

**Northwest College Bookstore Association
Spring Board Meeting
April 17-18, 2006**

Attendance: Ueli Stadler, Bill Semmler, Barbara Racine, Cathy Scott, Patty Osborne, Rodger Boothman, Mill Shires, Laura Anderson, Janet Kehn, Jeff Ward, Georgia Benedict, Laurie Bales, James Howard, Steve Wenger and Kristy Walker.

President Ueli Stadler called the meeting to order at 12:25pm at the Mark Spencer Hotel in Portland, OR.

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

President's Report – Ueli Stadler

A new board meeting format to include written reports from officers and chairmen was discussed. Full reports are attached. Ueli is working to organize educational sessions in Alaska. The textbook ad hoc committee is being formed with the hope that the first face-to-face meeting will happen by early summer. It was decided to forgo some of the normal guidelines for scholarships when the Mega meeting is the venue. If all other applicants have been served, more than one person from a store will be considered. Lara Mann is considering the position of 2009 general meetings chairman.

Education Committee Report – James Howard

Laura Anderson will be the new chairman for next year. A new committee member to replace Andy Dunn, who is unable to continue on the committee, will be appointed by the Mega meeting. Mini-nar attendance is going well with a total at all sessions around 100. If funds allow there may be a summer general interest mini-nar planned.

Membership Services Committee Report – Mill Shires

Mill and Ueli are still working to define the roll of the chairman on this committee. The newsletter requires articles from as many as possible to be a viable communication tool. Cathy Scott gathered information from other associations at the NACS meeting concerning newsletters and will send it along to Mill. A “mentor corner” was suggested with board members assigned articles to write in addition to their regular report. An annual calendar with deadlines was suggested in order to help everyone with scheduling. It was decided that the membership chairman should be the one to send out information to potential new members, unless they prefer to access that information on the web site. When the application is complete it should go to the secretary/treasurer for posting to the list serve. When the dues are paid the final step should include sending information, a welcome letter with access information to the list serve among other things, and a posting of the new member to the list serve and in the newsletter. Any changes in the database should be directed to Mary Keleman for updating. List serve changes should go to Bill Currey, as the two databases are separate.

NCBA Spring Board Meeting Minutes
Page Two

Buying Committee and Ad Hoc Committee Reports – Patty Osborne & Bill Semmler

The survey results from the ad hoc committee on the buying group participation, etc. was reviewed and discussed. The committee plans to call each member store that is using the bid to purchase products to determine their specific needs. The board decided to adopt the New England style process where recommended vendors whose products meet specific criteria will be presented to the members, rather than one “bid award” per category. These recommended vendors and products would be made available on the web site in a searchable format. It is also possible that the vendor’s web sites might be linked to the NCBA web site so stores can further access available products not on the buying group list. It was also decided that only new vendors to the process would be asked to send product samples. The finalized plan for the new format will be presented at the summer board meeting and sent out to vendors by August. It was suggested that a freight category be added in order to show all the options available to NCBA members.

Associate Representative’s Report – Georgia Benedict

The vendor relations committee at CACS was discussed, as it doesn’t appear more effective than the current model NCBA is using it was decided not to emulate it. CACS is encouraging convenience store vendors to join as well as the typical college store vendors.

Past President’s Report – Steve Wenger

The following retirees have been invited to attend the Mega meeting in order to be honored for their service to NCBA: Vicky Lamoreaux, Mary Henley, Chris Standish, and Debbie Bruce. There was a discussion on whether to attempt to assist these members financially to attend.

It was moved and seconded to invite retirees with active involvement in NCBA to attend the awards reception and banquet at the Mega meeting, with the registration cost and meals for that day covered by the association. The motion passed.

The president will send out invitations to those involved. Individual mementos for the retirees will be purchased. Suggestions were made for President-Elect.

President-Elect’s Report – Barbara Racine

Barbara attended the state and regional round table session at the NACS annual meeting and learned about the process of hosting meetings.

Secretary/Treasurer’s Report – Cathy Scott

There are currently 100 vendor members and 89 store members. Mini-nar revenue and expenses have changed since the printing of the financial statements provided. A \$500 check was sent to NACS for the hurricane relief fund. The new state mileage rate for

NCBA Spring Board Meeting Minutes
Page Three

Washington (the standard used by NCBA) is 44.5 cents per mile. The bank account has been transitioned from Oregon to Washington.

Mega Regional Committee Report – Laurie Bales

The latest brochure and marketing plan was distributed. The board meeting time will be Sunday, November 5th. Laurie will check to see if it is possible to extend the time from the currently reserved slot of 1-5pm. The program was reviewed. The concern of vendors paying their 06-07 dues, but needing to register for the mega prior to the due date for that payment was discussed. Cathy Scott will work closely with Laurie to insure accuracy.

2007 General Meeting Committee Report – Janet Kehn

The meeting is scheduled for October 23-25, 2007 at the airport Holiday Inn in Portland. The room rate will be \$74/night. This facility has the best trade show space of any toured. Airport shuttle service is available.

2008 General Meeting Committee Report – Bill Semmler

The meeting is set for October 20-22, 2008 at the Coeur d'Alene Resort Hotel in Idaho. The room rate starts at \$109/night. A cruise on the lake is scheduled. Any user group meetings will likely be held at the campus of North Idaho College to keep the cost down.

Old Business

The question of needing to have at least two names on the ballot for President-Elect was discussed. It was decided that after making a genuine attempt and if failing to find two people interested in the nomination, only one would be listed on the ballot, rather than coercing someone who is not interested to put their name forward.

There are a total of 1340 total pages to be scanned in order to provide all past newsletters digitally, which Kinko's is willing to do at 50 cents/page with OCR software. With the need for clean up of unclear pages the cost for the project could reach above \$1,300. Ueli said he could make it a student project to keep the cost down around \$1,000. Two members have the ability to scan with OCR software and will be approached to provide a quote.

It was moved and seconded to proceed with this project allotting no more than \$1,500 for completion. The motion passed.

The meeting was adjourned for the day at 5:15pm. The meeting resumed at 8:20am, Tuesday, April 18, 2006.

The NACS Leadership Conference will be held June 10-12, 2006. Mill Shires and Laura Anderson will check their calendars to determine if they can attend. Last year James

NCBA Spring Board Meeting Minutes
Page Four

Howard and Ueli Stadler attended and felt it was very worthwhile. Ueli will be part of the state and regional committee this year.

The Montana meeting is scheduled for July 20-21, 2006 in Great Falls. The educational session will cover emotional intelligence. Jeff Ward will attend as a vendor and Bill Semmler will also attend. After discussing having the summer board meeting in conjunction with this meeting it was decided not to proceed with the idea.

New Business

The year 2006 is the 25th anniversary of NCBA. It was decided to promote this theme throughout the year in the newsletter, with a kick off at the mega meeting and a finale at the Portland meeting in 2007. Barbara Racine will lead a group to plan the events and will ask Kurt Kaiser, Rhonda Alderman, Keith Eldridge and Denis Snyder to assist. A suggestion was made to develop a foil sticker that could be used on a variety of things throughout the year.

The WACUBO group will meet in Spokane April 30-May 3, 2006. Cathy Scott volunteered to represent NCBA and to ascertain if in the future NCBA should have a booth at their trade show or offer an educational session to promote institutional stores. She will report back at the summer meeting.

The President-Elect of CACS approached Barbara to ask whether NCBA would be interested in partnering with them in the years when there wasn't a mega meeting to enable the larger group to offer better educational sessions and a larger trade show. It was felt that there would be too many stores who could not attend a meeting if it were held in California and the possibility of losing our Northwest identity. Barbara will let them know that if the mega continues as it is every third year that it is unlikely NCBA would be interested. However, if it were decided not to continue to hold a mega, it might be a possibility.

The decision to allow exceptions to the current scholarship guidelines for the mega meeting was finalized. If there is money remaining after all applicants meeting the standard guidelines are awarded funds, the President and Immediate Past President will consider applications from a second person from a store already awarded and/or from someone who has received a previous award within the last 22 months. The list serve, a newsletter article written by Steve Wenger, and phone calls will be made to promote the fund.

The deadline for the next newsletter is May 1, 2006.

Ueli is getting email addresses for the Alaska stores to ascertain their interest in educational sessions offered in their state by NCBA. Currently only Univ of AK – Anchorage and Univ of AK-Southeast (Juneau) are members. If sessions are offered,

NCBA Spring Board Meeting Minutes
Page Five

Non-members will be invited. Ueli will report results of his inquiries at the summer meeting.

The directory will continue to be printed for those who need a hard copy. A check box will be put on the next membership renewal form asking if the member needs a hard copy. Barbara will talk to Bill Osincup about printing a 25th anniversary binder asking for 288 to provide one for each member.

A concern with the manner in which Better World Books has gone around some bookstores to work with student groups to gather “dead” books, while touting their NCBA membership has been expressed. Ueli will ask if they intend to renew their membership for 2006-2007. If they don't the issue is resolved, if they do he will discuss the concern with the company. The larger issue of reviewing applications for membership and having a process to exclude applicants when there is a concern was discussed. It was recommended to allow new applicants to join on a one-year probationary basis, where renewal of membership could be denied if problems arise during that initial year. A formal written complaint would be sent to the President to start any review process by the board. The board would be the final decision maker, with the decision being communicated to the probationary member by the President. A by-law change will be proposed to read: Associate membership offered to vendors who sell merchandise and services to a campus community primarily through the bookstore. The probationary period would extend from the date of the initial dues payment to the next renewal due date.

To resolve the issue of late registration of non-member vendors at a trade show, it was decided to charge the registration fee plus \$250. If the vendor decides to apply for membership within 30 days of the trade show, \$150 of the \$250 will go to pay their dues for the first year.

Ueli was charged to write and send a letter to the NACS Trustee of the West, Peg Godwin, to voice a strong concern about the change of CONTEXT to an October date and the age-old concern of CAMEX being scheduled during quarter schools' spring rush time.

Ueli will work on a by-law change recommendation to address officer eligibility.

The summer board meeting will be held in the Seattle area on July 17-18, 2006.

The meeting was adjourned at 12:30pm

Respectfully submitted,
Kristy Walker
Recording Secretary

**NCBA Board Meeting
April 17 & 18, 2006
Portland Oregon**

Preliminary Reports By Committee Chairs And Executive Board Members

President's Report (Ueli Stadler)

Education in Alaska: I contacted Joyce Colajezzi about locations, topics, preferred dates, and store contact information. Joyce enthusiastically supports the idea of bringing NCBA education to Alaska. She thinks late July or early August would work best and that Anchorage would be the most central place for such a meeting. Traveling expenses will be substantial for all stores who would need to fly their staff to such a meeting and she was wondering whether there was any scholarship money available for them. Joyce will get me email addresses for all Alaskan stores (including non-NCBA members) so I can contact them all for feedback on preferred topics and dates.

Textbook Ad-Hoc Committee: The charge of this committee will be to assess the "current state of the textbook industry", to gain a comprehensive understanding of what the future of the textbook industry will most likely look like, and how NCBA can help its member stores to remain relevant players in all aspects of the textbook business. Educational sessions and possibly full-day textbook symposium(s) may well be part of the committee's work. The committee will be made up of representatives of all main segments of the textbook industry: 2 wholesale reps, 2 publisher reps, 1 custom publishing rep, 2 small store reps, 2 large store reps, and 2 reps from 2-year schools. So far, Kristy Walker (Follett), Patrick Bak (Nebraska), Bill Currey (Reed), Larry Martin (U of Idaho), James Howard (Oregon State) have given a firm agreement to serve on the committee. Gary Jones (Green River CC), and Scott Franz (Gonzaga) have given a tentative agreement. I have contacted several other people to fill the remaining positions but have not gotten any responses, yet. I expect to have all committee positions filled in early May and for the committee to start working via email and conference calls to set its initial course and to get organized. Hopefully, a time can be found in early summer for a one-day, face-to-face meeting to more fully formulate the committee's mission and set a course of action.

Hurricane Relief Fund: Laurie Bales contacted the Southwest Association to help us find a needy store who could really use our donation. However, the Southwest Association had not been able to identify such a store among their members and had decided to send their own donation monies to the NACS Hurricane Relief Fund. They advised us to do the same and, after consultation with the NACS staffer in charge, the executive board decided to donate the \$500 to NACS and earmark it for the Educational Relief Fund which was set up to allow hard-hit stores to go to CAMEX.

Scholarship Program: changed name of form from "financial aid" to "scholarship" program to reduce the implication of "welfare handouts" which might have prevented some stores from applying. Also, the language in the instruction sheet for applying for the assistance was clarified by changing "No store will be granted an award for two successive meetings" to "No store will be granted more than one award within any 22 month period". The revised policy is posted on our website. We ought to discuss whether we ought to change some of the policies for the upcoming Mega. We have already increased the scholarship funds and are hoping to encourage a large NCBA participation in part with an expanded scholarship program. However, our current policies (e.g. only one award per store) may limit us to award scholarships even if we have extra money to give away. Not having this particular restriction in the guidelines will not force us to grant more than one scholarship to any stores since the decision is still at the discretion of the president and past-president

Past President's Report (Steve Wenger)

There is not a lot to report. I have been in contact with Chris Standish regarding his impending retirement this month. I asked him if he would be interested in attending the Mega to be recognized and he is possibly interested if it works out for him. Laurie Bales has a great idea for a presentation to him. Would there be any possibility of providing some assistance to get him there? I have emailed Vicky Lamoreaux to see if she will be attending the Mega as well. Debbie Bruce will be attending and will be honored there as she retires this fall. She is also the representative from NCBA that will be working with registration for the Mega. If anyone knows of someone that is retiring besides these three please let me know so that we may honor them.

I wanted to bring up the way we will handle the NCBA reception at the Mega, as that will be the only time to honor retirees and install new officers for the year. We have just over an hour for the event.

We have one new committee member for the buying committee. Rodger Boothman accepted the open position.

I am looking for candidates for President Elect for this next year. All of you but Ueli and Barbara are prime candidates!

Education Chair Report '06 (James Howard)

Committee members: As of 4/4/06 Ueli was informed by Any Dunn that, because of store and other commitments, he would have to remove himself from the NCBA Education Committee. Andy was technically slated to be the next Ed. Chair for NCBA. This withdrawal should not cause a problem. Laura Anderson has attended previous Board meetings and was actively involved in the past Fall meeting – in addition to contributing in planning for the upcoming Mini-Nars and Mega Regional. Even though it is a loss not having Andy's involvement, the Board will experience a smooth transition with Laura moving into the Chair position this next year. Currently we will need to appoint a new committee member to follow Keith Eldridge.

Mini-Nars: (see attached for descriptions)

The goal was to provide a number of Mini-Nars throughout the membership area. Covered the area fairly well. We have numerous events on the east and west side of the region. There are 7 different Mini-Nars scheduled this Spring and 1 in the Summer month. All are attracting solid registration numbers.

Attempted to have a Mini-Nar in the Montana area to include those stores more. However, the Spokane scheduled events tended to dilute any participation of Montana schools for a Montana Mini-Nar. Probably advisable in the future to either have an event in Spokane region or the Montana region to lessen competition for registration.

The one curious thing is that Mini-Nars held in the NW Washington area are proving more difficult to attract participants. Curious because there is conceivably a higher concentration of schools and population in that region than, say, the NE Washington area – which has robust participation in the Mini-Nars (go Spokane!). In the future, any Mini-Nars schedule for this NW Washington area may need to have a more intense promotional plan to generate participation.

Regarding promotion of the Mini-Nars. I concentrated on selected email blasts derived from the search function of the website and listserv blasts – with additional notices by some of the host schools (Laurie Bales, PCC & Steve Wegner, CWU). I would say at this juncture this type of promotion has been successful. It may be necessary as some dates approach to make phone contact to flush more tentative parties to participate. However, I do think it is more effective to use the search function of the member listing to focus upon a target audience and the broadly announced notices on the listserv to generate interest and participation. All measured and in moderation of course.

The one possible downside to this year's Mini-Nars is that there wasn't an event designed for "general staff" – staff that are not buyers, managers, or textbook personnel per se. Future Mini-Nars could concentrate on this type of member and provide an appropriate event. A caveat though: many of our members work in stores where "general staff" is a misnomer. Many of the registrants for the "Selling to Your Campus..." and the Textbook Roundtable were designated as cashiers, receiving clerks, etc... In one sense then, many of our members "general staff" also function in other areas and/or their ideas and contributions are sought by the management of their respective store. This is not to say a staff development type of Mini-Nar wouldn't be welcomed or successful.

Budget considerations for the Mini-Nars thus far are nominal. Georgia's expenses are well within the budget (\$5,000 for '06 Mini-Nars). The ICBA collaboration with the "Pitch Book" presentation will allow NCBA to only cover a portion of the expenses of the ICBA presenter(s). The final amount here will be finalized as the travel plans are firmed up with ICBA. Again, the expenses NCBA will be responsible for should fall well within the budget.

Mega Regional Meeting:

Steve Wegner is NCBA's Education Committee liaison with the Mega Board. Steve has communicated what responsibilities NCBA's Ed. Committee are exactly. To date, we've been asked to locate an author for the Author's Breakfast and to fulfill 5 different education breakout sessions.

Author's Breakfast: NCBA has reached an agreement with the mystery/novelist Michael Gruber (<http://www.harpercollins.com/authorintro/index.asp?authorid=24808>). I encourage you to read Mr. Gruber's books prior to the Fall meeting. His series featuring the Miami police detective Jimmy Paz has been well received by reviewers and readers alike. Start with Tropic of Night, and then move onto Valley of Bones. Mr. Gruber has the third installment, Night of the Jaguar, due this month (or May?). All books are engaging reads that will entertain you and introduce you to the more mystical, cubano and Santeria elements of south Florida. Steve has informed me that the Mega Board does plan to purchase copies of books for all the authors participating in the Author's Breakfast.

The other two authors are Kim Stanley Robinson (Sci-Fi writer) and a Suzy Staubach that Steve has contacted.

Ed. Breakout sessions: Our association has been assigned 5 different sessions. Currently we have a majority of them finalized.

"Displays with a Bang" – merchandizing with balloons. Laura Anderson has handled this one for us. Laura has everything locked down for this session.

"How to Put Retail Math to Use" – our own Don Beckman has agreed to be the presenter for this session. Details for the actual content is still in the works with Don.

"Trade Books – Is Anyone Successful?" – my hope here was to have at least 3 people from stores whose general book departments were experiencing robust sales. I wanted to have representatives from a community college, a mid size university and a large university. Currently we have two confirmed and awaiting on a third to decide. Leigh Giles from Western Washington Univ. has agreed to participate and Suzy Staubach has agreed too – Suzy is associated with general book vendors and the thought was she might provide some insight from a different perspective. I am awaiting word from Jean Cettel from Linn Benton CC on whether or not she would be able to travel (Oregon institutional stores under a travel curtailment). Could still bring in a large university store if necessary. The one initial approached declined because of scheduling conflicts.

"Management Skills for Managers" - I have contacted Steve Schein from Southern Oregon Univ. to handle this session for us. Mr. Schein is on the faculty for the Masters in Management degree at SOU. I have received favorable recommendations for his presentation skills and the information he conveys. Currently still in negotiations with Mr. Schein.

"Universal Digital Textbooks" – this is a session dealing with information and experience in implementing MBS's digital textbook program. Currently I have Victor Hoffman from MBS locked in to be part of this session. I just need to confirm with some other early adopters of this technology/product. Don't see a problem getting some stores to commit. Will be following through with Cal-State Fullerton, U of O and possibly Portland State.

I'm still a bit unclear on what NCBA Education Committee's responsibilities may actually be during the week of the Mega Regional. However I'm confident that the Mega Board President (hoo-rah Laurie Bales!) and our Mega Ed. Committee liaison (go Steve Wegner!) will keep me informed and duly charged.

2006 Meetings Chair (Laurie Bales)

The Mega Planning committee met last week in Reno at the Hilton after CCRA/ConText. It was good to view another group in the hotel, how the logistics went, see how the hotel interacted with the group, hear the feedback, etc.

Education: Plans are being confirmed for the educational line-up. The general session speakers are strong. We have been committed to getting new blood, yet being timely and responsive to the concerns in the industry. User groups opportunities are being researched, but the preliminary program looks strong. We've done a better job this time of involving the various regional association education groups.

Sponsors: As you can see from the latest marketing piece, we are on our way to securing sponsors for the events/giveaways. We are always looking for more and feel that we are giving the sponsors more exposure this time with repeated announcements. (They are a huge part of making this meeting successful.)

Marketing: The Mega reception at Camex was a big success. Lots of interest and energy. Stephen Hochheiser and I have developed a marketing plan that will include emails being sent to each of the associations. These messages will feature a variety of topics for stores and vendors. Registration will be available online and then a mailing will be done for hard copy for both vendors and stores. Vendor registration will be available the end of May, store registration the end of June.

Events: Opening night will be sponsored by Nebraska Book. A Fashion Show lunch line-up is already complete with the major apparel sponsors. There are still a few spots for the accessories vendors. Steve Wenger has been the Author Breakfast champion and the authors are set. Each association will have a business meeting on Monday afternoon and a reception on Tuesday before the banquet. Barbara Racine has agreed to work with Anne from the Southwest on the food/beverage needs. Texas Book Company has agreed to host the Border Buttermilk Reception

again and the Banquet details are still being finessed. (We're thinking along the lines of a Caddy Shack Country Club scenario.) The NCBA has agreed to help me with decorations.

Trade Show: There has been a lot of interest in the trade show. We expect a sell out. A full floor will house 250 booths. (There were 225 last time.)

Baker and Taylor tour: This optional tour is being hosted by JA Majors. Their warehouse is in Reno. This tour begins after the trade show and will last about 1-1/2 hours.

NCBA Concern: Due to the dues timeline, we need to find a way to ensure that registered vendors have renewed their memberships for the 2006-2007 year. The other associations timeline doesn't present this issue.

Next Mega Planning Meeting: June 19 – 20, 2006.

2008 Meetings Chair Report (Bill Semmler)

1. We are still set up for the 2008 Meeting at the Coeur d'Alene Resort, the week of Oct 19, 2008. The Trade show will be Wednesday, October 22. There will be a Cruise on Tuesday, October 21.
2. As requested at the last Board Meeting, I looked into the logistics of having the Buying Committee meet in conjunction with the annual meeting. The meeting space is available and has been tentatively reserved for the weekend of October 18-19. If the committee chair desires a different date please let me know right away and I can work that with the Resort. I have also added Friday night and Saturday guest rooms to the block for the committee.
3. If there is anything else I need to address, please let me know.

Ad Hoc Buying Committee Report (Bill Semmler)

1. I have attached the results of the surveys that were conducted with our store and vendor membership. It should be noted that we conducted the Vendor Survey twice. We simply had no response the first time. After conducting it twice, we still only had 9 valid responses to the survey. A list of vendors that participated is attached. The results of the survey are also attached. One can see that the results indicate that opinions on most questions are mixed. There really is no clear-cut direction given, but the results do lean toward making our Buying Group vendors as "approved list" rather than "awarding the bid." The timing we use now is still pretty good, based on the survey.
2. As far as the store survey is concerned, we had about 25 stores participate. One can see from this survey that an "approved list" is definitely the preference. And, again, the timing we currently use is good. The folks would like more training on how the Buying Group works. The stores would also like to just check off items they purchase rather than provide quantities. (The vendors kind of indicated that quantities don't mean much.)
3. Based on the survey, thus far, I would recommend that the Board take action to continue our Buying Group, but make our Buying Group as New England-like process. (recommended or approved vendors, and not have to submit quantities)
4. If anyone has any questions, I would be happy to discuss this process and the survey, etc. with them.

Buying Group Survey - STORE MEMBERS

1. NCBA

Do you participate in the NCBA Buying Group?

Yes Yes: 16

No No: 9

2. Connect2One

Do you participate in the Connect2One Buying Group?

Yes Yes: 13

No No: 13

3. ICBA - Do you participate in the ICBA Buying Group?

Yes Yes: 10

No No: 16

4. NEBC

Do you participate in the New England Buying Consortium?

Yes Yes: 5

No No: 21

5. Single award vs. list

Do you prefer to have a single category winner or a list of "approved" vendors for each category?

Only one category winner (current NCBA model) [More Information](#) 3

List of approved vendors for each category (NEBC model) [More Information](#) 21

No preference 2

6. Estimated quantities vs. use

Would you prefer to provide estimated purchase quantities or just check whether or not you would be (or currently are) using a certain product/category

Provide estimated quantities 2

Only check whether or not I use a product 24

7. Is it difficult to provide est. purchase qtys because you are a member of multiple buying groups?

Yes Yes: 16

No No: 11

8. Timing

Does the current timing of announcing the bid awards (Jan 1) work for your store?

Yes Yes: 23

No No: 4

9. Training

Would training encourage you to use the NCBA Buying Group process?

Yes Yes: 8

No No: 17

10. Online submission

Would online submission of quantities encourage you to use the NCBA Buying Group process?

Yes Yes: 13

No No: 12

11. Vendor choices

Would more vendor choices encourage you to use the NCBA Buying Group process?

Yes Yes: 14

No No: 11

12. More categories

Would more product categories encourage you to use the NCBA Buying Group process?

Yes Yes: 14

No No: 11

13. Exclusive vs. inclusive sales

If a bidding vendor cannot sell to all NCBA members, should this vendor be awarded the bid for products?

Yes 2

No 9

Only if "approved vendor list" approach is used (see above) 16

14. Store position

Are you answering this survey from the perspective of a buyer or a manager?

Buyer 9

Manager 7

Both 11

Buying Group Survey - VENDOR MEMBERS

1. NCBA quantities

Are NCBA submitted quantities useful in determining bid prices?

Yes Yes: 4

No No: 3

No preference No preference: 3

2. Multiple buying groups

If NCBA quantities are submitted to multiple buying groups, are the quantities still useful?

Yes Yes: 3

No No: 7

3. Single award vs. list

Do you prefer to have a single category winner or a list of "approved" vendors for each category?

Only one category winner (current NCBA model) [More Information](#) 3

List of approved vendors for each category (NEBC model) [More Information](#) 5

No preference 2

4. Award dates

What timing of bid awards by NCBA is preferable for Back To School buying?

January January: 8

July July: 1

October October: 0

5. CAMEX

Does the timing of CAMEX play into decisions to submit bid prices?

Yes Yes: 4

NO NO: 6

6. NCBA Show

Does the timing of the NCBA show play into decisions to submit bid prices?

Yes Yes: 4

No No: 6

7. Submit dates

What is the best timing to submit bids to NCBA?

October 1 October 1: 4

October 15 October 15: 0

November 1 November 1: 6

8. Position

Are you answering this survey from the perspective of a home office employee or a field rep?

Home office employee 4

Field representative 6

Associate Member Representative Report (Georgia Benedict)

The short version is that I have no significant report at this time. However, I have been discussing the Vendor Relations Committee that CACS has in place with some of their former and current committee members to see if this is a committee the board sees as necessary for NCBA.

One of the bookstore representatives on the committee last year said they did "absolutely nothing". This year the committee seems to be more directed. The committee is chaired by a bookstore director, and the current three vendor representatives are from directly competing companies, so there seems to be some hesitancy toward consensus.

They are looking at splitting into two sections, one for publishers/text vendors, and one for supply/soft good vendors. They are in the process of putting together a "Spring Camp" one day seminar for bookstore staff to be held in Northern CA and So. CA, with presentations on marketing, merchandising, and product selection. (Sounds like the mini-nars NCBA currently hosts). The committee will also write articles for the monthly CACS newsletter.

The most interesting project they are working on currently (in my mind), is an effort to reach out to convenience food vendors in an effort to get them to become members of CACS. This is in recognition of the growing emphasis on this type of product in the bookstores, and also in an effort to grow the vendor membership of CACS and eventual participation in CACS shows.

Most of my concentration has been on preparing the mini-nars on bookstore sales to campus departments that I'll be presenting in April and May.

Membership Services Committee (Mill Shires)

If the old saying, "No News is Good News" is true, then I have great news!

Things have been fairly quiet on the membership front. I have received a few ad requests for the spring newsletter. It is too soon for article submissions from various departments for the newsletter, but I hope to be seeing them soon.

I haven't heard any concerns from Database Maintenance, Mary Kelemen, or Directories/List Services, Bill Currey; so I'm going out on a limb and report no issues there.

One area I need to work on is whether an issue/question is a "membership committee" question or an administrative question that needs handled by another committee or officer. For example, does the membership committee respond to new vendor information requests, the President, or Treasurer? And, there are times when the line gets fuzzy whether a task belongs to Database or Directories, or the Membership Chair. Sometimes it involves all of them. For example, when a vendor rep email account "bounces" back on a newsletter mailing with errors, do we call the company or rep, is the company or rep responsible for updating their files, if we update the files is it done by the newsletter editor, the Database manager, or the Directories manager? We are still fine tuning the committee roles and functions.

A question came up about "searches" on the website. While it is good for finding someone like "Jim", there may be more advanced searches we are not providing without resorting to contacting the Directories manager. For example, I received a question about how to sort all store buyers in Oregon to download email addresses. At this time, requests like this have to go to the Directories manager to provide. Should we allow people to create their own "mailing" or "emailing" lists from the membership directories? There are pro's and con's for doing so.

Our mailings using a folded newsletter and postal services has resulted in significant reductions in mailing costs compared to using full size "flat" envelopes. We have received no negative comments about folded newsletters vs. the flat/enveloped ones we previously mailed. I got one inquiry into why we don't do color newsletters. While we have the ability to do this, the cost would triple and I am reluctant to pursue this unless there is a strong request from membership to do so. One vendor suggested we do away with the print version and stick to an electronic one.

Much to my chagrin, I just located the envelope I intended to mail to the Treasurer 2 months ago containing checks and invoices for the previous newsletter, as well as the bill for the mailing. I will bring these to the meeting.

Webmaster (Ueli Stadler)

Erik has been very busy with other work and has not found much time to work on the various projects. However, some work got done:

- Added various fields to online database including POS system, sales volume, number employees, residential status, 2-year vs 4-year school, etc.
- Helped develop and implement online buying group survey
- Redesign registration module to eliminate some of the problems discovered during the fall meeting registration. This project progressed more slowly than desired and we decided to run the mininar registrations with the existing module.
- Similar for survey module. We have a lot of changes planned to make it more flexible and easier to use for all NCBA members. For example, we would want to move it out of the password-protected member site to the public home page so password problems don't stop people from participating. We are not very far along with this and are hoping to make more progress this summer.

Depending on how we decide to proceed with the NCBA buying group, developing a searchable, interactive database of all bid awards would be part of "version 3" of our website. Similarly, depending on the recommendations of the textbook ad-hoc committee, a Master Textbook List could be part of version 3.

Directory (Bill Currey)

220 copies of the 2006 NCBA directory were copied to our members in late March and early April. As expected, several members have found their entry to contain errors mostly due to insufficient upkeep of their database record. At least a dozen have requested to be included in an addendum which will contain substantially corrected directory entries. This addendum will be emailed in an easy-to-print pdf format so our members can print the pages and replace them in the directory. We have also received some requests for new green-gold binders since these colors are "so NCBA". Bill Osincup has indicated that he would be willing to approach the Davis Group about donating or substantially underwriting the printing of such binders should we want to go that route.