

## Notes From Your President . . .

Hi everyone,  
Throughout the years, I've watched many aspects of our jobs change. Cash registers now have scanners, Point of Sale systems help manage our inventory, online solutions allow us to sell 24 hours a day, competition has increased, textbooks now come in packages, digital delivery and convenience stores within your bookstores. These are just some of the changes, I'm sure there are many more. All this leads me to wonder, how do we keep up? I think we keep up through knowledge and we gain knowledge in many ways. We learn through educational meetings, networking, experimenting with new ideas, trade shows, etc. This is why the spring and fall meeting and NCBA Thursday's are so valuable. You have excellent opportunities to gain knowledge. I strongly encourage every member of our association to take advantage of these opportunities.

### President

Gary Jones  
Green River Comm. College

### President Elect

Angie Zurcher  
Pacific Lutheran Univ.

### Secretary/Treasurer

John Wonder  
Clatsop Comm. College

### Past President

Debbie Bruce  
Columbia Basin Comm. Coll

### Newsletter Editor

Kathy Barnhardt  
kathyb@chemeketa.edu  
ChemeketaComm. College

Visit our web site:  
[www.nwcba.org](http://www.nwcba.org)

Another great opportunity we'll have in the Fall 2003 Mega-Regional. Some may be wondering what's the deal with the Mega-Regional.

Well, here's the scoop. The four major college store associations of the West and Southwest are working together on a truly "Mega" regional meeting for the fall of 2003. These include the Northwest College Bookstore Association (NCBA), Southwest College Bookstore Association (SWCBA), Rocky Mountain Skyline Bookstore Association (RMSBA) and the California Association of College Stores (CACs).

The Northwest is well-represented on the meeting development committee by Debbie Bruce, Gary Jones and Laurie Bales.

The meeting will take place in the fall of 2003 at the Peppermill Hotel Casino in Reno, Nevada, beginning on Monday, November 3 and concluding with a gala closing banquet on Thursday night, November 6. This hotel was voted the best in Reno (a city with many major hotels) by three different magazines this year. Sound expensive? How about \$69 a night! What a deal.

Reno also tends to be a relatively inexpensive city to fly to with Southwest Airlines one of their major carriers.

Representatives from all four associations have already begun working on the conference. Coming together as one large group will provide the resources needed to develop excellent events including plenty of opportunities to get to know and learn from your colleagues from other parts of the country while still maintaining each association's separate identity. We also plan to put on a larger



exhibit than would otherwise be possible and to develop excellent educational sessions focused on our members' needs.

So that's the deal. We will share more details as the dates draw closer. You will also learn more at the regional meeting this fall.

Gary Jones  
gjones@gbcc.ctc.edu

## President Elect

Hello everyone in bookstore land!  
Whew! We just finished our Spring rush and am I glad it is over! You know what is crazy though, I love it all the same. It is the excitement of a new semester and watching all that money roll in. Wow, what a great job to have! By the time you read this we will have returned from CAMEX. Hope you found great deals and wore comfortable shoes. I want to take a moment and thank the Buying Committee, Dave Taylor... Kay Akers... Mary Henley, for all the work they put in on behalf of this association. Sitting in on this hard working group again, I am amazed how much time is needed to do the job at hand. Please extend a hearty "Thank you" to each one of them.

I thought I would close this article with an idea that I took from the previous director of this store and have used it for the past nine years. Every spring break

President-Elect continued...

President-Elect continues...

we close the store for two days and take field trips to other bookstores in the area. The entire staff has a chance to network with other people who do the same job as they do. They get ideas on merchandising and pick up tips on doing things differently. The second benefit is the camaraderie that is experienced by all during the trip. I guess it is a staff retreat of sorts. The cost is minimal and the rewards are many. Try it!  
Happy Spring!

Angie Zurcher  
zurchea@plu.edu

## **Past President**

Hi NCBA Friends!  
I hope that winter term rush went smoothly for everyone. Our fall meeting was great, all our volunteers really make things happen! I am lucky to be able to continue to serve NCBA in several ways. I am a member of the Mega Regional 2003 planning committee and I have been invited to serve on the NACS 2002-2003 nominating committee. I also have two very important duties, that of nominations for NCBA President-Elect and Secretary/Treasurer, and also gathering information about retirees. Please notify me if you are aware of members that will be retiring in 2002, so that we may honor them. I will open nominations for President-Elect and Secretary/Treasurer at the spring meeting. You may be asked to consider serving our association. I am looking forward to the spring meeting and the opportunity it brings for education and peer networking.

Spring brings thoughts of renewal and creativity to mind, time to shake out the cobwebs and dust off the complacency...  
*"Step out of the box if you are in one, look in a new direction, see things from a different point of view, do a common thing in an uncommon way, and you have begun the creative process."* (Roy Lessin). C-Ya in April

Debbie Bruce  
dbruce@cbc2.org

## **Ad Hoc Committee**

The proposed changes to our Constitution and By-Laws were mailed to the member stores prior to the fall meeting for comment. Members also discussed issues of concern as part of the fall business meeting. The board met at the end of the fall meeting to discuss and incorporate suggested changes resulting from both opportunities for comment.

I have redrafted the documents and you will receive them late this month along with a ballot to vote your preference to adopt the board recommended changes or to retain the documents as they exist at this time. A mail vote is required, so please mail your ballot to me so that it is postmarked March 20, 2002, or earlier.

The proposal must receive the approval of at least fifty-nine member stores to pass.

John Wonder  
jwonder@clatsop.cc.or.us



The Spring 2002 meeting will be April 24-25 at the Embassy Suites in Lynnwood. The Embassy Suites is a beautiful hotel located right off the freeway. The room rates will be \$99 for king and \$109 for a double. These rates include a breakfast buffet and a manager's special in the evening. These rates are guaranteed until April 1.

There will be three educational sessions. They will include customer service, security, and a communication session. The customer service session will focus on the Fish Video. The Fish Video is a training video using the Pike Place Fish Market as the focal point of service. The security session will focus on how to protect your store from loss. This session will discuss shoplifting and electronic surveillance. The communication session will focus on coaching and mentoring and is designed to help supervisors and employees better understand each other needs.

The meeting will start on Wednesday, at 1pm.

### **Wednesday, April 24 agenda:**

Registration: 11am - 5pm  
Customer service session: 1pm-4pm  
Business Meeting: 4:15pm - 5:15pm  
Presidential Reception: 5:30pm -7pm  
Banquet: 7pm - 11pm

### **Thursday, April 25 agenda:**

Author signing: 8am - 9am  
Security session: 9am - 12 Noon  
Lunch will be 12 Noon-1:15pm  
Communication session: 1:15pm-4:15pm  
**Spring Meeting Adjourn**

### **Friday, April 26 agenda:**

Nebraska Prism Users Group  
Meeting: 8am - 5pm

The NCBA Newsletter is now also available electronically. If you would like to sign up for that version, please contact Ueli Stadler at [ueli.stadler@reed.edu](mailto:ueli.stadler@reed.edu) or call me at 503-777-7758. thanks!

A student intern, Chris Randall, here at the SOU Bookstore, did a comparative analysis between the Bookstore and online vendors. Chris looked at availability, prices, new/used options and shipping costs. His comparison used 4 online vendors. His results indicated that the "brick-and-mortar" store is preferable overall for a student's textbook purchasing. Chris has designed a placard which is displayed on the text stockfloor and in the store lobby that details the findings and shows the comparisons. There are also plans to adapt this information for our bookstore advisory committee, administration and freshman orientation organizers. If anyone would like to get Chris' model or the parameters he developed for this project, they can contact him through me. I'll be happy to pass along the information and/or have Chris contact them directly.

James F. Howard, Textbook Manager  
Southern Oregon Univ. Bookstore  
Phone: 541-552-6177  
[howardj@sou.edu](mailto:howardj@sou.edu)

## **Annual Meeting, Education, and Marketing Chair.**

To register for the Spring Meeting, please fill out the store registration form (inserted in this newsletter) and mail to:

Dixie Crabtree  
Clover Park Technical College  
4500 Steilacoom Blvd. SW  
Lakewood, WA 98399

If you have any questions, Dixie can be reached at 253-589-5588 or [dcrabtree@cptc.ctc.edu](mailto:dcrabtree@cptc.ctc.edu).

Make your hotel reservations directly with: Embassy Suites  
20610 - 44th Ave. W  
Lynnwood, WA 98036  
425-775-2500



### **NCBA Vendor Bid Award List: April 1 - December 31, 2002**

#### **Category/ Items/ Vendor**

- 1 Filler Paper/Typing Paper - *Comet*
- 2A Wirebound Single Subject - *Roaring Spring*
- 2B Wirebound Single Subject Recycled - *Roaring Spring*
- 3A Wirebound Multiple Subject - *Comet*
- 3B Wirebound Multiple Subject Recycled - *Roaring Spring*
- 4A Legal Pads - *Roaring Spring*
- 4B Noteboards - *Roaring Spring*
- 5A Vinyl Binders - *Davis Group*
- 5B Vinyl Binders Imprinted - *Davis Group*
- 6A Pressboard Binders - *Four Point*
- 6B Poly Binders - *Four Point*
- 7A Index Cards - *Esselte*
- 7B Index Cards Wire Bound - *Esselte*
- 8 File Folders - *AMPAD*
- 9 Pencils & Erasers - *General Pencil*
- 10 Copy Paper - *PPI*
- 11 Computer Media/Disk Storage - *Prism*
- 12 Engineering/Quad Paper - *Comet*
- 13A Backpacks - *Jansport*
- 13B Softsided Briefs - *Jansport*
- 14A Sheet Indexes - *Kleer-Fax*
- 14B Pocket Dividers - *Comet*
- 15A Portfolios - *Top Flight*
- 15B Portfolios, Laminated - *Top Flight*
- 16A Composition/Lab Books - *Roaring Spring*
- 16B Blue Books - *Comet*
- 17A Envelopes - *PPI*
- 17B Envelopes, Manila *AMPAD*
- 18A Sheet Protectors - *Davis Group*
- 18B Report Covers, Transparent - *Davis Group*
- 20A Merchandise bags - NO BID
- 20B Merchandise bags - NO BID
- 21 Batteries/Economy Alkaline - *El Dorado*
- 21A Cassette Tapes/Audio - *El Dorado*
- 21B Cassette Tapes/Video - *El Dorado*
- 21C Calculators - *El Dorado*
- 22 Clothing - *Nadler*

David Taylor  
[dtaylor@grcc.ctc.edu](mailto:dtaylor@grcc.ctc.edu)

NCBA room rates are as follows: \$99 - 1 king bed or single/double, \$109 2 double beds or double/double and \$10 for an extra person. Be sure to mention NCBA and book before April 1 in order to get these rates.

We hope to see you all in Lynnwood!

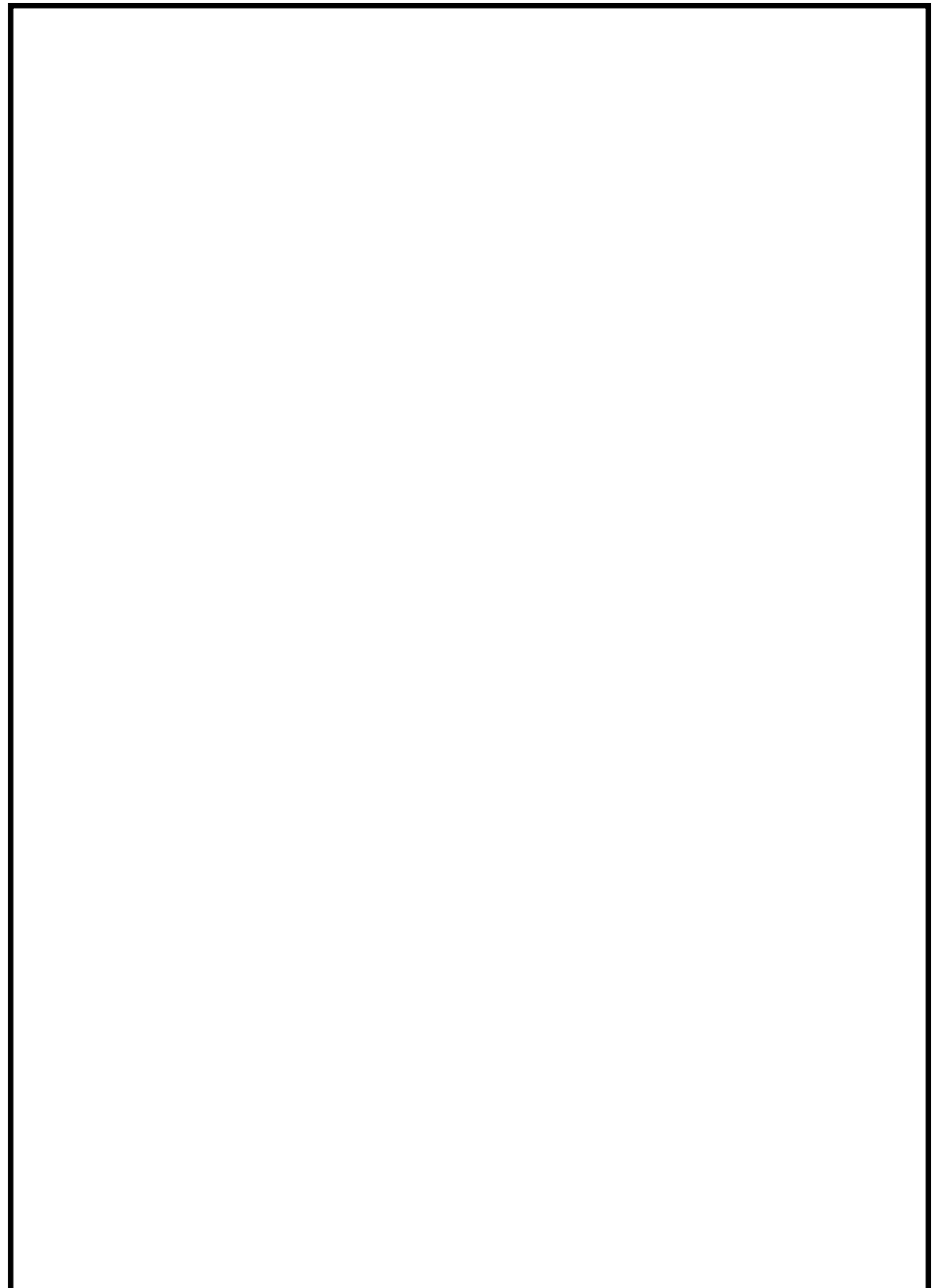


Hi all...

It's amazing how fast time flies when you're having fun. I'm guessing that with budget shortfalls everywhere we're all being expected to do more with less. Because of that fact the NCBA Spring Meeting is more important than ever.

The education sessions and networking opportunities are crucial to making informed decisions that could affect the health of your business. We have a great slate of education sessions and author Larry Colton "Counting Coup" is sure to provide an interesting author signing. The education sessions include a "fish video" presentation from Seattle based Pike's Street Market on customer service, a coaching and mentoring session from Ann Beck, and a security presentation by Nordstrom's. Hope to see you all there.

Phil Frey  
[fpf@chemeketa.edu](mailto:fpf@chemeketa.edu)



## Upcoming Events

### **NCBA Spring Meeting**

April 24-25, 2002

Embassy Suites  
Lynnwood, Washington

### **NCBA Fall Meeting & Trade Show**

Jantzen Beach, Portland, OR  
(Tentative)

November 19-21, 2002

☆

### **NCBA Spring 2003**

Tentative Portland area  
Dates TBA

### ☆ **NCBA Fall 2003**

Fall Mega Regional Meeting  
Fall 2003  
Reno, NV

The next NCBA Newsletter will go out approx. June, 2002. To submit articles for the newsletter, send to: Kathy Barnhardt at Chemeketa Community College Bookstore or email me at [kathyb@chemeketa.edu](mailto:kathyb@chemeketa.edu) or fax at 503-399-4897.

When you submit something for the newsletter please indicate specifically that it's to be put in the newsletter. I get lots of information about NCBA and sometimes am not sure if it's just to read or to be put in the newsletter. Thank you!

