

Notes From Your President . . .

I would like to welcome Jonathan Koehler (President-Elect) and Cathy Scott (Secretary/Treasurer) to the NCBA Executive Board. Both will bring valuable expertise to our Board. I look forward to working with you.

I would like to thank all the members who took time out of their busy schedules to vote on the election and the ratification of our bylaws to change our meeting requirements. I think this change will be very beneficial for our association. With budgets being tighter and travel becoming restricted, we needed to find a way to continue to offer quality education to our members. This change will allow us to bring more education to you. The plan will be to improve the NCBA Thursdays.

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
Chemeketa Comm. College

Visit our web site:
www.nwcba.org

Once again thanks for making good things happen within our association.

The Mega-Regional is moving along very smoothly. I'm very impressed with the committee members working on the Mega-Regional. Each one brings a tremendous amount of energy to this venture. Because of this energy, I believe the Mega-Regional will be a big success. So make sure you mark your calendars and plan to attend our first Mega-Regional.

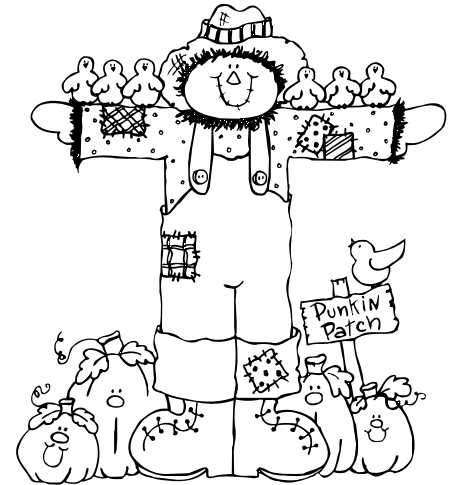
I hope everybody has marked his or her calendar for the fall meeting, November 19-21, in Portland. The meeting will be at the Doubletree Hotel in Jantzen Beach. I look forward to seeing all of you in Portland.

Gary Jones
gjones@grcc.ctc.edu



Past President

I am pleased to announced the results of the recent ballot. The By-Laws change was passed. So, as it is now, NCBA is required to have one general meeting a year; the board will look at the spring meeting or educational sessions on an annual basis.

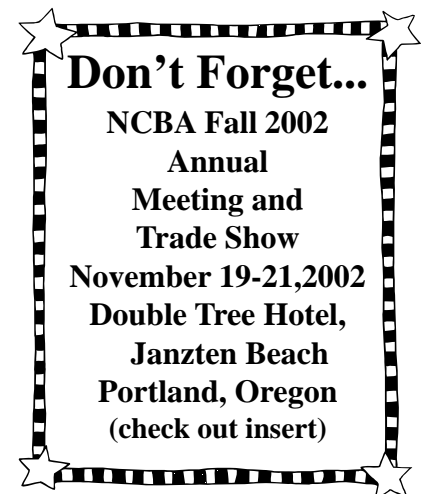


Congratulations to the new officers who will take office at the end of Fall 2002 meeting:

President elect: Jonathan Koehler
Secretary/Treasurer 2002-2004:
Catherine Scott

I would like to thank all four of our candidates, and also the membership for returning ballots. Wishing everyone a smooth fall rush, see you in November.

Debbie Bruce
dbruce@cbc2.org



President Elect

Greetings from Tacoma! September is here and the start of yet another academic year. As the store is about to bust with product from books to binders, and all items in-between, I must remind myself of why I love this business. But in a few weeks when lines are long and registers are rocking, a smile comes over my face. All the hard work behind the scenes becomes fruitful. My team of staff and students are the best. We all work together and help each other in all areas. They are amazing. I could not do, what I do, without them. As you all enter into the fall of 2002, my hope is for a profitable and smooth rush. Do you realize no one else in the world knows what rush means except bookstore people! See you November 19th for the NCBA Fall Meeting and Trade Show in Portland.

Angie Zurcher
zurchea@plu.edu



Education & Meetings Committee

The NCBA Board, Education Committee and Meetings Committee have been working hard on the Fall 2002 meeting and we have prepared an event you don't want to miss!

In this newsletter you will find our tentative agenda. We will have exciting presentations from Tom Shay, Jean Auel, Alice Rowe, NACS, ICBA. A banquet night that should get you rolling and great savings opportunities at the Trade Show.

Buying Committee

Vendors have received an "Invitation to Bid" on categories for 2003 with a return due date of September 10. Vendors who request "Bid Packages" will have the packets mailed to them September 20 with a due date for return of October 10.

The Bid Summary will be prepared for all categories the later part of October. The Buying Committee will meet Thursday November 21 - Saturday, November 23. All categories will be reviewed and awarded.

Bid awards will be announced within 2 weeks of review. The awards will be announced by a letter to vendors, announced in the NCBA Newsletter and posted on the NCBA website. The awarded bids will be valid January 1, 2003 thru December 31, 2003.

The NCBA Buying Committee wishes to thank all stores/buyers/and vendors who support and participate in this process.

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* or call me at 503-777-7758. Thanks!

Watch for the registration forms, mailing out the first week of September.

We are still looking for new vendors who should be at this trade show. Please send your favorite vendor information to Katie Neiman, *kneiman@clark.edu* or *Ueli.Stadler@reed.edu*

If you have any questions, please contact one of your Meetings Committee members.

Katie Neiman *kneiman@clark.edu* 360-992-2617 or Monica Knowles *mknowles@clark.edu* 360-992-2592

See you in November!

Education Committee

Hi all... I hope that everyone is planning to send a large contingent to the fall NCBA annual meeting. We have a very strong educational component led by author Jean Auel of "Clan of the Cave Bear" fame. We have a joint ICBA/NACS Financial Presentation, a CSREF "Blueprint for Textbooks" presentation by Jackie Slaughter of Southwest Texas State, two sessions on profit strategies by Tom Shay of south Florida, and a work styles presentation by Alice Rowe of Portland. Under these tight budget times we've tried to put together a very strong fall meeting so that our members can save travel costs and still get quality educational sessions. Hope to see you all in the fall.

Phil Frey
frep@chemeketa.edu

New Vendors

We have several vendors as well as two stores who applied for membership in our association. As required by our by-laws, notices of new applications need to be submitted to all NCBA members for review. If you have any objections to accepting any of these companies or stores into NCBA membership, you need to submit these in writing within 30 days to: **John Wonder, C/O Clatsop CC Bookstore 1653, Jerome Avenue, Astoria, OR 97103**

ICE - Information Communication, Education

Dennis Johnsen
888 W. Second St., Ste 310
Reno, NV 89503

Henkel Consumer Adhesives

John Thain
32150 Just Imagine Drive
Avon, OH 44011

XanEdu

John Kenney
300 N. Zeeb Rd.
Ann Arbor, MI 45106

New York Times

Peter Eliason
6715 NE 63rd St., Ste 218
Vancouver, WA 98661

AES Logistics, Inc.

Bob Schwieger
16040 Christensen Rd., Ste 210
Tukwila, WA 98188

Avery Dennison

Arlene Andresen
50 Pointe Drive
Brea, CA 92821

Charles River Apparel

Vanessa Keefe
60 Amaranth Ave.
Medford, MA 02155

Cardinal Bookstore

Whidbey Campus
Kurt Kaiser
1900 SE Pioneer Way
Oak Harbor, WA 98277

UAS Bookstore - Southeast

Linda Snyder
11120 Glacier Hwy.
Juneau, AK 99801

PartnerShip

John Sinucane
500 E. Lorain St.
Oberlin, OH 44074

Have a GREAT Fall Rush!

Advertising

I have been approached by some vendors regarding advertising in our newsletter. At the NCBA summer board meeting, we discussed this issue and decided that vendor advertising would be welcome and that we would charge the following rates:

1/4 page	\$35
1/2 page	\$50
full page	\$75
Insert	\$75

For 1/4, 1/2 and full-page ads, the vendors need to provide an electronic copy (preferably in PageMaker) of their advertisement. For inserts, the

vendors would need to provide both an electronic file (preferably pdf format) and enough hard copies to insert into all newsletters, typically about 200. Feel free to contact me with further questions or get in touch directly with our newsletter editor, Kathy Barnhardt, at 503-399-5132 or kathyb@chemeketa.edu.

The Happy News!

I would like to let everybody know that as of September 13, I will be taking off for a 2 month sabbatical (yahooooo!!!). Not that I am excited or anything. During my absence, I will try to check my email on a

somewhat regular basis but I suggest that you contact any of the following if you have specific membership questions:

John Wonder, Secretary Treasurer,
503-338-2447,
jwonder@clatsop.cc.or.us
Gary Jones, President, 253-931-3961,
gjones@gcc.ctc.edu
Katie Neiman, Meeting Co-Chair,
360-992-2617, kneiman@clark.edu

You all have a good fall.

Ueli Stadler
Marketing Chair

NCBA Annual Fall Meeting & Trade Show

Tentative Agenda

Date	Times	Session I	Session II
Tuesday November 19	1:00 pm – 2:15 pm	General Session: ICBA/NACS Financial Presentation	
	2:15 pm – 2:30 pm	Break	
	2:30 pm – 4:00 pm	General Session continued: ICBA/NACS Financial Presentation	
	4:00 pm – 5:00 pm	Business Meeting	
	5:00 pm – 7:00 pm	PSU Bookstore Tour	
	7:00 pm – 9:00 pm	Nebraska Book Company Reception Dinner on your own.	
Wednesday November 20	8:00 am – 9:45 pm	Author Breakfast: Jean Auel	
	10:00 pm – 4:00 pm	Trade Show Boxed lunches served at noon. Don't miss the Ice Cream Break at 2:30!	
	5:30 pm – 7:00 pm	Presidential Reception	
	7:00 pm – 11:00 pm	Banquet	
Thursday November 21	8:00 am - 9:00 pm	Continental Breakfast	
	9:00 am – 10:15 am	Alice Rowe: Workstyles; So THAT'S Why You Drive Me Crazy	Tom Shay: Pricing Strategies for Profits Plus
	10:15 – 10:30	Break	
	10:30 – 12:00	Alice Rowe: Workstyles (cont.)	Tom Shay: Your Customer Doesn't Live Here Anymore
	12:00 pm – 1:00 pm	Awards Luncheon	
	1:15 pm – 2:30	CSREF: Blueprint for Textbooks	Tom Shay: Team Up For Success
	2:30 – 2:45	Break	
	2:45 – 4:15	CSREF: Blueprint for Textbooks (cont.)	Tom Shay: Getting Extraordinary Results from Ordinary People

**Northwest College Bookstore Association
Summer Board Meeting
July 17-18, 2002**

Attendance: Gary Jones, John Wonder, Debbie Bruce, Angie Zurcher, Kay Akers, Phil Frey, Katie Neiman, Monica Knowles, Ueli Stadler, John Leberman, and Kristy Walker. No Absentees.

President Gary Jones called the meeting to order at 12:30pm at the Inn at Centralia. The minutes of the spring board meeting were approved as written.

Introductions were made.

President's Report – Gary Jones

The three freight program presentations to be made were discussed and a format for questions was decided upon. The schedule for the meeting was reviewed.

Jay Bachenberg from Nebraska Book Company will assume the role of associate representative to the board from a book company at the end of the fall 2002 meeting. He is replacing Kristy Walker who's term is ending.

The following freight programs were presented: NACS/Partnership by Brian Ferancy, AES Logistics by Bob Schweiger, and Siriani & Associates by Cindy Siriani. (see attached handouts)

Gary reviewed the first series of NCBA traveling workshops on merchandising. There was a situation that needed to be addressed in one store where a workshop was held. Gary successfully resolved the issue to the satisfaction of the manager. The issue of better communication between the education committee and the host managers was discussed.

The next planning meeting for the Mega Regional will be held on November 12-13, 2002. Gary will be attending the CACS fall meeting on November 5-8, 2002.

Secretary/Treasurer's Report – John Wonder

Attached is the budget status report for FY'02-'03, as well as the revenue and expense report as of June 30, 2002. The conversion to Quick Books Pro is coming along with all data being recorded as it occurs for this year. The FY'01-'02 is being entered as time allows. An updated chart of accounts is complete. This new chart reflects the same account set up as CACS in order to be able to evaluate the event financially.

Past President's Report – Debbie Bruce

Bob Cross will be honored at the fall meeting in November for his retirement. Gary will be awarded his presidential gavel in the fall, as there was a problem at the award company. Herf Jones was contacted asking for options to the Past President's ring. This

should be resolved by the fall meeting. Dave Heinze, Debbie Olson and Gary Jones would like something other than a ring.

There is a need for one more candidate for President-Elect. The ballot should be sent out by the week of July 22, 2002.

President Elect's Report – Angie Zurcher

Attached is a handout on good ideas discussed at previous meetings that should be continued. All items were discussed.

Standing Committee Reports

Buying Committee – Kay Akers

The next meeting of the committee will be held July 23, 2002 in Seattle. Some of the functions of the committee will go out as an e-mail rather than a hard copy mailing in order to save time and money. It was suggested that the committee meet the day before the board meeting in order for their progress to be reported to the board. The committee phone list was distributed (see attached). The committee member binder content was reviewed and board suggestions were encouraged.

A problem with the bid for electronics has developed. The pricing is no longer valid now that lower pricing is available in the back to school promotional pieces.

Education Committee – Phil Frey

The second series of traveling workshops will take place next week. The topic is shipping/receiving and a textbook roundtable discussion. The fall meeting sessions will include a full day on profitability by Tom Shaw, a three hour session by Alice Rowe, a three hour session on accounting by ICBA, leaving one three hour session still open. A CSREF grant has been applied for to fill the final session. The committee is attempting to get Jean Auel as the author for the breakfast. Plans should be completed by August 10, 2002.

General Meetings Committee – Katie Neiman & Monica Knowles

The preliminary schedule is attached. A South of the Border theme will be used for the meeting. Entertainment was discussed with the idea to find something new and exciting. A preliminary budget will be developed to facilitate setting registration fees and requesting sponsorships from vendors.

Meeting adjourned temporarily at 6:20pm. Meeting reconvened July 18th at 8am.

Marketing Committee – Ueli Stadler

As of the week before this meeting there were paid members totaling 42 vendors (8 are new), and 55 stores (two are new). The new store members include Skagit Valley College, the Oak Harbor extension site and Univ of Alaska -Juneau. New store members

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will be offered a free registration to the fall meeting. There are a few additional dues payments that have not yet been forwarded from the Treasurer to the marketing committee.

The ballot that will be mailed during the week of July 22nd will go to all current members as well as the new members. The manager of the main store at Skagit Valley College will be notified that the extension site store will start receiving a separate set of mailings, and to thank him for the membership for that site.

Directories will be produced by early September since Ueli will be on vacation for two months after that. Therefore the usual time of after the fall meeting to include all the new vendors will not work this year. An addendum will be sent for the new members who do not make it in the first mailing.

The question of vendor members advertising in the newsletters was discussed. Informational articles are free as a member benefit. It was decided to allow advertising at the following rates: ¼ page \$35, ½ page \$50, and a full page \$75. Included in the vendor registration packet for the fall meeting there will be a solicitation for show specials with a charge of \$35. If the special is returned by mid-August it will go out in the store registration packet and in the meeting preview. If the special is not received until mid-September it will appear in the preview only to be sent out the first week of October.

The web site is still progressing. The fall meeting registration form will appear on the site, so that it can be printed and mailed.

Associate Representative Report – Kristy Walker

If board members have specific job duties that they would like to have included in the associate rep's job description they should make that known. A discussion of the vendor member's role within the association was held. Currently vendors have no voting power within the association and cannot hold elected office. It will be left as is for now.

Ad Hoc Committee Report

Constitution & By Law Revision – John Wonder

The question of voting with a "mailed" ballot was raised with the NACS legal counsel. It is their opinion that as a Washington corporation there must be a physical "mailed" ballot used. There is an attachment reviewing the issues to be changed on the ballot to be mailed with the officer election ballot, which will go out by next week with a 3 week turn around time. A list serve notice will go out next week about the ballot.

Old Business

Mega Regional – Gary Jones & Debbie Bruce

The buying committee will have to meet regionally, yet before the Mega Regional in 2003. NCBA is regularly invited to other regional meetings, the president can choose

which one to attend (not necessarily CACS). There will be a separate association presidential reception with a common bar outside the 4 rooms at the Mega Regional. Vendors who belong to more than one association can mingle easily. There is some concern about the length of the trade show, with more booths, vendors who actually write orders may not have enough time with a show from 10am-4pm. Debbie will contact other committee chairmen about the convention center availability, cost of bus service, etc. in order to determine if the issue should be presented to the general committee at it's next meeting in November.

Freight Presentations

Discussion about an NCBA endorsement of a single program was held. It was decided to allow AES to join the association as a vendor member and to participate as such. Nothing else will be done as an endorsement. Gary will send a letter to all three companies thanking them for their presentations. He will invite AES and Partnership to joining NCBA and outline the benefits of membership. Gary will use AES as his store's LTL provider (as might others) acting as a test case for the service. Gary will also send out a notice to the list serve promoting, once again, the freight workshops by saying how much the board learned from reviewing these programs.

Spring Meeting

There will be an item on the next ballot asking to allow canceling the spring meetings in the future.

Job Descriptions

It was suggested that a specified time at the fall meeting be set aside for committees to meet to be given their charge and any time lines established. It will be from 4pm-5pm after the trade show. The recording secretary position was moved from the marketing committee to the secretary/treasurer's guidance. Current and/or revised job descriptions were discussed. Proposed revisions should be sent to John Wonder who will compile and standardize the format. He will send them to the board members prior to the next meeting, so members could have read them and made notes for possible changes.

New Business

None

Gary thanked everyone for coming and for their participation.

Meeting adjourned at 11:50am

Respectfully submitted,
Kristy Walker
Recording Secretary