

**Northwest College Bookstore Association
Fall Board Meeting
October 20-21, 2008**

Attendance: Laurie Bales, Barbara Racine, Larry Martin, Ueli Stadler, Lori Cano, Rodger Boothman, Cathy Scott, Bill Semmler and Kristi Dopp.

President Laurie Bales called the meeting to order at 12:30 p.m. at the Coeur d'Alene Resort in Coeur d'Alene, Idaho. She thanked everyone for attending and made some housekeeping announcements; she thanked Bill for all of his work in organizing the Fall Meeting.

The minutes of the previous meeting were approved as emailed.

Meetings Chair Report—Bill Semmler

Bill updated the Board on Fall Meeting preparations; he reminded everyone of the bonus session—*Buying Textbooks Online – Tools to Win the Online Competition Game*—added at the last minute.

Thank you notes will be written for vendor donations and sponsorships.

Education Chair Report—Larry Martin

Larry provided updates, last-minute information and logistics regarding the Fall Meeting educational sessions.

Associate Representatives Report—Lori Cano

Lori gave a brief trade show update.

Presidential Suite Reports

Laurie reported that three scholarships for the fall meeting were granted. Less than half of the budgeted scholarship dollars were used this year, so the board will work to increase the membership's awareness of scholarships.

Laurie reported that in the middle of August, Eric Oleson, President Elect, announced that he and his family were moving to the Mid-west, which made him ineligible to serve as NCBA's President Elect. Given the timing of the announcement, the Executive Board decided to ask Laurie and Barbara Racine to stay on in their current positions for another year.

In September, the association received word of the passing of Dr. Les Price, Kristy Walker's husband. A donation was made to the American Cancer Society in Les' name.

Laurie brought up the idea of orientation for new board members. This concept, as well as job descriptions for the various board positions, will be reviewed by the board during the Spring Board meeting, which shall be a longer-than-usual meeting to allow for a strategic planning retreat.

Barbara showed a short video promotional piece for the Mega 2009 meeting, scheduled for October 27-29 at the South Point Hotel in Las Vegas. She noted that vendors can save money by registering early.

Treasurer's Report—Cathy Scott

Cathy reports that NCBA has 112 vendor members and 90 member stores. Cathy redesigned the membership dues invoice and presented it to the board for review.

Membership Services Report

Laurie communicated to the board that James Howard has resigned from his board duties. He has agreed to continue with the newsletter duties until other arrangements can be made. All newsletter items should be submitted to James in early November.

Buying Committee Report—Rodger Boothman

Rodger reports that vendors will submit their bid information by mid-November; Rodger will then get the information to Ueli by mid-December so that it can be available on the NCBA website by January 2009. After a brief discussion regarding the value of the buying group to the overall membership (a topic which has arisen in the past), Rodger stated that he will contact buyers in member stores to ascertain the type and volume of buying done using the NCBA bids/website. The results of Rodger's informal poll will be used in the Board's strategic planning process to determine the future of the buying committee.

The meeting was adjourned at 5:10 p.m., and reconvened at 7:55 a.m. October 21. Corey Weber joined the meeting.

Old Business

Ueli presented and discussed a new premium quote—this time from a local vendor—for Directors & Officers insurance after the board determined that the previous quote seemed far higher than expected. A motion to obtain an insurance contract, not to exceed \$1000, carried.

Congratulations to Don Beckman, NCBA's new President Elect. Congratulations also to Cathy Scott, who will serve another term as NCBA's Treasurer. They will be seated in their positions at the end of the Fall 2008 Business Meeting.

Laurie thanked Ueli for his work in purchasing the new LCD projector, which cost about \$1200. By using it during the Fall Meeting, the Association will have already recovered about \$500 of the purchase price by the end of the meeting.

The Board reopened the discussion regarding a third vendor representative; it was decided that there shall be three vendor representatives, but only the two senior reps will serve on the Board. The third, newly-recruited rep will serve on the Annual Meetings Committee for one year, and then will rotate onto the Board after such service. This will allow for better continuity in trade show oversight, which is considered to be one of the critical functions of the vendor representative board member. Lori Cano and Corey Webber have agreed to serve for an additional year, because next year is a Mega year.

Barbara mentioned that this past summer, she, Kristi Dopp, and Debbi Olson toured the 2010 Fall Meeting property: the Hotel Murano in Tacoma, Washington.

After reviewing the attendance at Coeur d'Alene, as well as the recently released Washington State Public Employees travel guidelines, it was determined that Eugene may not be a viable meeting site for 2011 after all. Therefore, the meeting likely will return to the Portland area.

The Spring Board meeting (tentatively) will be held April 30-May 2 in the Wilsonville area.

Kristi Dopp and Don Beckman will attend this year's NACS leadership conference.

Discussion of bylaws revisions is tabled, and will take place after the strategic planning Spring Board Meeting/retreat.

New Business

There was a short discussion about the contract negotiation and review process, specifically regarding contracts for meetings. It was determined that whoever has experience and is in the local area will be responsible for the process.

Ueli described a new addition to the NCBA website: a Board Archives section. This will be the primary storage site for information about meeting locations and attendance, scholarship award history, forms, floor layouts for trade shows, etc. Ueli also called to attention the newly added calendar of events, which will be expanded and beautified in the coming months.

The Board discussed the Ad Hoc committee's work on the proposed paid website position. Ueli reminded everyone that James Howard and Eric Oleson were to develop a job description, but that they were unable to do so before their resignations from the board. Ueli requests the Board's overall expectation of the position. After a lengthy discussion about how to proceed, it was determined that the bulk of the decision-making will be tabled until the Spring Board Meeting/retreat. In the meantime, Cathy will explore the tax implications and contractual requirements for such a position. It was moved and seconded that the Board extend its agreement with Ueli through fiscal year 2009, subject to change pending the Spring Board Meeting/retreat, at \$25 per hour, not to exceed \$12,500, with duties inclusive of those delineated by the ad hoc committee.

Laurie presented a budget overview for the next fiscal year; the budget was approved by the board for presentation at the Fall Business Meeting.

The meeting was adjourned at 11:45 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.

2008 Meetings Chair Report

Well, where do I start? We are ready for the big event. We sold 65 Booths, one less than in 2000 in Coeur d'Alene. We have 48 stores registered. We have 174 people, between stores and vendors, as of today.

We did not make our room nights, but we were not penalized, as we agreed to trade some meeting space and give back some meeting space, so that the resort could sell it. And, they did! We were very relieved to not have a monetary penalty.

It should be a great meeting.

See you there.

Bill Semmler

Education Chairman's Report, 2008 Annual Meeting at the CDA Resort

Well, thanks to some good suggestions and leads from various members as well as excellent feedback and input along the way, I think we have a pretty solid Education Agenda for our 2008 annual meeting. I hope in the mix of sessions there'll be something valuable for everyone who attends.

I've given my cell number to all the presenters and have asked that they contact as soon as they get here and are settled. For all of those presenters who come from outside our industry and are flying into Spokane, I've made arrangements to have the CDA Resort's Airport Shuttle pick transport them to and from the Airport. I queried all the presenters about their AV needs and have communicated that to Bill who finalized those arrangements with our hotel contact. I also solicited handout originals from our presenters for any who wanted me to make copies for their sessions. I am currently making copies for Eunice Clark's and Marti Seidenfeld's sessions which I should have ready by the time of our meeting. NACS is sending me a box or two of materials for the Communicating Your Store's Value session that they sponsor. I assume others are bringing what they need. ... or, will contact me at the last minute.

I have 100 free copies of Aryn Kyle's book "God of Animals" to hand out to our members and might need some input/concurrence on how best to accomplish that fairly (Ueli's suggestion - stickers under chairs?). I brought in another 30 copies additional to sell through the UI Bookstore in case we don't have enough. I will have Kathleen Norris from my store bring up a small cash box to assist with those sales. I also decided to buy 50 copies (at \$5 each) of Joe Heuer's book to give out to members and he is sending along another 30 to sell at the end of his session which he seems prepared to do. I will have Kathleen on hand should he need assistance. I've contacted Trisha, our CDA contact, to be on the look out for these books which Joe shipped and should arrive at the Resort this Friday.

I have attached a budget that is as accurate as I can make it at the moment. I've noted things I am unsure of and where I have made assumptions or "guestimates". I did apply for and receive a NACS grant for the "Communicating Your Store's Value" session as Laurie had suggested. I tried to get in touch with Cathy Scott today to get some expense/revenue numbers on our mini-nars this summer and to ask her what we pay for mileage so I could get a fairly accurate estimate of Aryn Kyle's travel, but I haven't heard back. I expect we can gather that information at our meeting on Monday.

As per Laurie's suggestion at our last meeting we need to "divi" up introduction/evaluation responsibilities. I suspect Laurie and I can choose between the opening and closing sessions (Joe & Marti) and we can share the opening remarks and introduction of Aryn Kyle at our Author Breakfast. I suspect that Kristi Dopp can handle the "Communicating Your Store's Value" session since she's part of that and that we can ask Lori Cano to handle her own since she is on our Board. And, Barbara Racine already volunteered to introduce Ruth Snyder. That only leaves 3 sessions to allocate on Monday if all agree.

One other tidbit I'd like have help remembering to make certain of -- Martin Siedenfeld's departure flight is around 6ish in the evening. His session is due to end at 3:45 pm and his Airport Shuttle is suppose to depart at 4 pm. We need help him wrap up and get his laptop, etc to the front office expeditiously!

Past President's Report

I really have nothing to report! I can give everyone a brief oral report about the Mega but we won t have more info until after our November meeting.

Barbara

**President's Report
Fall Meeting 2008, Laurie Bales**

In the middle of August, Eric Oleson, President Elect, announced that he and his family were moving to the Mid-west which made him ineligible to serve as NCBA’s President Elect. Given the timing of the announcement, the Executive Board decided to ask Barbara Racine and myself to stay on in our present positions for another year. The election was then held for President Elect and congratulations to Don Beckman, who will fill that position. This vacancy situation had not presented itself in the past. So, input was sought from Past Presidents, the Constitution and the Board. I appreciate Barbara extending her assignment.

Three scholarships were granted for the fall meeting. \$500 was awarded to Kaina Barba from Clark College and Marsha Dexter from Warner Pacific. A \$113 scholarship was awarded to Rhonda Alderman from Clatsop Community College. Once again, scholarship monies were left on the table. I am working with Cathy Scott to compile a list of scholarship recipients from the recent past. In the future, this could be used as a marketing tool for members who haven’t registered and haven’t received financial assistance lately.

With the economy and budget constraints, registrations for the fall meeting were slow to come in. As things have turned out, the meeting has good numbers, but our room block was decidedly short. We won’t suffer a financial impact due to Bill’s negotiations, but it serves as a wake up call that we need to review meeting contracts and the ramifications very carefully. We may not be able to rely as heavily on historical numbers, but look to the future and the trends. The bottom line still has to be VALUE. We need to justify the money spent, time away from the store more now than ever.

In September, the association received word of the passing of Dr. Les Price, Kristy Walker’s husband. A donation was made to the American Cancer Society in Les’ name. Our thoughts go out to Kristy.

My goal for this next “bonus” year, will be to continue my engagement theme, with a focus on vision and mission. The Board discussed having a spring retreat, to really help define our purpose. Patty McRay-Roberts attended a session at the NACS Leadership meeting last June and has agreed to help spearhead this endeavor.

Membership Services Committee, Chair Report

Really only two areas I have focused upon since our last meeting: Ad Hoc committee to look into a job description for the proposed paid position relating to the web site management/maintenance; NCBA newsletter.

I'm sure Ueli will be submitting a report that fully lays out his endeavors on behalf of the Membership Services committee and so will leave those aspects to him and his report.

I've submitted to Laurie what I determine to be the final thoughts Eric and I had regarding the job description. Not being sure what Eric covered during the Summer meeting in respect to our Ad Hoc charge, I'm trusting what I've submitted to Laurie will suffice.

The newsletter went out in August as planned. I thought it looked good and hopefully spurred some interest and excitement regarding the annual meeting. We had 3 advertisers for this issue. I only charged one for their ad. The other two I had made a mistake of not including them in the Spring issue and felt it was best to give them a freebie for the Summer issue.

I'll be beating the bushes again to get submissions for the Fall/Winter issue... be prepared for my nagging emails!

Lastly, I have communicated to the current NCBA president, Laurie, that I will have to resign/remove myself from the Membership Services Committee and NCBA Board. This is a difficult decision and one I've been wrestling with since Spring. I greatly appreciate the support, camaraderie and mentoring I've enjoyed while working on committees and with the Board over these 5 years.

I have agreed with Laurie to continue with the newsletter duties until such time as the Membership Services committee responsibilities and/or the proposed paid position is finalized.

Respectfully,

James Howard

Membership Services Czar by Ueli Stadler

Insurance

I have gotten a couple new quotes on a Directors & Officers insurance since the previous quote seemed far higher than expected. It appears that LaPorte & Associates (a local insurance broker) would offer it to us for \$867 per year (much better than the \$2000 plus rate we were quoted earlier). For an extra \$380, we could add an Employee Liability Coverage. Obviously, we don't have employees at this point but this would also cover all volunteers. In other words, if one of our volunteers were to sue us NCBA for some reason (harassment, discrimination, etc), we would be covered. If we wanted to go that route, we would need to come up with anti-harassment and anti-discrimination policies (the LaPorte folks said they should be able to help us with sample verbiage) . I will have the detailed proposals with me at the meeting.

Website - updates

- made the remaining upgrades and fixes in the registration module to allow for full editing functionality "behind the scenes". This includes the capability to combine different registrations

without needing to re-enter all the data. Expanded functionality of "attendee lists" which are accessible by all members and can be downloaded

- board archive: Set up a link (currently called Board Members but am looking for better name - any ideas?) which is only visible to people with either board or administrative access. I have started to create different categories, folders, and documents to be included. It would be great to get some board input on what else should be included in this "historical data repository"
- calendar of events: very simple prototype started - needs to be populated with many more dates
- next projects:
 - clean up membership application form and renewal form: currently, we are not getting a printed or emailed receipt and we don't have a field for the credit card security code. This is all included in the registration payment page and will be replicated in the membership application and renewal pages. Also, membership application form needs to include the option to order a "print-on-demand" hard-copy of the directory.
 - MTL: front end seems to work well but we have not made any progress on the administrative side (delete or edit booklists)
 - Compendium of Best Practices/Marketing Ideas: Same as MTL, i.e. uploading works well but we need to allow for users to remove and/or edit their postings as well as for an administrator to be able to remove/edit all postings.

By-law changes

I sent out proposed by-law changes 2-3 weeks ago but have not gotten any feedback so far. I will have hard-copies available at the meeting but it would help streamline the discussion if the board members could preview the attached copy before the meeting.

New Directory

- as decided at an earlier meeting, we will issue only an online pdf version of the directory and offer a print copy only if a member specifically requests a "print on demand" hard copy
- how much should the print-on-demand copy cost? We had discussed something like \$25-30, I believe.
- Publication date? membership renewals are due on Jan 1st (or Jan 31st??). How long is our grace period?
- I am assuming that the new directory will only go to members who have renewed their membership for 2009?