

**Northwest College Bookstore Association
Summer Board Meeting
July 15-16, 2004**

Attendance: Jonathan Koehler, Steve Wenger, Angie Zurcher, Bill Semmler, Vicky Lamoreaux, Eric Oleson, Barbara Racine, Janet Kehn, Ueli Stadler, Cathy Scott, Jay Bachenberg, Jeff Ward, Jeni Luft, Georgia Benedict, Laurie Bales, and Kristy Walker.

President Jon Koehler called the meeting to order at 12 noon at the DoubleTree Hotel in Spokane, WA.

The minutes of the previous meeting were approved as e-mailed.

President's Report – Jon Koehler

Jon will be attending the Montana Association meeting in a couple of weeks. The board meeting in the fall will be held on Monday, November 15th at the Spokane DoubleTree Hotel prior to the annual fall meeting of the association. This meeting will include all incoming committee chairmen as well as current chairs. The renewal packets for membership will be mailed soon with a request for volunteers to help with all aspects of the association business. Eric will also include a volunteer sign up form in the fall meeting registration packets. Bill Semmler has a form that was used previously and will forward that to Eric. There will also be a sign up sheet for volunteers at the NCBA booth at the fall trade show. Jon encouraged everyone to submit articles to the newsletter about regional news in addition to the general reports from the board.

President Elect's Report – Steve Wenger

Steve distributed his budget proposal for FY 05-06. Steve will research the line items labeled "Fall Meeting – Contributions" and "Fall Meeting – Misc Income" to verify what they have included in the past. The line item "Meeting-Spring 04" will be eliminated since there is no longer a spring meeting. The only change requested by the committee chairmen was for the mini-nar budget, which will be increased from \$1,500 to \$4,500 in order to plan for offerings in Alaska and Montana.

Past President's Report – Angie Zurcher

Angie will be ordering awards to be presented at the fall meeting, and asked for clarification as to who needs plaques and who needs bars. The ballots for officers will go out mid-August. This year the ballot will be manual as well as electronic, so the individual members can select the method that suits them best. Bios from the candidates will be included in the newsletter and with the ballot. The volunteer list that Angie has will be forwarded to the committee chairmen and Ueli to be placed in the database. Angie is waiting for pictures from all the participating states in order to complete the NCBA brochure. The pricing she has received on a four-color brochure at 500 copies is \$1,058.

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Buying Committee Report – Bill Semmler

The committee will meet in two weeks in Vancouver, WA. They will be discussing the process thus far and will organize to send out vendor packets. They will also meet prior to the annual fall meeting in November to evaluate products and award the bids. Twenty-one stores responded with purchase estimates. The question of how many stores actually benefit from this process is still an issue, and Bill will be looking into it for the next meeting of the board. Vendors who join the association through October 15, 2004 can still participate in the bid process for this year. A discussion ensued on how wholesale companies can participate effectively.

Education Committee Report – Vicky Lamoreaux

A tentative schedule of educational offerings at the fall meeting was distributed and discussed. Jeni will ask for free books for the author breakfast and see what the publisher can actually provide. The association has paid for books in the past to be given out at that breakfast and at times they have been provided free. Mini-nar timing continues to be a problem. The quarter vs. semester school schedules is the major hurdle. It was decided to organize 3 sessions within each of the individual states: textbooks, general merchandise, and one for general bookstore topics. The sessions for the textbook and general merchandise buyers will be an open format to suite the attendees. The education chairman will coordinate the host school for the various states. Laurie volunteered Portland CC to host the first sessions in Oregon. The idea will be not to adjourn the meeting before the site and date for the next session is established.

The meeting adjourned at 3:00pm for a tour of the hotel and convention center facilities. The meeting reconvened at 6:45pm during dinner.

New Business

A mailing was sent by AES Logistics using the NCBA logo and the wording “NCBA Freight Program”, suggesting that it was board endorsed. A similar mailing was sent immediately after that from Siriani & Associates using the same wording. All the available freight programs were reviewed at the board meeting in July 2002. It was decided at that time that the board would not endorse any single program, but would allow any of the member vendors to present their programs to the store members. Jon will contact both AES and Siriani to talk about the use of the NCBA logo. Additionally, two new logos will be developed using the current open book. One will include the words: Proud member of, and the second will say: Endorsed Program of Ueli will work with the current log to attempt to manipulate the software for this purpose. The goal is to have them available prior to the fall meeting this November so the companies awarded bids could have the new logo displayed on their booths at the trade show. If successful in this timing all three logos will be displayed at the entrance to the trade show. It was also suggested that stickers be made to put on the name badges for the fall meeting using the “Proud Member of” logo.

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Ethics issues for the stores are very current and relevant, yet the issues seem to be different depending on the states involved. It was decided that NCBA should not attempt to offer educational sessions on these issues, yet leave that to the individual states to organize based on the perceived need.

The meeting adjourned at 7:30pm, due to the noise level in the restaurant. The meeting reconvened at 8:00am Friday, July 16, 2004.

A lengthy discussion was held on the threat of leasing of institutional stores and the evaluation of a store's performance. ICBA has programs in place to help stores present their contribution to their institutions. It was decided that this issue is immediate and some sort of educational offering should be organized fairly soon. It was decided that NCBA would not request a presence at either NACUBO OR WACUBO at this time, as NACS and ICBA already have a presence at these meetings. It was suggested that a newsletter article be written to begin the awareness, and the educational sessions at the fall meeting were re-arranged to accommodate a session on these topics. Steve will contact Kim Thomas at Boise State asking her to chair an ad-hoc committee to identify resources available to help stores facing the two issues. Jon will contact Denis Snyder at Olympic College and Steve Eckhart at Oregon State University to join the committee. The goal will be to provide resources that would allow a store to be proactive in presenting themselves in a positive light. This ad-hoc committee will be asked to report on their progress at the fall board meeting, and to be introduced at the educational session of this topic on Thursday of the fall meeting. Results of the committee will be evaluated at the spring board meeting.

Jon will check with Gary Jones and Katie Neiman as to the location of the supply of NCBA pins.

2004 General Meeting Committee Report – Eric Oleson

After the tour of the convention center facility it was decided to move the general sessions to a more spacious room. There will be a marketing piece included in the registration packet outlining upcoming events. Jeni will strive to have the mini-nar dates to Eric for that purpose. An overall meeting schedule was distributed. Vendor sponsors are needed for the various events.

2005 General Meeting Committee Report – Jon Koehler

Angie Zurcher and Barbara Racine have agreed to act as co-chairs for the meeting to be held on October 25-27, 2005 at the Tacoma Sheraton Hotel. The new convention center will be used for the trade show if the newly remodeled Bicentennial Pavilion is not ready in time.

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2006 Mega Regional Meeting Report – Laurie Bales

A meeting was held in Las Vegas to begin the planning. The Northwest, Southwest and Rocky Mountain associations have agreed to move ahead. The California association has assigned a task force to review the idea and should make a decision by the end of July. After considering various locations, Reno has been selected as the city that can offer the most affordable meeting. The Peppermill Hotel will not be used again, as attendees at the last meeting there were very unhappy with the facility (primarily the smokiness of most areas). A hotel facilities review will be conducted in August. The convention center will be used for the trade show again. The educational sessions will use professional speakers, with each association responsible for one session. Individual associations will be allowed more time for receptions and business meetings. It was decided to employ a person to be the central organizational point for mailings and registrations. If the CACS decides to participate, their paid office staff person will serve in this capacity. If they do not participate a professional meeting planner will be hired. A job description is being developed for the duties that will be expected of the person. The profits from this meeting will be split according to the percentage of stores attending from each association. It was suggested that the NCBA scholarship fund for that year be increased to keep attendance high, since the benefit in profit distribution will directly correlate with attendance. James Howard will be asked to participate with Laurie on the planning committee, as he will be the NCBA education committee chairman for that year. Georgia voiced the vendors' opinion that the trade show might be most effective if held in the middle of the week with the banquet the night after the show.

2007 General Meeting Committee Report – Janet Kehn

The meeting will be held in Portland, OR. Janet has begun looking at various properties for the meeting. Steve will help her with the evaluation and final selection.

The meeting chair for 2008 will be selected by the spring board meeting and will be from the eastern part of Oregon or Washington to correspond with the location of the meeting. Bill will check with the Coeur d' Alene resort to see if it is available.

Marketing Committee Reports – Ueli Stadler

List Serve – A Yahoo list serve has been established for use in contacting the entire board with one address, which is NCBA-BOARD@YAHOOGROUPS.COM. This will remain an un-moderated list. Max Hartman and Kathy Barnhart will be invited to be on the board list, and Ueli will add if they wish. A text list serve is also being established.

Newsletter – The next newsletter will come out mid August. Submissions should be to Kathy Barnhart as soon as possible with the deadline being August 5th. Copies of all submissions should also be sent to Ueli to verify complete inclusion.

Membership – Changes to the directory were e-mailed to the membership. The renewal notices were mailed on July 13th to meet the new dues payment schedule. Additional lines were added to the renewal notice to ask for volunteers. The next notice will include specific areas for volunteering to include: officer positions, vendor reps., meeting help,

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meeting or event sponsorships, and host site for mini-nars. Associate member renewal notices will be mailed to the corporate offices as well as the local representatives' addresses. Only active members will receive renewal notices at this time, with others going out after the list is updated. Jon asked Ueli to send membership application to Whatcom CC and Eastern Washington University.

Website – The new website database allows for more information on the directory pages than in the past. Additional store positions can be added to meet the needs of the members (eg. assistant manager). A Dun & Bradstreet number must be obtained in order to get a security certificate and show the “secured site” logo on our site. Cathy will check into getting one and let the board know what is involved. The membership piece of the new site should be finished by the end of July. The URL will be given to the board for review of the set up and suggestions. By mid August the e-voting piece should be in place, and by the end of August the e-commerce section should be complete. Ueli and Eric will coordinate to try to have on line registration ready for the fall meeting. Cathy will receive an e-mail message when someone has used the payment option on the site, at which time she can go into the administrative section to retrieve the information. Ueli gave a demonstration to the board of the new site. There are three levels of access: administrative, manager, and user. At the manager level the user can download, create and edit information of their page of the directory. The system will force everyone to change their assigned password once they have logged on for the first time for security purposes. The initial username and password will be the person's first name initial and last name. There will be an article in the next newsletter to introduce the new site. Everyone was very excited about the progress and thanked Ueli for all his hard work. It was suggested to have a demo running in the NCBA booth at the trade show in the fall, with a short “teaser” demo given at the business meeting. The current balance due for the website development is just over \$1,900, and it appears the entire project will come in under budget. It was agreed to budget an additional \$1,000 to make updates beyond the original requirements for the site development. Jon asked that any expensive changes that do not have wide spread appeal still be considered, but possibly at a cost to the person requesting the option.

Secretary/Treasurer's Report – Cathy Scott

New board manuals and the updated Constitution and By Laws were distributed, as well as the current revenue and expense statement and balance sheet. The Quick Books and reports are now all reconciled and balanced. Cathy will create a separate Mega Regional account and a line item under the Executive Board for Leadership Conference expenses.

Associate Representatives' Report – Jay Bachenberg

Jay, Georgia and Jeff met yesterday to plan for the fall trade show. They will set up the map and vendor arrangement for the show. Eric will develop a vendor response sheet concerning the show and the associate reps will distribute it at the show.

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Old Business

The gift for Douglas Carlsen of a \$100 American Express gift check will be purchased by Cathy, to be presented at the fall meeting awards ceremony.

The question of whether store membership must be paid before allowing attendance at the fall meeting was discussed. Any speakers and/or invited guests are not charged a registration fee for the meeting.

NCBA computer equipment was discussed again. It was decided to have one of the laptops at the board meetings so that Quick Books could be accessed in order to be able to do any required research. Bill Semmler will contact Jon about a possible deal on Dell laptops.

New Business

Jon reviewed travel expenses. Driving will be reimbursed at 37.5 cents per mile. It was decided that individuals should check on the cheapest way to travel, air or driving, whenever possible.

Jon will send out invitations to the other association presidents to attend the fall meeting. Steve has been invited to attend the CACS meeting.

Steve and Janet attended the NACS Leadership Conference in Oberlin, OH. They received a review of NCBA's benefits from CSREF over the past 20 years. Steve will include a recap of this information in his newsletter article. The highlights of the conference were reviewed, both thought the conference was excellent. They recommend sending someone from NCBA every year to include the President-Elect, Meetings Chairman, and/or the Education Committee Chairman. One contact made at the conference is a company that helps with meeting site selection at no charge to associations. They handle the hotel contract negotiations for the associations as well. Janet has contacted them for help with the Portland meeting. She will share that contact information with both the other meeting chairs.

It was decided to add long range planning to the agenda for the spring board meeting.

The meeting was adjourned at 12:30pm

Respectfully submitted,
Kristy Walker
Recording Secretary