

**Northwest College Bookstore Association  
Fall Board Meeting  
October 24-25, 2005**

Attendance: Steve Wenger, Mill Shires, Jeni Luft, Cathy Scott, Bill Semmler, Laura Anderson, Barbara Racine, Georgia Benedict, Jon Koehler, Jeff Ward, Rachel Ward, Janet Kehn, Angie Zurcher, Laurie Bales, James Howard, Patty Osborne, Ueli Stadler and Kristy Walker.

President Steve Wenger called the meeting to order at 12:45pm at the Tacoma Sheraton Hotel.

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

**2005 General Meetings Committee Report – Barbara Racine & Angie Zurcher**

There are 119 vendors attending with 70 booths (79 last year). Set up for the trade show will start at 6:00am on Wed., Oct. 26<sup>th</sup>. Ribbons for sponsor recognition will be available for vendor booths and badges. First timers badges have a large smiley face on them. GES will do their set up of the trade show space on Tuesday, so everything will be ready on Wednesday morning. Steve and Georgia will make opening remarks of welcome and schedule announcements at the first session. Angie has instructions available to produce name badges automatically using a mail merge program for those who register on line. Those who sent paper registrations had to be input on line for this program to be used for everyone attending. There is a concern about everything going to on line notification for registration as well as voting. Responses were late and low. The use of a reminder post card was suggested. A discussion was held on how to improve on line registration. Many suggestions were made to enhance the online registration form. For hard-copy registrations, it was decided to have all information go to the meeting chairs first and then do a transfer of information and payments to the treasurer. It was proposed that Georgia Benedict stay on as associate rep. for two more years to lend some continuity for the next regional show (the Mega meeting is next year). Georgia agreed to the suggestion. She will investigate the concept that CACS uses for “vendor relations” committee and form a committee for NCBA.

It was moved and seconded to allow Georgia Benedict to remain the supply associate representative to the NCBA board for another two years to allow continuity for the trade show. Motion passed.

Steve will contact another supply vendor who had voiced an interest and indicate that the position would be available in two years. Store attendance for this fall meeting is 56 stores participating to include 85-90 store personnel. It was suggested that the meeting chair ask the hotel for a credit reference at the end of the meeting to avoid problems that were experienced after the meeting in Spokane last year. This year when a vendor wants to “visit” the trade show to see how it works, they can walk the show for half an hour with a board member without charge. If they wish to spend more time they must pay a \$55 fee. A discussion was held on last minute vendor applications for membership in order to participate in the trade show, with the question of whether there should be specific criteria set on what might constitute denial of membership to a vendor.

It was moved and seconded that Ueli research this idea and come to the spring board meeting with options. Motion passed.

Steve presented the NACS Hurricane Relief Fund proposal. It was decided to put out a donation container for the general membership to participate, with an additional amount added by NCBA to make it a respectable amount. Laurie Bales will contact the Southwest Association for

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suggestions as to whom to donate the money. An announcement will be made at the business meeting as to the intent.

It was moved and seconded to contribute no less than \$500 to a Southwest Association member for Hurricane Relief. Motion passed.

#### **Education Committee Report – Jeni Luft**

All is ready for this fall meeting. One mini-nar topic is scheduled with Georgia Benedict to speak on selling to the campus community. Specific times and places have not yet been determined. It was suggested to offer Mega meeting discounts for mini-nar participants. Also suggested was offering bonus points for all kinds of participation through out the year, and targeting individual store employees who might benefit from the topics offered. Ueli and James will work together on a proposal for the spring board meeting. The idea of having the ad hoc committee on store advocacy plan a future educational session similar to the ICBA Pitch Book was offered. It was also suggested that corporate offices of vendor members be notified of mini-nar topics to encourage local reps to attend.

#### **Associate Representative's Report – Georgia Benedict**

There are 72 booths available in the trade show space. There will be a 9:30am meeting for the vendors with Steve being introduced and sponsors recognized. Vendors who have only one rep in a booth will be encouraged to use board members to cover for them to take a break during the show. Ueli, Angie, Barbara and Karen from GES were all thanked for their help in organizing the show. Vendor evaluation forms will be distributed at the morning meeting and collected about 3:30pm before the show closes. Vendor name badge holders will be collected from the booths if not attending the banquet.

#### **2006 General Meeting Committee Report – Laurie Bales**

Not a lot of new information available, the next meeting of the Mega meeting committee is in December 2005. A new marketing piece to be distributed at this fall meeting was shown. The Reno Hilton, venue for the Mega, will soon be renamed the Grand Sierra Resort. The opening session for the meeting will be November 6<sup>th</sup>, the banquet on November 7<sup>th</sup>, and the trade show on November 8<sup>th</sup>.

#### **2007 General Meeting Committee Report – Janet Kehn**

A contract has been signed for October 22-24, 2007 with the Holiday Inn by the Portland airport.

#### **2008 General Meeting Committee Report – Bill Semmler**

Nothing new to report.

#### **Secretary/Treasurer's Report – Cathy Scott**

The following were distributed: lists of vendor and store members with dues payment dates for the last 4 years and the revenue and expense summary. The current mileage reimbursement rate is 48.5 cents per mile. There are currently 78 stores who have paid their dues, all others have been contacted and plan to pay soon. As of November 1<sup>st</sup> anyone who is not paid will be dropped from "active" membership and they will not receive the new directory. It was suggested that a line be added to the meeting registration form for dues payment. Year end revenue stands at

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\$87,006.26, expenses at \$84,550.83 and a net income of \$2,455.43. The current checking account balance is \$45,039.26 and the money market account balance is \$83,686.14.

**Membership & Web Services Committee Report – Mill Shires**

A new format for newsletter distribution was enlisted to save money by eliminating the envelope and using first class mail. The last newsletter was folded and taped and bulk mail through Skagit Valley College was used to reduce the individual cost per piece from \$1.16 to 26 cents. The total bill for the last mailing was \$69.11. It was suggested that 5-8 ads/newsletter is probably a good number so it doesn't overwhelm the recipients. Ueli is working on revamping the registration information on the web site currently and will not work on the buying information until the new format is decided. Ueli has completely changed the membership directory for a larger format, 8.5 x 11 inches (examples distributed). There will still be a store member by state section with an additional section listing members alphabetically. Stores will be encouraged at the business meeting to be sure their individual information is correct before printing in November. A lot more information is available on line than will show in the directory. Ueli will add a field to indicate whether a store is on the semester or quarter system.

**Ad-hoc Buying Committee Report – Bill Semmler**

The survey is still being worked on for the web site. There will be an announcement at the business meeting that the survey will be available on the web site next week.

**Buying Committee Report – Rachel Ward**

The committee will meet Friday, October 28<sup>th</sup> to do their review of products. There was not a lot of response from vendors, Esselte and Four Point are not participating. There are a few new vendors excited to participate. Ueli asked for a copy of the excel file from Rachel and Bill to set up a proto type format for the new process to take effect next year. Only ten stores sent in bid estimates this year.

**President-Elect's Report – Ueli Stadler**

A revised budget was distributed. Ueli visited the National College of Naturopathic Medicine in Portland, Oregon. The director, Kate Williams will be attending this meeting. The issue of liability insurance was brought up. Steve is trying to contact Mark Fleischaker, NACS legal counsel, to determine the necessity so the board can decide how to proceed.

The meeting was adjourned for the day at 5:00pm. The meeting reconvened at 8:00am October 25, 2005.

**President's Report – Steve Wenger**

The ad hoc committee for store advocacy is on hold until Steve can talk to the NACS legal counsel about liability insurance. Local area schools will be encouraged to help each other in the mean time. There were 5 financial assistance grants given for this fall meeting. Two stores receiving assistance are sending students with those funds. One store was denied a grant as they had one just last fall. It was suggested that the language in the instruction sheet for applying for the assistance be 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". It was decided to change the name of the program from financial assistance to scholarship. NACS sent NCBA a copy of their survey results concerning the direction that stores want NACS to take.

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There is still a desire to offer educational sessions to NCBA members locally in both Alaska and Montana.

#### **Past President's Report – Jon Koehler**

In the recent election 43 stores voted. Barbara Racine was elected President-Elect. Jon has the awards prepared for the luncheon on Thursday of this week. A bottle of wine was purchased as a retirement gift for John Wonder at Clatsop CC, all board members are encouraged to sign the bottle. Jon thanked the board for the opportunity to serve the association.

#### **Old Business**

Ueli discussed how the textbook market is changing and whether NCBA should undertake the effort of organizing a group to create a workshop or symposium to help stores deal with the issues arising. The idea was readily accepted and it was decided to try to include representation from each state, publishers, wholesalers, and students in the form of an ad hoc committee. This committee would be charged with organizing educational sessions as an ongoing resource for stores to continue to be a vital part of the course materials market. Ueli will proceed to develop that group.

The desire to officially change the name of the Marketing Committee to Membership & Web Services requires a constitutional change, and therefore must be presented to the membership prior to an annual meeting. This will happen next year. Steve will ask the membership for suggestions for any other needed changes at the business meeting and will draft necessary language for the spring board meeting.

The lack of attendance at the summer board meeting prompted a discussion on the necessity of that meeting. It was decided it was very necessary. The spring meeting will be held on April 17-18, 2006 in the Portland area. The summer board meeting will be held July 17-18, 2006.

A list of Past Presidents and the years they served was distributed. Any changes should be forwarded to Steve.

#### **New Business**

There is a concern that there is nothing physical to mail to new members once they join the association. Ueli has a general information sheet that goes to prospective members and will work with Mill to develop something for new members. Mill will talk to Mary Keleman about contacting new members with web site information.

There will be a CAMEX session on building state and regional leadership held on March 3, 2006 in Houston, TX. Several people on the board voiced an interest in attending this session before the NACS meeting. There will still be a Leadership Conference in Oberlin, OH in June 2006 and it was suggested that Andy Dunn, Georgia Benedict, Mill Shires or Laura Anderson attend. Ueli will check on the specific date.

Better World Books has proposed that they work with NCBA stores to offer 50 cents/dead book and UPS shipping charges to send in the books, as a program offered by NCBA. Rather than working as an "endorsed program" they will work with individual stores as the board did not support such an endorsement.

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Angie and Barb suggested that it might be beneficial to always use co-chairmen for the general meetings. After some discussion it was decided to allow the individual chairs to make that call.

The board will support the model if a co-chair is brought in for any particular year. Janet Kehn will consider the option.

During the trade show there will be an hourly drawing for a \$200 discount on an order written at the show, the person must be present to win. Additional casino tickets will be given when drawing slips are turned in to the NCBA booth.

NACS donated \$500 for educational use and two free registrations to the Houston meeting.

Mill was asked to approach a vendor to donate NCBA pins for new members or to order them if necessary for the meeting in 2007.

The business meeting agenda was discussed.

Ueli presented the issue of having two people on the ballot for President-Elect and how that affects the person who loses. It was decided to discuss the matter at the spring board meeting.

The meeting was adjourned at 10:54am.

Respectfully submitted,  
Kristy Walker  
Recording Secretary