

**Northwest College Bookstore Association
Fall Board Meeting
November 1, 2003**

Attendance: Jon Koehler, Steve Wenger, Jay Bachenberg, Mary Henley, Janet Kehn, Vicky Lamoreaux, Angie Zurcher, Eric Oleson, Ueli Stadler, Cathy Scott, Gary Jones, Laurie Bales, and Kristy Walker. Absent: John Leberman.

President Angie Zurcher called the meeting to order at 11am at the Peppermill Hotel in Reno, NV. The minutes of the previous meeting were approved as sent.

President's Report – Angie Zurcher

Angie welcomed everyone to Reno and the Mega Regional meeting. A sign up sheet was passed for people to volunteer to spend time at the NCBA booth at the trade show on Thursday. NCBA will pay for one room night for the board members; Saturday night for those who arrived on Saturday or Sunday night for those who arrived on Sunday morning. Art Carved has agreed to donate the president's ring for the association, as one option for the retiring president. CSI has other options, as was discussed at the summer board meeting. At the business meeting on Tuesday the awards for committee and board volunteers will be given, as well as a discussion on the issue of vendors being allowed to hold elected office in NCBA. There will be an NCBA reception prior to the banquet on Wednesday night. A discussion was held on the best format for files being circulated around the association. It was decided that graphic files should be in PDF format and written files in RTF.

President Elect's Report – Jon Koehler

As Jon was unable to travel in August as he had planned originally, he will initiate that plan to visit stores in the association soon. His current plan is to visit Eastern Washington University and Washington State University as well as others. As the NCBA new member pins are currently "lost" the Spokane pins for our fall meeting in 2004 will be given to new members as Jon welcomes them to the Mega Regional meeting. It is believed that the NCBA pins should be in the boxes that were given to Eric for the meetings committee, he will look for them. The new budget was emailed to Steve Wenger, who will prepare the '05-'06 budget. The '04-'05 budget will be presented at the business meeting along with some financial history.

Past President's Report – Gary Jones

The awards have arrived and will be distributed at the business meeting. Attendance at the Mega Regional includes 370 store personnel from 175 stores and 500 vendors in 232 booths. There are 63 stores from CACS, 53 stores from NCBA, 36 stores from Southwestern, 18 from Rocky Mountain Association and 5 stores from outside the participating associations. Vendors donated \$64,000 in sponsorships for the meeting. There have been 640 tickets sold for the banquet on Wednesday night. Gary reviewed the schedule and changes to the program. NCBA awarded 7 scholarships for this meeting for a total of \$3,470.50. Georgia Benedict from PPI will replace John Leberman as the

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second vendor representative to the board following this meeting. The President's reception will be held Thursday night from 7pm-10pm in Angie's suite. The wrap up meeting of the board will be at 5:30pm on Thursday in Angie's suite also. There will be an evaluation sheet available on the web site for participants to complete. Ueli will send out a notice on the list serve with the link to encourage people to complete the evaluation.

It was moved and seconded to change the accounting for the "free" registration given away at each business meeting in the fall, to reflect an expense to the fall general meeting account and revenue to the registration account.

The meeting was adjourned for lunch at 12:30pm. The meeting reconvened at 2pm.

2003 Mega Regional Committee Report – Laurie Bales

Errata sheets for the printed program will be available at the time of registration. Large signs will be posted outside all meeting rooms, along with maps in the registration packets to aid people in finding their way around the area. Tuesday night will be the opening night reception hosted by Nebraska Book Company followed by entertainment with dueling pianos. At the banquet on Wednesday night the theme is "Hey Big Spender" and the band is Dr. Feel Good, and is sponsored by Missouri Book Company and Siriani & Associates. Buses for the convention center on Thursday will leave from the front of the hotel continuously from 7:30am-9:30am, then periodically throughout the day.

Marketing Committee Report – Ueli Stadler

Ueli asked the board how they felt about the advertising that has recently been running in the newsletter. It is not a problem to coordinate and distribute. It was decided to keep the \$75 price for a full-page color insert. Two vendors, Charles River and Siriani & Associates, shared the "featured vendor" spot in the last newsletter. Ueli spoke to each vendor and changed their submissions so that they did not read like an ad, rather a background article for free inclusion in the letter. Airpack Systems is now requesting an article in that column, though the information sheet they sent is truly an advertisement for their company. Ueli will contact them about the content and offer them the ad insert option if they choose to keep the article as submitted. It was decided that 2 or 3 "featured vendors" per issue would be the limit. The next letter will come out in mid December. Vendors winning bids in the buying group process will be listed in the next letter without specific price information in order not to invalidate any other association's process that might still be in progress.

The list serve is working very well. The web site is coming along nicely, and Max Hartman should be thanked for all his hard work. The site is still being hosted by Ron Horne, but will temporarily move to Reed College. Ueli is looking for a secured site to host on a permanent basis that can accommodate electronic balloting and on line registrations. The summer of 2004 is the target for relocation to the permanent site.

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Currently the store member count is 79 and the vendor count is 69. Eight stores who were members last year have not renewed this year. Each has been contacted and encouraged to send in their dues payment soon. Vendor membership is down by 30 over last year. Follow up is continuing on that front.

2004 General Meetings Committee Report – Eric Oleson

Information about Spokane and the Double Tree Hotel was distributed. This information will be available to the membership at the NCBA booth at the trade show this week. The finalized contract should be available for signatures soon. The hotel doesn't require a deposit, but the conventions center does, approximately \$1,000. There will be a volunteer sign up sheet for the 2004 meeting at the NCBA booth at the trade show. Planned rebates from the hotel and a few other events should cover the cost of the convention center.

2005 General Meetings Committee Report – Jon Koehler

Sue Williams from Bates Technical College will chair this committee. A contract has been signed with the Tacoma Sheraton Hotel for the last week in October 2005. If the exhibit hall remodel is not finished in time the trade show will move to the convention center.

Janet Kehn has agreed to chair the 2006 general meeting committee. If a mega regional doesn't happen that year, it will be held in the Portland area.

The spring board meeting will be held April 22-23, 2004 in Ellensburg, WA, starting at approximately 10:30am on the 22nd and finishing about 1:00pm on the 23rd. It will include working lunches. The summer board meeting was set for July 22-23, 2004.

Education Committee Report – Janet Kehn

Recognition will be given at the business meeting to the 31 stores who sent personnel to the mini-nar sessions last summer. Steve Wenger brought up the idea of offering a session in Alaska for stores who could not travel as far. Vicky Lamoreaux will be the chair for the committee in 2004 and Jenny Luft in 2005. James Howard is joining the committee; which will meet this week to begin planning. Benchmarking was mentioned as a possible topic for next year. It was suggested that topics should be solicited at the business meeting as well.

Buying Committee Report – Mary Henley

The committee is looking for one more member. The committee meeting last week was held at PLU. Only 17 stores sent in bid estimates, despite phone calls to remind everyone. Only 2 board member's schools submitted estimates. Thirty-eight vendors requested packets and 28 returned them completed. Bill Semmler will chair the committee next year. A discussion was held on how to get more stores to participate. It was suggested that stores who belong to other buying groups respond with that reason for

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not participating so that the committee can ascertain why the response level is so low. It was also suggested that an educational session be offered on how to participate in the process. Private high school participation in the buying group was discussed, with no decision on whether to pursue them. It was decided that marketing to any group outside of the “norm” should be discussed at a business meeting. Only two vendors responded to the request for actual sales from the bids. The bid estimates for the next cycle will be sent in April 2004 and due back mid May.

A glossy color membership brochure was suggested as a way to encourage membership and participation in the NCBA programs. Angie Zurcher will talk to one of her employees at PLU who has experience in that field and find out the possible costs involved.

Secretary/Treasurer’s Report – Cathy Scott

The annual financial review went smoothly. There was a \$50 fee for changing the tax statement from the previous year due to the change from cash to accrual accounting methods. Revenue and expense summaries for the years 2002-3 and 2003-4 were distributed along with associate and store member lists. These reports will be distributed at the business meeting as well. The budget will reflect money to send Janet Kehn, Steve Wenger and Sue Williams to the NACS Leadership Conference next June. The line item in the report called Fall Meeting ’03 will be changed to Mega Regional meeting.

Associate Representatives’ Report – Jay Bachenberg

No Report

Jay was asked to talk to all vendors who had not renewed their membership for this year.

Old Business

A Past President’s lunch will not be held during the Mega Regional due to lack of time or place during the meeting. Angie will plan something at another time.

New Business

Ueli asked that the order of business at the board meetings be mixed up so that the same people are not always giving their reports at the end of the meeting when everyone is tired. Nancy Dodson, a retired employee from Green River CC Bookstore will be working the registration booth for NCBA and will be invited to the board dinner, along with Debbie Bruce and Laurie Bales.

The meeting was adjourned at 5:30pm.

Respectfully submitted,
Kristy Walker
Recording Secretary

