

**Northwest College Bookstore Association
Fall Board Meeting
October 22-23, 2007**

Attendance: Barbara Racine, Larry Martin, Mickey Lane, James Howard, Jeff Ward, Ueli Stadler, Patty McCray-Roberts, Laurie Bales, Lori Cano, Janet Kehn, Cathy Scott, Bill Semmler, Rodger Boothman, and Kristi Dopp.

President Barbara Racine called the meeting to order at 12:20 p.m. at the Portland Airport Holiday Inn in Portland, Oregon. She welcomed everyone and made some housekeeping announcements.

The minutes of the previous meeting were approved as emailed.

2007 General Meeting Report — Janet Kehn

Janet handed out a report of stores and vendors registered for the Fall Meeting, and gave some general information and announcements about the meeting. The slightly altered fee structure for vendors worked well, with the option to register for just the trade show being popular. Janet recommended that the Meetings Committee should be co-chaired, due to the time commitment involved in managing the annual meeting. Ueli suggested that the Meetings Chair choose an assistant early in the year.

Education Committee Report — Larry Martin

Larry thanked Laura Anderson for all of her preliminary work for the mini-nars and educational sessions for the Fall Meeting. Patty McCray-Roberts and Liz Hale are joining the Education Committee. The committee is looking for ideas for future mini-nars, and Larry welcomed suggestions.

Membership Services Report — James Howard, Ueli Stadler

James thanked Reed College, especially Bill Currey and Ueli Stadler, for all of their work on the 25th Anniversary Directory, which is being handed out at the meeting. He also thanked Bill Osincup for donating the binders, and Melanie Sander from OSU Bookstore for designing the anniversary logo. There was some discussion about the decline in vendor advertising in the newsletter, with Laurie reminding the Board of long-time vendors who advertise consistently. James proposed to distribute the newsletter in digital form only. He pointed out that the cost of advertising can be reduced if the newsletter is not printed, which should lead to more advertising. James moved to provide the newsletter in digital form only. Patty seconded. After discussion, James amended his motion to invite approval at the upcoming business meeting, Patty seconded; after further discussion, Laurie offered to mention a tutorial on accessing the newsletter via the NCBA website at the NCBA booth during the trade show. James' final amended motion included transitioning to digital-only format after one more printed newsletter. The motion carried.

James also proposed that the NCBA Directory move to digital format only, even for vendors who have previously expressed a need for a hard-copy version. Ueli will create a web survey to assess hard-copy needs. Ueli mentioned the NCBA website update, which is described further in the Preliminary Board Report.

Ueli asked if the board still had an open mandate to hold an Alaska educational session/meeting. Laurie suggested that it is an informal goal, and does not need to happen every year. Cathy asked the same question about Montana's needs, with Bill recommending that we approach the Montana group and gauge their interest and needs, because they are currently self-sufficient. Ueli suggested

that the incoming Board President will see if Montana is interested, and invite the Montana Chair to join the NCBA board; Laurie will form an ad-hoc committee to explore Alaska and Montana connections.

2008 General Meeting Report — Bill Semmler

Bill will research meeting locations in Coeur D'Alene and Spokane for the Spring Board Meeting. The Board will tour the Coeur D'Alene Resort, which is the site of the 2008 Fall Meeting. Bill's goal is to get Fall Meeting information out to the membership before late August; therefore, the education sessions should be set by the end of July.

Buying Committee Report — Patty McCray-Roberts

The Buying Committee will meet Friday after the conclusion of the NCBA Fall Meeting. The committee has received 16 bids from vendor so far, indicating that the online bid process is being well-received.

Associate Representatives Report — Lori Cano, Jeff Ward

There are 75 vendors exhibiting at the show. Laurie Bales reminded the board members to thank vendors for their participation during the trade show. Ueli started a discussion regarding vendor associate representatives' terms lengths on the Board; he suggested a three-year, rather than two-year rotation, along with the addition of a third vendor associate rep added to the board, and an abolition of the areas they represent. As it currently stands, the bylaws list one book rep and one non-book rep, but the amount of book reps has declined dramatically over the years. This change would help sustain the board's body of knowledge, especially in the realm of trade show organization. Because it would necessitate a bylaws change, Ueli offered to research and outline the idea and change option further, and he will mention the idea at the Business Meeting. Jeff reminded everyone that vendors really want stores to turn in orders at the show. His point generated a discussion on how to communicate show specials ahead of time, and James suggested a mini-nar presentation on show buying.

President's Report — Barbara Racine

Barbara will ask for a moment of silence at the Business Meeting for our colleagues who have passed away this year. She also offered to mention, at the Business Meeting, a time for the sharing of stories and remembrances to be set aside at the Awards Luncheon. A motion passed to rename the NCBA scholarship program to the Jonathan Koehler Memorial Scholarship Program. There were four scholarships awarded for the Fall Meeting.

Past President's Report — Ueli Stadler

Included above.

Secretary-Treasurer's Report — Cathy Scott

Cathy distributed a revenue/expense summary. The NCBA's Mega revenues were \$46,029.90. There are 84 member stores this year, compared to 89 last year. There are 13 new vendors this year.

Old Business

The Board insurance discussion has been tabled, to take place at the Spring Meeting.

The Board's incoming vendor associate representative is Mickey Lane from Cengage Learning.

Laurie will work with Mark Palmore to formalize a direction for the Mega in 2009. There is some concern that there is no unified effort to find and secure a location for the meeting, and it is getting late to reserve space and time.

Cathy reports that there is a Pitch Book committee meeting Thursday night; the goal is to develop a template for use by NCBA member stores.

Ueli provided a handout to describe the concept of creating an individual membership option for NCBA. Ueli points out the individual membership will allow trade show attendance and website access, but will not allow voting rights or access to the buying group information (much like current vendor membership rights). Ueli will bring this topic to the Business Meeting attendees for discussion.

The meeting was adjourned at 5:15 p.m., and reconvened at 8:07 a.m. October 23.

Laurie Bales presented the new fiscal year budget, pointing out that it looks different than previous years due to the change in the fiscal year. Discussion about Alaska and Montana outreach led to an increase to \$2000 for the ad-hoc committee budget line. Laurie will also add notes to describe line items.

New Business

Proposed is a new, paid web position. James started the discussion by pointing out that too much is asked of our volunteers. Currently, the bulk of our association's administrative/website needs are fulfilled by members at Reed College, but that could change. There's also a strong desire to increase efficiency overall. The Association's needs include web maintenance, content creation and organization, as well as a central contact point for all association business. There is also the possibility of creating a "package" version of our website that we could sell to other associations, a concept which aligns neatly with our overall association mission. After much discussion, a motion was made to assemble an ad-hoc committee to investigate the feasibility of creating a paid NCBA Member Services position, with the findings to be reported at the Spring 2008 Board Meeting. The motion carried. The ad-hoc committee members will be James, Eric Oleson (incoming President-Elect), and Mickey. In the meantime, it was suggested that the system should be maintained by creating a limited contract position. A motion was made to pay Ueli Stadler a stipend of \$20 per hour, for support of all Member Services, not to exceed \$10,000, until June 30, 2008, with the Executive Committee providing oversight. The motion passed, with one abstention (Ueli Stadler).

Ueli re-started the discussion regarding bylaws revision with a handout delineating two proposed changes: a new article for individual membership, and revising the membership article to include three associate vendor representatives from any area (removing the stipulation for book versus non-book reps). The issue will be raised at the Business meeting to allow for discussion with NBCA membership, and to see if the membership are open to making an exception to the current regulations governing bylaw changes.

It was decided that, despite the change in the fiscal year, there will be no change in Board Member terms, nor will there be a change in when new Board Members are seated.

Barbara said that the keeper of information is Cathy Scott, as Secretary-Treasurer of the NCBA Board.

Larry suggested that the Board consider a donation or honorarium to the East African Center, the supplier of the bags handed out at the meeting. There was a motion to make a \$200 donation to the Center, and the motion carried.

There was some discussion about the need for a summer board meeting, because one was not held last year. Ueli made the point that the summer meeting should not be eliminated lightly; Laurie wishes to set a tentative date, and then assess the need for a full board meeting later in the year. The summer meeting is therefore tentatively scheduled for July 24—25, with the location to be determined.

The Spring meeting dates are April 28 and 29 in Spokane, WA.

Barbara reminded board members of the board meeting wrap-up discussion at 4 p.m. Thursday in the lounge.

The meeting was adjourned at 10:25 a.m.

Respectfully Submitted,
Kristi Dopp
Recording Secretary

Addendum — Preliminary Board Reports

Recording Secretary's note: For the sake of completeness, I am adding the preliminary board reports which the various chair persons submitted prior to the meeting. The board has used these reports in order to avoid spending time merely recounting the various achievements and instead preserving meeting time for topics needing board consideration and discussion. Thus, several of the reports in the above minutes were fairly short because much of the content had already been provided in these preliminary reports.

Preliminary Board Meeting Reports

President's Report (Barbara Racine)

I want to thank everyone on the Board for their support and assistance this past year. It was a year full of unusual challenges and events.

I spoke with many of our members who asked about some sort of memorial for Jonathan Koehler. The Executive Committee felt that we should have a moment of silence at the start of the Business meeting to remember our three colleagues (Marci Crouser, Sandy Kimball and Jonathan Koehler) who passed away recently. Another thought was to allow some time at the end of the Awards Luncheon for people to share special stories about those folks. Please think about other, more lasting, ideas. One was to change the name of the NCBA Scholarship to the Jonathan Koehler Scholarship since Jonathan was so enthusiastic about giving scholarships.

We gave out four scholarships for this Fall meeting. The recipients are: Erik Amos (Evergreen), Jody Valentine (Whitworth), John McFadden (South Puget Sound), and Patty Macray-Roberts (Peninsula).

You will see an item on the agenda under New Business about a proposed webmaster position. Ueli has volunteered many hours and we've been fortunate to have him on the Board. Now that he's rotating off, we need to think about the future. Our website is outstanding and I think it's worth considering a permanent, paid position to ensure its continuity.

Janet and Larry have put together an exciting meeting – welcome to Portland!

Past President (Ueli Stadler):

I contacted Don Beckman, Eric Oleson, and Liz Hale about running for President Elect. Both Don and Eric readily agreed while Liz said she would be willing to put her name on the ballot if we had nobody else but did not feel like she had quite enough organizational NCBA experience, yet, to run for President Elect. I offered to help her out with that experience thing by asking her to serve on the Education Committee, instead, to which she agreed. Thus, Don Beckman and Eric Oleson were presented to our bookstore members as candidates for President Elect. Balloting is still going on through Tuesday, October 16, 2007. No candidates for Secretary/Treasurer needed to be found since Cathy Scott has one more year before her third term is complete.

All plaques, bars, and gavels were ordered and are ready to be distributed to our volunteers. For future reference, here is the contact information for the company which we have done an excellent job for us the last 3-4 years and knows exactly what our needs are:

Big John Trophies, Inc
Attn: Mike Houser
5510 Pacific Ave
Tacoma, WA 98408
253-472-5258 bigjohnstrophies@qwest.net

After several months of email exchanges with NACS Counsel Marc Fleischaker (and a good amount of doing nothing), I had come up with the final version of our by-law changes and submitted them

for approval to the membership in June. All proposed changes were overwhelmingly approved but we had only a few votes to spare in meeting the requirement of needing at least fifty-percent voter participation in order to amend our constitution and by-laws. After the changes were approved, I also shortened the introduction to just one page as we had discussed at the Fall 2006 board meeting and posted the updated document on our website (http://www.nwcba.org/board_files/NCBA.Constitution.Bylaws.pdf).

I am currently working on new by-law changes to allow for individual memberships. This would accommodate NCBA members who are retiring or leaving the Northwest college store industry but would like to stay in touch with NCBA. I will present such a proposal at the upcoming board meeting. We may also want to think about possibly changing the committee and board terms to coincide with the new fiscal year instead of going from fall meeting to fall meeting. This would, for example, align the presidents term 100% with their budget year. Similarly, the buying committee chair person is usually not done until December 31 when all the bid recommendations are ready to be released for the new bid year. Also, I would like for all board members to look through the by-laws and bring up any other issues which we may want to address in the next by-law change. It is easier to do them all together than going back to the membership every few months.

Much to my regret, I never got my act together enough to organize the 2nd annual Alaska Bookstore Meeting. However, several Alaska members as well as several vendor members have contacted me this summer and fall and expressed strong interest in holding another such meeting. I would like to discuss the feasibility and timing at the board meeting.

Membership Services Report (James Howard)

Newsletter

The NCBA newsletter has gone out on its 3 times a year schedule. We've received some good feedback on the issues this year. It is the plan to continue to have various types of membership submissions for the coming year. I would like to see more advertising from our vendor members. Not sure if the increase in ad rates is adversely affecting this or not.

Web Master

Erik Gorka and Ueli Stadler developed a master plan for completing "version 3" of the NCBA website by August 1, 2007. They identified several projects which either needed to be completed or refined and a few new projects to be developed from scratch. They completely revamped the registration module and used it for our Fall Meeting registrations. Other than a few minor tweaks, it seemed to have worked very well. Unfortunately, this was the only major web project they got completed but are planning on getting the remaining projects finished by late January 2008.

Directory

Bill Currey and Ueli Stadler put in many hours to update the membership records in time for releasing the 25th anniversary directory at the Fall Meeting. It was not too surprising that this proved to be very time-consuming because there were many last-minute membership applications and renewals from both vendors and stores since they wanted to come to the fall meeting. Obviously,

these were unusual circumstances because of the 25th anniversary but, for future reference, it is much easier to do the directory after the fall meeting since virtually all membership changes and updates happen before the meeting.

Education Report (Larry Martin)

Though this year's mini-nars were a rather limited offering, both were pretty well attended given the short notice and both garnered very good reviews, at least, according to the session evaluations I received. We are repeating Patty McCray's session at the annual meeting and are hoping to maybe repeat Ruth Snyder's session again this spring -- probably, for the "east-siders" if possible.

I think we've managed to put together a pretty good agenda for the annual meeting and hopefully the sessions will turn out to be as good as they seem.

I say "we" because though I was supposedly a committee of one, I really had a lot of help and good advice. First, I want to thank Laura Anderson who, though she had to drop out, had already gathered a lot of good ideas most of which made it to the current agenda. And a big thanks to Laurie Bales who provided some very good leads for speakers some very "sage" advice when needed. And more thanks to other board members, Barb Racine, Ueli Stadler, Janet Kehn and James Howard who were all very helpful and responsive. It makes it easy with so much good support. I've attached a preliminary expense report for the annual meeting.

I am happy to report that the Education Committee now has two new members:

Patty McCray-Roberts now the proud new manager at Peninsula College and Liz Hale, manager at Bellingham Technical College. Next year's agenda is pretty much a blank slate at this point so please grab any one of us and let us hear what you'd like to see/have as education content or any presenters you think would be good. We are interested in all your ideas and suggestions for educational content for the coming year's Mini-Nars and annual meeting.

Vendor Report (Jeff Ward)

We currently have approximately 74 vendors signed up for the show. We accommodated vendors who wished to be placed either next to another product line they carried or next to another company at their request. A few vendors had special request regarding their space placement on the trade floor or requested additional booth space. We assigned the choice spots to those vendors who either sponsored or contributed to the association, such as, the more money they gave, the better their location on the trade floor. The association will also have a booth on the trade floor to the right as you enter the trade floor. We were concerned about eating space for the attendees and keeping in mind peoples natural tendency to go to the right when entering a room, we started by filling this side of the trade floor first. This left additional space for those vendors who may sign up at the door or at the last minute, and gave us the entire left side of the trade floor for additional eating or break space for attendees.