

**Northwest College Bookstore Association
Summer Board Meeting
July 17-18, 2006**

Attendance: Cathy Scott, Barbara Racine, Laurie Bales, Georgia Benedict, Bill Semmler, Mill Shires, Jeff Ward, James Howard, Ueli Stadler, Janet Kehn and Kristy Walker.

President Ueli Stadler called the meeting to order at 12:00 noon at the Hawthorne Suites in Kent, WA. The meeting schedule and housekeeping announcements were made. Angie Zurcher has invited the board to meet at PLU next summer to see their new store.

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

Mega Regional Committee Report – Laurie Bales

The committee met in June at the Reno Hilton, now called the Grand Sierra Resort. Any renovations taking place during the meeting will not interfere with Mega activities. Registration to date includes 55 vendors with 72 booths, which is well ahead of the schedule the last time the Mega was held. The dress for the banquet will vary according to attendees' desires. CACS will be holding their installation of officers prior, which is a formal affair, others may chose to dress for the "Caddy Shack" idea. The NCBA board meeting will start at noon on Sunday, November 5th. Ueli will ask John Wonder if he would like to work the registration table for NCBA, with a former Evergreen State Coll. Bookstore employee who now lives in Reno as a back up, or Angie Clark who recently retired from Univ of Puget Sound Bookstore. Having NCBA dues payable July 1st causes problems with Mega registration since it opens mid May. Currently NCBA vendors are being allowed to register for the meeting and pay their dues later.

2007 General Meeting Committee Report – Janet Kehn

The 25th anniversary idea can be worked into the theme for the meeting, which will be announced after the Mega meeting is over. The renovation of the venue, Portland Airport Holiday Inn, is proceeding smoothly. The meeting is scheduled for October 23-25, 2007.

2008 General Meeting Committee Report – Bill Semmler

All plans are on track, to include a "cocktail cruise" on Lake Coeur D' Alene.

Education Committee Report – James Howard

The mini-nars went well, attendance was good though the text rounds tables were limited. It was suggested having evaluation forms at any future sessions. Expenses stayed well within the budget allowed. Mega sessions are proceeding. There is now a need for two new committee members, as Keith Eldridge had to resign. It was recommended that at least one new member be appointed prior to the Mega. A concern was voiced about the lack of written direction for new chairmen, James will put together a "how to" manual for the next chair, Laura Anderson. Ueli suggested putting the manuals on the administrative side of the NCBA web site.

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Membership Committee Report – Mill Shires

The deadline for the next newsletter is the end of July, which will be a combined spring and summer letter. There could be one more newsletter before the Mega if needed. Some vendors paid for ads in the spring letter, Mill will contact them to see if the ad is good for the summer letter.

Buying Committee Report – Bill Semmler for Patty Osborne

Bill will be working with Patty to get forms, letters and deadlines together for the new format of the committee. Patty will be the chairman until January 1, 2007. Patty McRae Roberts will be the chair in 2007. May Jolly, who was meant to be the 2007 chair will continue as a committee member, but did not want to be the chair. Replacing her now would create a very inexperienced committee. Bill will be working with the committee to ensure the transition to the New England style process will be smooth.

Associate Representative's Report – Jeff Ward & Georgia Benedict

Jeff and Ueli attended the NACS Leadership Conference. Jeff highly recommended attendance; it was well organized and very informative. Barbara will talk to Lara Mann about attending next year. NACS plans to host a speaker's bureau web site for associations to post speakers that they've used and recommend.

President's Report – Ueli Stadler

Organizing an educational event for Alaska store employees has been challenging. Ueli is hoping to have something together for September. Most of the stores he has talked to about the idea have been very appreciative. The textbook ad-hoc committee will meet for the first time on August 1st at Reed College. Better World Books renewed their membership and is hiring a new northwest representative. Tichenor has the ability to scan the old association newsletters at a lower price than any other place Ueli has contacted. He will work with them to accomplish the project for under \$900. Context has been rescheduled for June 2007. Retirees are being contacted to attend the Mega meeting. The association will cover their registration for the day of the installation reception, where they will be honored.

Secretary/Treasurer's Report – Cathy Scott

The revenue and expense summary was reviewed. Cathy has agreed to continue to handle this office through the 2008 meeting.

President Elect's Report – Barbara Racine

The proposed budget for 2007-2008 was presented. Adjustments as discussed will be made and emailed to the board. The approved budget will be presented to the membership at the Mega business meeting. Imprinted clothing and celebration pins for the 25th anniversary have been donated and will be distributed at the Mega meeting.

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Old Business

Bill Semmler will be attending the Montana Assoc. meeting to represent NCBA.

Since the cost of attending the WACUBO meeting appears to out weigh any possible benefits, it was decided not to send a representative. It was suggested that a better use of funds would be to create a "pitch book" template that member stores could access from the web site. Another suggestion is to produce a marketing piece that could be mailed to college Presidents to help them consider all the pertinent areas before deciding to lease their store. It was decided to tie the 25th anniversary to a marketing brochure designed by the advocacy ad hoc committee that would promote NCBA as a source to help stores be an asset to their campus, to be available at the 2007 general meeting. Ueli will talk to the committee and suggest that they meet Sunday before the Mega meeting with NCBA paying for one night's stay. Ueli will also call Don Beckman to let him know what the board decided to do about his request that there be a presence at the WACUBO meeting.

The proposed constitutional changes were discussed. It was decided that applicants would be published on the list serve with directions on how to comment during a probationary period. The entire proposal will be posted to the list serve prior to the Mega meeting for discussion at the business meeting, and a ballot will be sent soon after that meeting.

The meeting was adjourned for the day at 5:25pm and reconvened at 8:30am July 18th.

Past President's Report – Steve Wenger

Steve joined the meeting and reported that the retirees to be honored at the Mega meeting are Chris Standish from the Univ of Oregon, Vicky Lamoreaux from Eastern Oregon Univ, Mary Henley from Pacific Lutheran Univ, and Angie Clark from Univ of Puget Sound. Nominations for President-Elect are being solicited. All committee chairs were asked to send Steve a list of their committee members so bars can be made for their plaques.

Old Business cont.

Review of suggested constitutional changes continued. Ueli will rewrite the changes and email them to the board, and set up a board-voting site in order to create the petition necessary to present the changes to the membership. The voting by the membership after the discussion at the Mega business meeting will also take place on line.

New Business

The rotation of associate board members was discussed and it was decided that Georgia will go off the board after the Mega meeting and Jeff will continue until after the 2007 meeting. A new person will be added when Georgia leaves to assist Jeff with the 2007 vendor show. Laurie will contact the associate members planning the Mega trade show to let them know the Georgia and Jeff are available to assist with that show. Once the

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decision is made as to whether another Mega will be held this rotation will be reviewed again.

Ueli will send an email to non-book vendor members to ascertain interest in being on the board.

Kristi Dopp from Western Oregon Univ has expressed an interest in serving as the recording secretary. She will begin her term at the end of the Mega meeting.

There was a discussion about having an historian on the board to lend perspective on previous actions taken. It was decided that the issue would be discussed further at the next board meeting.

Nominations for NACS Board of Trustees are due to NACS by July 28th. Ueli will put a notice on the list serve.

In order to simplify the registration process for Mega meetings and create a better budget cycle a fiscal year change will be included in the proposed constitution and by law changes. The recommendation is to make the fiscal year a calendar year rather than July-June.

The next board meeting is scheduled for November 5, 2006 in Reno.

The 25th anniversary shirt will be distributed at the Mega business meeting; members will be encouraged to wear them to the opening night event.

The meeting adjourned at 11:30am.

Respectfully submitted,
Kristy Walker
Recording Secretary

**NCBA Board Meeting
July 17 & 18, 2006
Kent, Washington**

Preliminary Reports By Committee Chairs And Executive Board Members

President's Report (Ueli Stadler)

Education in Alaska: I am still working with some of the Alaska store folks trying to firm up a program for late summer. However, the responses I have gotten to repeated inquiries have been varied. On one hand, the three people who responded were quite enthusiastic and very appreciative that NCBA would reach out and try to do something in Alaska. However, in terms of topics, their interests were all over the place and difficult to unify. Also, the non-Anchorage folks indicated that, even though they think it is wonderful to have such education offered, they may not be able to attend because of the travel involved. Another problem with organizing this event has to do with a number of staff changes at several of the bookstores – the term rudderless ships comes to mind. Thus, it has been difficult to contact people or the ones I was able to reach felt they were unable to make any decisions since their store was either in transition or they were brand-new in their position. However, I am still proceeding under the assumption that this event will happen in August. Should things not come together, I suggest we find a way to offer education in Alaska and continue with planning such events and not wait until next spring as it seems to take a lot of time to coordinate the Alaskan stores who are used to working very independently from each other.

Textbook Ad-Hoc Committee: The committee has been put together, email exchange of concerns and issues has started, and the first face-to-face meeting is scheduled for August 1, 2006, at Reed in Portland, OR. The committee is made up of the following 12 members:

Larry Martin (University of Idaho), James Howard (Oregon State University), Betsy Fielding (Chemeketa Community College), Bill Currey (Reed College), Scott Franz (Gonzaga University), Gary Jones (Green River Community College), Kristy Walker (Follett Higher Education Group), Patrick Bak (Nebraska Book Company), Trent Ellis (John Wiley & Sons), Mickey Lane (Thomson Learning), Kent Brewster (Tichenor Publishing & Printing), Ueli Stadler (Reed College). I am not yet sure what my role will be but this ought to become clearer at our August 1 meeting, which will be dedicated to getting organized, figuring out which issues to deal with, and determining how we can best serve the NCBA members, i.e. what events, reports, actions, initiatives, solutions, etc ought to be the outcome of our committee work.

Better World Books: I talked to Fritz Gheen at Better World Books and explained our concerns with some of their recent activities in the Northwest and how our by-law changes might affect them. I made clear that implied in those by-law changes were certain standards of behavior we expected our associate members to adhere to. Given Better World Book's particular business module of collecting books either through student organizations and/or bookstores, we will expect them to first contact the bookstores about doing book drives on campus and to keep the bookstores in the loop when they communicate with other groups on campus. I told him that I understood that the bookstores don't typically have the power to veto BWB collections on campuses but that NCBA membership implies a commitment by BWB to collaborate with bookstores as much as possible and to make an honest effort to not alienate the stores. Fritz was very open to hearing from us and reiterated BWB's interest in being a partner to our bookstores and in remaining a member of NCBA. He also explained that he agreed that some of the activities on our campuses were not handled properly, that they have taken steps to prevent this from happening in the future, and that their Northwest representative would be replaced for the new academic

year. He is interested in feedback from any of our stores and in hearing how they could be better partners.

Newsletter Scanning Project: After the spring board meeting it occurred to me that we have two associate members (Tichenor Custom Publishing and NAPC/Xanadu) who are in this line of business. I approached them about donating their services or to make us a low-cost offer. Both companies expressed interest in this project and are willing to do this for us for significantly less than the authorized \$1500. Their offer includes OCR scanning, cleaning up the documents, and creating a searchable library (most likely pdf formats but possibly html) of all our old newsletters. I am still waiting to hear the specifics of the NAPC/Xanadu proposal but Tichenor's cost would be under \$900.

Context: I discussed our concern about moving Context to November both with Peg Godwin and with NACS (Cindy Thompson and Amy Vancs). I also conferred with the CACS president, Robin Ellis, to discuss where we stand as associations and how to use our joint leverage with NACS. It appears that there was wide-spread opposition to moving Context to November both from individual stores and from other state and regional associations. At the NACS Leadership Conference in June, Cindy Thompson announced that NACS abandoned their plans for moving Context to November. The last I heard, they were not sure which date it was going to be but June looked like the most likely month. They were quite certain, though, that they would not go back to co-locating CCRA and Context.

By-Law Changes: I am still working on finalizing the proposed by-law changes and will send them to the board before the upcoming board meeting.

President-Elect (Barbara Racine)

Special Project: 25-year Celebration

We have some very nice donations from our vendors which we plan on handing out at the NCBA Business Meeting at the Mega. We will also have a special pin that we can give to our vendors, as well. Do we want to hand these out at the Mega or at the 2007 meeting? I will put together a list of donors and put it on the listserv. Maybe it can go on the website as well.

Preliminary Budget: Am working on it and will distribute to board members before board meeting.

Vendor Representative (Jeff Ward)

In June, Ueli and I attended the NACS 2006 State & Regional Leadership Conference in Oberlin, OH. This was and is an excellent opportunity for those in a leadership position or anyone planning to be in such a role, to network with their peers and leaders in the college store industry. And most of all, to listen and learn from their experiences.

NACS made every effort to bring together a team of talented and highly knowledgeable individuals in a comfortable, trouble-free, fun and relaxing atmosphere to insure its participants had an enjoyable learning experience. As one of your Vendor Representatives and a past bookstore buyer for Portland Community College's, I cannot think of a single individual on our Board who would not benefit from this experience or bring something back from a Leadership Conference they would not benefit themselves, their store or the association they are involved in. While I'm no longer active within the college industry as most of you, I can tell you that I personally benefited from this conference and found things within the Leadership Effectiveness Workshop that are applicable to my private life.

The Leadership Effectiveness Workshop, was lead by Mr. Jack Schlegal, CAE of Schlagel & Associates. This powerful session centered around ways to simplify strategic planning, fostering volunteer participation within your association, a Board's role related to strategic planning, effectively chairing committee meetings and conference calls and efficient ways in which to run Board meetings so that everyone's time is used more effectively. Anyone who is planning to be on the NCBA Board or on any kind of Board would have greatly benefited from this session.

With brainstorming being the order of the day, NACS President Kathleen Grace, CCR, gave an informative session on how associations might work together. This included: Having combined meetings for smaller associations, the sharing of information and news items, effective or non-effective methods as an association, an officer exchange program and the sharing of meeting planning methods.

Sarah Gilmore, of Conferon, a meetings planning company and Bob Anderson, Director of Operations for CACS, facilitated the Meeting Planner's Workshop. This session focused on those members who plan annual meetings and how these individuals might benefit from being pre-prepared to address negotiation strategies with hotels, caterer's, audiovisual supplier's and much more. I personally found this an amazing session and even picked up their guidelines book for our association. It is filled with great tips and ideas for a successful meeting.

The indomitable Mr. Stephen Hochheiser, CSP and a stand-up comic, along with Tony Ellis, CAE and NACS's Director of Education held court with their comedy routine and delivered a plan of action for finding the best meeting topics, speakers and formats. Other topics included a breakdown of Threshold, Intermediate and Advanced education models for determining your meeting audiences learning level. The four key assertions of andragogy and other assessment tools for successful education sessions.

While we all find government topics a snore, Richard Hershman, NACS Director of Government Relations did his best not to send us all into a comatose state, but bring us up to date on what state legislative activities could affect you as a college store professional. Richard has recently been active on everyone's behalf brining the college stores side of the story to our Federal government on Course Material Affordability and produced an extensive report on the matter for the NACS membership. He could not stress enough, "Do you know what your state legislators are up to?" Richard in conjunction with NACS has produced an excellent grassroots guide for college stores called, Connecting with your Legislators. It covers: Why college stores should get involved, Who are your Legislators, Tracking State and Federal Legislation and much more. A must read for any college store manager wanting to be proactive in the industry.

Break-out sessions followed with roundtable discussions facilitated by State and Regional Committee members. Discussions included: Recruiting Volunteers and members within your Association, Effective meeting planning strategies, Budgeting and How to create an effective association web site hosted by our own President Ueli Stadler. Just to toot our own horn, the NCBA web site is the envy of all associations and the gratitude owed to Ueli and his staff is incalculable.

This was and is truly a great learning experience. I can't think of a single Board member or a person on their staff who would not walk away from a Leadership Conference without gaining applicable knowledge personally or professionally. In addition, it was an eye opening experience, as to how well the NCBA Board and its membership is organized, dedicated and forward thinking. You are all peers among peers and I'm personally proud and honored to work with each and everyone of you.

Education Chair (James Howard)

Mini-Nars: The Mini-Nar sessions appeared to be successful. We average about 17 participants for all 8 sessions – although several of the “Selling Supplies to Your Campus Community” and the Pitch Book presentation averaged well over 20 participants. The responses were very favorable from those who attended.

I made the mistake of not having evaluation sheets available for each session. My past experiences with Mini-Nars did not include these so I failed to realize they would be desired. I’ll make sure the incoming Education Chair includes these in the next round of Mini-Nars.

The Textbook Roundtables were the least well attended of the Mini-Nars. It is my opinion that this format may be getting tired. I would recommend some other topic/format for our textbook constituents in the future.

From my reckoning the budget should have come out with a positive.

Mega Regional: Plans are firming up from the best that I can ascertain. The only major thing on my plate is to arrange 4 roundtable discussion topics for a time in between education sessions. This should be completed shortly. Also, I am still attempting to gather 2 representatives from stores that implemented MBS’ digital textbook program last year. Currently that session has a publisher representative and 2 digital textbook providers on board.

Education Committee: Since the last board meeting this committee has lost another member. Keith Eldridge had to remove himself due to constraints at this store. We will need to name two new members to the committee. It is my recommendation that one be named prior to the Mega meeting.

There isn’t much more to report for Education. Laura and I are just gearing up for the Mega in November.

Meetings Chair 2006 (Laurie Bales)

The MEGA Planning committee met in Reno in June. Here is a brief update/recap of that meeting and our status to date.

- Vendor registration available online since mid-May. Packets were mailed to member vendors who had not registered the first part of June. As of June 19th, we had 44 vendors registered and 57 booths paid for. (Well ahead of last time.)
- Store registration is available online as of June 27th. An announcement will be made (before our meeting) to each organization that this is available. Up to date agenda, session descriptions and event plans are also available on the website. Remember, you can link through the NCBA site and click on Mega Meeting.
- Educational Sessions: Concentrated effort to have something for everyone! Pre-Conference offerings are available on Sunday, but the Opening General Session starts Monday morning. The website is updated whenever additional info is available.
- Sponsors are still being sought – particularly for specific items: banquet decorations, AV, photographer, keepsakes, etc. If you know a vendor who would like to contribute, even if they don’t sponsor the entire item, please let me know and I’ll contact them. It’s a great way for them to get an additional “bang for their buck!” Show specials are also being encouraged.
- Marketing: Continue to watch the NCBA listserv. The committee has uniform messages that are being sent to all four associations. We have planned the topics to coincide with the members’ timelines.

- Trade Show: As noted before, the vendors are busy registering, we anticipate a sell out. There will be drawings at the show to reimburse the buyers up to \$200 for orders placed at the Mega.
- Events: Along with the Opening Night, Fashion Show, Banquet, Author Breakfast, Baker & Taylor is hosting a tour of their warehouse. It will last a little over an hour. PRE-REGISTRATION is required, though, so check it out and let others know. B & T will host the busses complete with beverages and hors de vours. Attendees will still be back to the hotel by 7:15 pm for a free evening.
- The Reno Hilton has undergone a name change, the Grand Sierra Resort is the new name. Every effort is being made to make the hotel changes minimal to the attendees.
- Attendance: We, as a Board, really need to encourage stores to attend the Mega. We will benefit better, financially, from the more stores in attendance.
- NCBA Reception: Barbara is working with the catering contact on the Planning Committee for the 25th anniversary theme at the Reception.
- Volunteers will be needed to help decorate for the Fashion Show and Par Tee banquet. I'd like to get two separate crews, so folks can still participate in sessions.

Meetings Chair 2007 (Janet Kehn)

I toured the Holiday Inn Airport hotel again on May 11, 2006. I am pleased to report that it still looks great and that they are planning on doing a face lift of the outside this year to make it look more visually appealing. They had just finished installing all new beds and painting and re-carpeting the hallways.

Because of our discussion regarding incorporating the NCBA's 25th Anniversary with the Portland 2007 meeting, I wanted to let everyone know that I have found a way to work the celebration into my "Theme" and I will discuss it with all of you after the MEGA event is over.