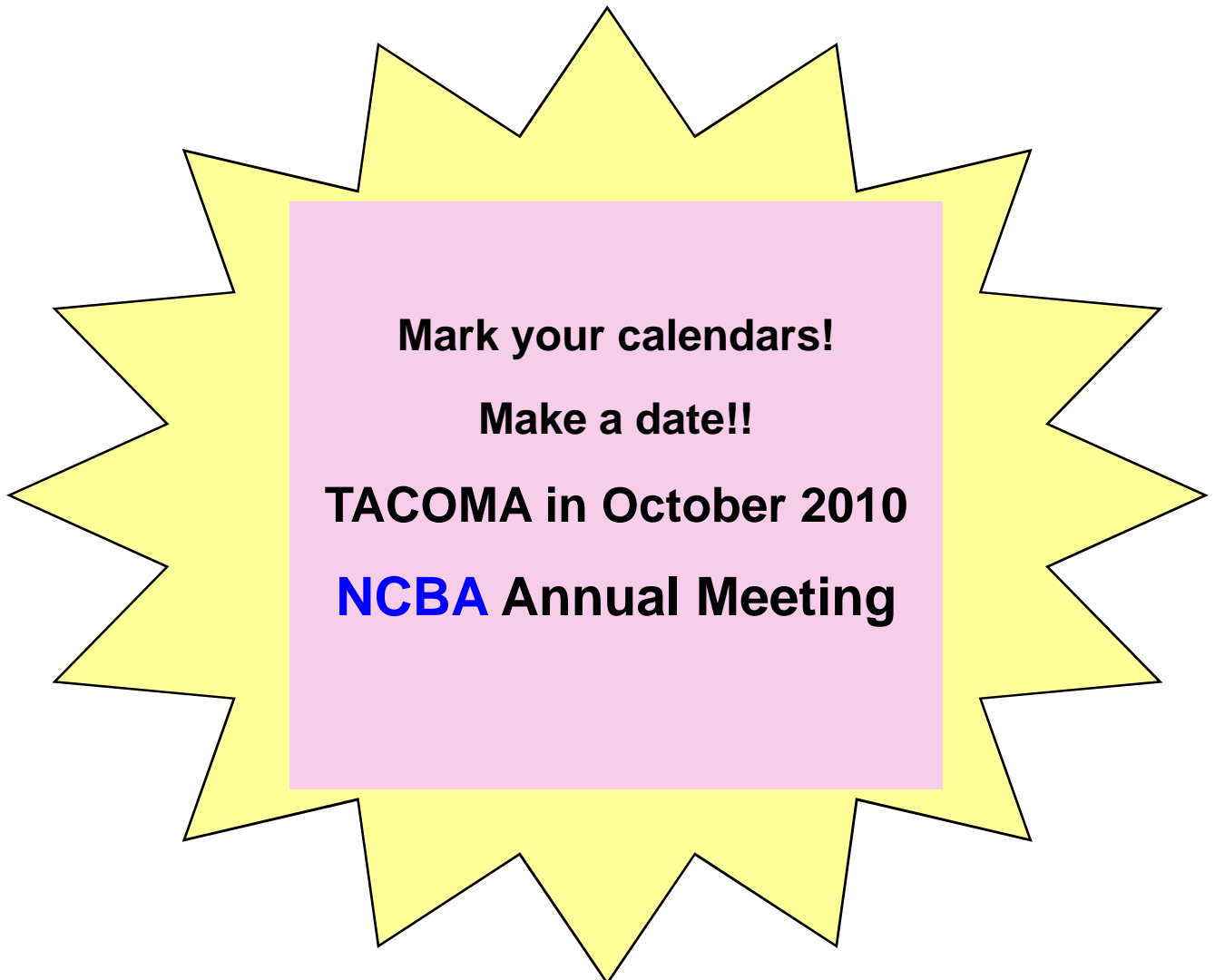
Technology: To Boldly Go Where No Bookstore has Gone Before

Stay tuned for educational sessions that will explore subjects such as Overcoming Outsourcing, Technology trends, Open Source Textbooks, E-Readers, and Stellar Department Sellers.

We have just begun the planning stage for the educational agenda and we need your help. There is still time for you to influence your educational experience by completing the Educational Survey on the [NCBA](#) website. Joanna Hunt has included information regarding the survey in the newsletter for you as well.

Are you ready to “Take the Con”, plan on attending the Fall Meeting in October. Until then...

Live Long and Prosper!



Mark your calendars!

Make a date!!

TACOMA in October 2010

NCBA Annual Meeting

This Spring....

BARNES & NOBLE IS OUT AT LEWIS & CLARK

But....

Where in the world is Janet Kehn????

Hi **NCBA** -

This is my third week at Lewis & Clark and I have been very busy adjusting from the hustle & bustle of an 8700 FTE Community College to a small, private college with an FTE of 3500. The first day of rush at Lewis & Clark, I walked over to see how busy the bookstore was at around 10:00 am and there was no line. I checked again at 12:30 and there were only 7 people in line. What a difference!

The bookstore is still being operated by Barnes & Noble officially until June 30, 2010, but they and the college are hoping that I can take over the operation in April. With that in mind, I have been filling my days with scheduling POS demonstration, writing job descriptions, meeting with departments, and generally getting to know the culture of Lewis & Clark. In between my official duties, I have been experiencing what it's like to be a new employee by filling out paperwork for Human Resources and figuring out who to contact if I need something. After my last 11 years at Mt. Hood, I had forgotten what it's like to be a newbie, and it is a good reminder to me to be kinder to new employees.

Everyone at L&C has been very kind and the campus is the most beautiful one I have ever seen. Since the bookstore is still under B&N's control, I am located in the Provost's office in a mansion called The Manor House. It was the private home of Mr. Frank of Myer & Frank fame when the college purchased it in 1940 and turned it into the main administration building. It is absolutely gorgeous and I am thrilled and in awe everyday that I work here. Yesterday I heard the grandfather clock chime for the first time that sits outside the home's library and I couldn't believe I had never noticed it before because it is so intricately carved and detailed.

I invite everyone to come to the campus for a visit whenever is convenient and look forward to the exciting year I am going to have.

- Janet Kehn, Bookstore Manager
Lewis & Clark College

Everyone at **NCBA** wishes Janet all the best in her new location! Lewis & Clark got a hold of one of the good ones!

And as you can assume.... Mt. Hood C.C. is looking for a store director. Check out the "Job Openings" on the **NCBA** website: <http://www.nwcba.org/>