

## Notes From Your President . . .

It is hard to believe that when you receive this newsletter, summer school classes will be ending and we will all be in full swing for fall quarter! You blink...summer is gone! The NCBA board had a productive summer meeting and fall meeting plans are well under way. Gary Jones and I have been meeting with representatives from CACS, RMSBA, and SWCBA regarding a combined regional meeting. Thank you for returning the survey, NCBA had 60% of our store membership respond. At this time, Reno is the favorite site for the mega regional...2003 Registration fees and hotel rates will be very reasonable, similar to our normal fall meeting. Vendors responded very favorably as well. So, we will keep you posted as this moves forward.

### President

Debbie Bruce  
CBC Bookstore

### President Elect

Gary Jones  
Green River Comm. College

### Secretary/Treasurer

John Wonder  
Clatsop Comm. College

### Past President

Debbi Olson  
Tacoma Community College

### Newsletter Editor

Kathy Barnhardt  
kathyb@chemeketa.edu  
Chemeketa Comm. College

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

If you have news from your store, i.e., new people, store remodel, new ideas, please send an article to Kathy for the newsletter. This is a great way to keep in touch.

Our stores will be filled with fresh new faces very soon, and Robert Shaffer said it well, "We must view young people not as empty bottles to be filled, but as candles to be lit". I enjoy most of the challenges that they will bring and know I will learn something new. I wish you all a smooth rush season and hope to see you in Tacoma, enjoy the rest of your summer. (P.S., on a personal note, my first grandchild was born July 26 in Arlington, TX. Her name is Kennedy Jane, her parents are my son Shane and his wife Angela.)

C-Ya

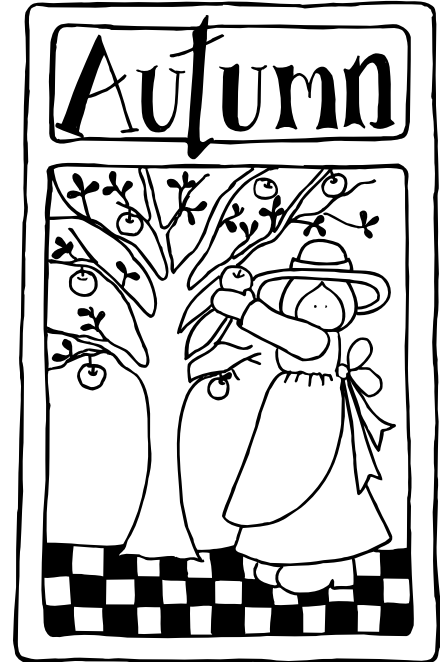
### Debbie Bruce, President

Columbia Basin C.C. Bookstore  
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## President-Elect

As the year goes by and we're faced with new challenges each day, do you ask yourself "what can I do to improve our operation"? I do all the time. I'm always looking for something new and exciting we can sell, some new service we can offer or some new marketing technique to draw the customer into the store.

How many of you send out adoption forms every quarter or semester? I



would like to share with you something we offered the faculty for fall quarter. We realize most classes tend to use the same books each quarter, so starting fall quarter, we're offering the faculty the option of adopting their books for the entire year. Being a quarter school means the faculty only need to turn in one adoption instead of four for the year. The faculty I've spoken with are very excited about this option. This will be a win win for everyone.

Here are some of the benefits:

- Simplify the adoption process for a lot of faculty.
- Better information for the students.
- Increase buyback opportunities.
- It will allow us to open our online site earlier.
- We'll cut down on the amount of paperwork that is shuttled back and forth between the faculty and us.

- Additional time to process any late orders, added classes or new instructor's needs.
- Should reduce text shortages at the beginning of each quarter.
- Improved service for students that have special needs.

We've received nothing but positive feedback from the faculty. So far, we've had 92 adoptions turned in and 80 have turned in their adoptions for the whole year. The majority of the 12 remaining adoptions are classes that are only being taught fall. We had one department choose to send in their adoption list for the entire year, even though they don't use the same books each quarter. They provided us with a list of each book and what quarter it will be used.

I encourage each and everyone of you to share with each other ideas that have improved your operation. Networking is one of the strengths of our association. Through this we all can improve.

If you would like more information about this, please call me.

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## **Education Committee**

We have barely completed our NCBA Thursday series and already Fall Meeting is upon us. But let's start with a brief summer recap first. We offered nine NCBA Thursdays - three each in the Seattle, Portland, and "Eastern" areas covering the three topics of "Textbooks", "Art Supplies", and "Taking Risks: Managing Turmoil & Change Without Distress" (by Wally Wilkins). We had great participation with a total attendance

of over 220 at these nine events. The Wally Wilkins seminar also created significant interest among non-bookstore college employees and more than 60 general college/university staff ended up taking Wally's seminar. Not only did this make for good bookstore PR among our colleagues at the various educational institutions, it also helped us in financial terms by offsetting a good portion of the cost of bringing Wally Wilkins to our membership. Speaking of helping out financially, I want to extend a heartfelt **THANK YOU** to Nebraska Book Co., Follett Higher Education Group, and Gary Reed, who sponsored the Wally Wilkins seminars to the tune of \$550. And last but not least, I want to thank the many bookstore volunteers who made these NCBA Thursdays possible by hosting an event, taking care of logistics, or making many "reminder" phone calls to bookstores and colleges.

### **Our Fall Meeting and Trade Show is scheduled for October 23-25, 2001.**

We are trying out a new format by starting rather than ending the conference with a half-day. One of the advantages will be 6 extra hours of educational sessions. Needless to say, the education committee is hard at work to fine-tune the educational schedule. Here is a sneak preview of the topics:

- BluePrint for Textbooks: Communicating Effectively with Faculty.
- Publisher Representatives Panel: "Future of Textbooks from the Publishers View", with extensive Q&A's to get all your publisher questions, curiosity, and concerns or frustrations addressed.
- Visual Merchandising: The Elements of Store Layout and Display.
- What's Hot - What's not: Discover Unexpected Hot Sellers.
- Trends in Technology: The Future of Wireless Communication, Digital

Delivery, hand-held Devices, and other Amazing Gadgets.

- Human Resources:
  - Hiring and Training
  - Working together without Falling Apart: Strategies for increased team-building between supervisors, staff, co-workers and customers.

Our key-note speaker, Tom Jadin, is from Madison, WI and describes himself as a "mental-healther". He has an MC in Social Work and has over 20 years of experience in administration, supervision, and quality control. In addition to the key-note address, he will present two practical, hands-on workshops. I had the pleasure of hearing him speak earlier this year and can assure you that he is pure dynamite. Tom Jadin succeeds in combining a light-hearted, entertaining approach with serious content matter and manages to provide the participants with many practical tools in the process.

We invited Mary Daheim, a Northwest resident, to be this fall's author breakfast speaker. Deheim is a prolific mystery writer with over 30 Northwest mysteries to her credit. The most recent titles in her Bed-and-Breakfast series include *Suture Self*, *Creeps Suzette*, and *A Street Car Named Expire*. Her Alpine series, which is set in the Washington Cascades, includes recent titles such as *Alpine Menace*, *Alpine Legacy*, and *Alpine Kindred*. Her latest book in this series, *Alpine Nemesis*, is slated to come out in October of this year - perfect timing for our Fall Meeting. Mary Deheim started writing at the age of eight. She lives in Seattle and is married to David Deheim, a professor of cinema, literature, and English at Shoreline Community College. They have three daughters: Barbara, Katherine, and Magdalen.

The Fall Meeting registration packets will arrive at your store soon and I hope the above educational programming will entice you all to sign up right away.

Have a good Fall Rush!

**Ueli Stadler, Education Chair**

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## General Meetings

Want to learn the Two Step?? Follow these two steps first. Find your Fall 2001 Trade Show registration and fill it out, send me a check or bank card number. Next, make your reservations at the Tacoma Sheraton 1-253-572-3200 before September 29. If you register after that date your room rate will not be guaranteed. The date is October 23-25, 2001. If you need another registration form contact me at 1-253-535-7668, or e-mail me at [zurchea@plu.edu](mailto:zurchea@plu.edu). There should be no excuse for missing this fall meeting. There's special drawings during the trade show for orders written at the show. Our banquet theme is the Wild Wild Northwest!!! A good old fashion BBQ with country & western dancing and music. Should be a real hoot!

**Vendors... remember to decorate your booth, as there will be a prize for a free registration to next years trade show.**

Yee Haw!

**Angie Zurcher,**  
**General Meetings Chair**  
Pacific Lutheran University Bookstore  
(253) 535-7665  
[zurchea@plu.edu](mailto:zurchea@plu.edu)



## NACS Leadership Programs

Two Academy of Collegiate Retail Leaders Executive Development Programs will be held November 1-7, 2001. The programs are being facilitated by the Center for Retailing Studies and Center for Executive Development at Texas A & M University in College Station, Texas. Sixty \$1,425 grants are being offered for the two programs - 30 for "future" leaders and 30 for "seasoned" leaders. The deadline for grant applications is August 31, 2001.

As mentioned above, there will be two concurrent sessions presented at the program. One session is for emerging leaders with less than five years in the industry, or less than five years in current position; and another for "seasoned" leaders with more than five years in higher education retailing or five to ten years in a retail environment. There are scheduled cross-over sessions in which these two groups will be able to work together to form new ideas and opportunities for mentorship. These programs provide a seven-day executive education experience for up to 35 people in each class.

There are an additional five places in each program for individuals who want to attend but who do not qualify for financial assistance, such as a second store person from a store or representative from a company serving the industry. Tuition for the program is \$1,425.

Further information about the Executive Development Program along with the application and registration are available at: <http://www.nacs.org/public/event/execdev/> If you have any additional questions, please contact Jeannine Kelch at 1-800-622-7498, x2234 for more details. Jeannine will be happy to send

anyone a program brochure if they need one.

Thank you.

Cynthia D'Angelo  
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Nat'l Assn. of College Stores  
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Proposed amendments to the NCBA Constitution and By-Laws were presented at the July 17, 2001 Board Meeting. These documents, (sent under separate cover) will be voted on for ratification at the Fall NCBA meeting. Thanks to John Wonder and his committee for the many long hours spent updating our association constitution and by-laws



### vendor information:

Gary Reed's e-mail address has been changed to: [gary@garyreedsales.com](mailto:gary@garyreedsales.com)  
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Fax - (206) 439-8276

### Enclosures in this newsletter:

- NCBA 2000-2001 Revenue and Expense Summary
- Fall 2000 Exec. Board Mtg. Minutes
- Fall 2000 Business Mtg. Minutes

# Upcoming Attractions!



Fall Meeting and Trade Show  
Tacoma, Washington  
October 23-25, 2001

Leadership Programs  
November 1-7, 2001  
College Station, Texas

Chemeketa Community College Bookstore  
P. O. Box 14007  
Salem, OR 97309

**NEWS**