

**Northwest College Bookstore Association
Fall Board Meeting
November 5, 2006**

Attendance: Ueli Stadler, Jeff Ward, Bill Semmler, Mill Shires, James Howard, Lori Cano, Laurie Bales, Barbara Racine, Laura Anderson, Steve Wenger, Patty McCray-Roberts, Georgia Benedict, Cathy Scott, Janet Kehn, Kristi Dopp, and Kristy Walker. Larry Martin was absent.

President Ueli Stadler called the meeting to order at 12:20pm at the Grand Sierra Resort Hotel in Reno, Nevada. He welcomed everyone and made some housekeeping announcements.

The minutes of the previous meeting were approved as emailed.

President's Report – Ueli Stadler

Laurie Bales is the newly elected President-Elect. James Howard will be assuming the duties as the chairman of the Membership Services Committee. Cathy Scott was elected to another two-year term as Secretary/Treasurer.

Mega Regional Committee Report – Laurie Bales

The committee met yesterday to finalize the details for the event. Attendance is down slightly as compared to the 2003 meeting. NCBA has one more store registered than in 2003. Vendor registration is down with 191 attending this year. The room reservation projection was 1500 and is now over 1900 rooms reserved. Vendors are now hesitant to put show specials out ahead of the meeting due to more direct competition. The NACS Foundation's records show NCBA's pledge of \$1000 per year for 10 years is past due. Cathy Scott will contact Cynthia D'Angelo to clear up the matter. Laurie asked NCBA board members to be visible at the meeting and thank the vendor sponsors for their contributions.

President's Report cont. – Ueli Stadler

Ueli gave an over view of his visits to southern Oregon and Alaska stores. He encouraged future presidents to visit the stores who do not actively participate in order to give them some support and encourage participation. NCBA gave out \$6,500 in 13 scholarships for the Mega. The educational sessions taken to the Alaska stores were very well received. Connect2One donated Lori Cano's expenses in order for her to help lead those sessions. Ueli is reviewing old newsletters to prepare them for scanning, as well as old files and records. Larry Martin, chairman of the new textbook ad-hoc committee, was unable to be at the board meeting due to a computer crises in his store, but will be at the meeting later in the week.

President-Elect's Report – Barbara Racine

There are several donations to NCBA for this meeting from the following vendors: Tchotchke's, Ouray, Cutter & Buck, Charles River, and Jansport. The proposed budget

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was reviewed. In discussion with NACS Counsel Mark Fleischaker, it was decided to acquire board liability insurance. Barbara will follow up with Mark to find out how much and for what purpose it should be designated. Despite the projected shortfall, the board felt the proposed budget reflected a fairly accurate portrayal of the coming year.

It was moved and seconded to approve the budget with the changes made to increase the buying committee expense line to \$4,000 and reduce the admin office expense line to \$550. The motion passed.

Past President's Report – Steve Wenger

The plaques and retiree gifts are ready for the awards ceremony. The educational sessions for the Mega meeting are ready and well planned. Three bonus sessions began today. James Howard gave kudos to Steve for his coordinating efforts between the Mega committee and the NCBA education committee.

Secretary/Treasurer's Report – Cathy Scott

Store membership is down from 89 to 84, though there are two new stores with Prince William Sound and Univ. of Alaska-Fairbanks Distance Learning Center. There are seven new vendors, however the count is down overall. Fifty-four store members voted in the last election, which is 65% of the membership. The revenue and expense summary was reviewed.

2007 General Meeting Committee Report – Janet Kehn

A discussion was held on what ribbons are appropriate for the name badges. It was decided that all elected officials should have a specific ribbon as opposed to the generic "board member" ribbon. Brochures for the Holiday Inn Portland Airport were distributed.

2008 General Meeting Committee Report – Bill Semmler

The meeting plans are progressing for the Coeur d' Alene Resort Hotel.

Education Committee Report – James Howard

Larry Martin will be the new education committee member, one more person is needed to complete the roster. Barbara Racine has been very helpful in filling the vacancy thus far. James is creating a notebook of schedules and duties for upcoming chairmen and will pass that to Laura Anderson as the new chairman. Last minute assignments are being made for the round table discussion leaders for the Mega. Clarification of educational sessions listed in the schedule was made. NACS is putting together an educational speakers' clearing house through recommendations from associations.

Membership Services Committee Report – Mill Shires

Mill thanked the board for the opportunity to serve and expressed his desire to be

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involved again in the future. Bill Currey and Mary Keleman have been a tremendous help in making sure the service to the association ran smoothly.

Buying Committee Report – Patty McCray-Roberts

Vendor submissions have been extended through the end of the Mega meeting. The new buying committee process results in a list of “approved” vendors for each product, rather than awarding a bid to one vendor. The committee is checking to ensure that vendors are paid members prior to allowing them to participate. Information on the accepted vendors and products will be to Ueli for web development in December, then to the membership in January. Ueli asked that all information that has been accepted to date be forwarded to him as soon as possible in order for him to get started on the web project.

Associate Representative’s Report – Georgia Benedict

Georgia expressed her enthusiasm for the experience she has had being on the board for the last three years. Jeff Ward and Ueli both thanked Georgia for her contribution and dedication.

Old Business

Ueli, Lori Cano and Scott Franz went to Alaska to present educational sessions for the Alaska stores. The response was very positive. Everyone seemed to enjoy the two days and are anxious for more. Evaluation forms asking for suggestions for future offerings were collected. A discussion was held on whether to target other under served areas rather than concentrating on Alaska.

It was moved and seconded to charge a fee for attendance in these special educational offerings, with an increase for non-members. The motion was amended after discussion to offer similar sessions next year in Alaska to NCBA member stores, then to re-evaluate the situation for the future. The amended motion passed.

Ueli was asked to find topics and form an ad hoc committee to handle the event. He will report back about the structure at the spring board meeting.

The dates for the NACS Leadership Conference have not been set yet. Laura Anderson and Lara Mann have agreed to attend.

Ueli spoke to Jon Koehler about the development of an NCBA pitch book. Jon does not think that the Store Support Committee is the group to handle this task. A discussion on the intent of the book was held with the result that a template would be developed and posted to the web so that stores could use it to put together their individual books. Cathy Scott offered that Nancy Loomis, Bill Semmler Lara Mann and herself would be willing to take on the task.

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When the proposed by-law changes were posted to the list-serve Gary Jones was the only one to respond. Both Ueli and Mill responded to his inquiry. A minor change was made to clarify the confusion of probationary membership: Article 3, Section 3: Upon submission of application and membership dues, applicants who meet the requirements of Article 3, Sections 1 and 2 are granted probationary membership for a period lasting from the date of their initial dues payment to the next renewal due date. It was decided to have the membership vote on each of the six articles with proposed changes. If the changes to alter the fiscal year are approved, dues notices sent out in June will be for an 18 month period.

A discussion was held whether to create an association historian or archivist position on the board. It was decided that if such a position were created it should be part of the membership services committee, and the person could write an article for each newsletter concerning some interesting historical association information. James agreed to write a job description and report at the next board meeting.

New Business

At this time the association database is not automatically tied to the list-serve, Ueli is working to improve the situation. A discussion was held about whether the exchange on the list-serve should be restricted in any way. Ten members unsubscribed after a very active round of non-business related submissions were posted. Mill Shires volunteered to write an article for the newsletter about the appropriate exchange of information on the list-serve so as not to alienate anyone.

The question of whether to post the financial statements on the web site was discussed. It was moved and seconded to place the financial statements to the public end of the web site. Motion carried.

The need to reprint the directory completely every year for the entire membership was discussed. Ueli will ask at the business meeting whether members want a hard copy or if a pdf file on the web site will suffice. One last full printing will be made for the 25th anniversary binder and will be given out at the next fall meeting. After that stores will be encouraged to download and print the pages from the web site. Vendors and any stores who request it will still be given hard copies. A final decision will be made after the question is asked at the business meeting.

Ueli is working to put the scholarship application form on the web site so that it can be completed and submitted on line. In this format the history of awards can easily be maintained. It was suggested that an option for full or partial “grant” be offered to help those who cannot come up with any funds to attend a meeting. Kristi Dopp and Dede Clements will be asked to write articles for the newsletter about receiving funds to attend the Mega. Ueli will revise the form and email it to the board.

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An abbreviated agenda for the business meeting was discussed, leaving time for a possible lengthy comment period of the by-law changes.

A date for the spring board meeting will be set after Barbara polls the group via email.

James will inquire of the membership if they want the minutes with the newsletter and on the web site. Mill reported he has been having a problem with electronic ads being in a format he can work with successfully for both versions (electronic and print) of the newsletter.

The meeting was adjourned at 5:45pm

Respectfully submitted,
Kristy Walker
Recording Secretary

NCBA Board Meeting
November 5, 2006
Reno, Nevada

Preliminary Reports by Committee Chairs and Executive Board Meetings

President (Ueli Stadler)

By—Laws: I rewrote the by-laws as per our discussion at the summer board meeting and, after presenting them to the board for review one more time, posted them on the website and sent them out via the listserv for general discussion. So far, only one person has replied to the listserv posting and expressed concerns about some of the changes. I will have printed copies of the changes available for distribution at the business meeting.

Southern Oregon Bookstore Tour: A year ago, the board had decided that the president ought to try to connect more with member stores (especially with stores who are not very active or are located in remote areas) and substantially increased the presidential travel budget. In early September, I did a two-day bookstore tour through Southern Oregon and visited Umpqua CC Bookstore (Roseburg), Rogue CC Bookstore (Medford), Southern Oregon University Bookstore (Ashland), Rogue CC Bookstore (Grants Pass), and Southwestern Oregon CC Bookstore (Coos Bay). Those store visits were very well received and all bookstore staff I met seemed extremely appreciative that NCBA would make the effort to seek them out and check in on them. Most stores were not very aware of what NCBA had to offer and I spent quite a bit of time showing people how to login to the website, subscribing them to the listserv, extolling the value of attending the MegaRegional and promoting the scholarship program. It appears that, as a direct result, one store (Southwestern Oregon CC) decided to both attend the Mega and to take advantage of the scholarship program. The same store also requested that we try to offer mininars in the Eugene area on a regular basis since that seems the only location they could go to for just a day trip.

Alaska Trip: On September 20-21, the first annual Alaska Bookstore meeting was attended by 25 bookstore employees from 6 different stores. Given the fact that there are only about 10 or so College book stores in Alaska, this response seemed quite impressive. The three smallest stores in attendance sent all their full time staff (4 total) and left student workers to run the stores. We offered a textbook and a general merchandise track - both were a combination of structured sessions and round-table discussions. Lori Cano from Connect2One and Pat Coile from the University of Alaska at Anchorage headed up the general merchandise track and Scott Franz from Gonzaga University was in charge of the textbook sessions. The meeting was extremely well received and every single person who filled out an evaluation form (19 such forms were returned) requested that we offer such a meeting again next year. I do think that there is a strong need for some form of education and networking opportunities in Alaska and I highly recommend that NCBA continue to play an active role in offering such opportunities. Two new Alaska stores applied for NCBA membership and there are two more (Kodiak College and Kenai College who are considering NCBA membership fairly seriously). After the meeting ended, I spent 4 days and 1300 miles visiting Prince William Sound CC, UA Fairbanks, UA Center for Distance Education (Fairbanks), and the Kenai College campuses in Soldotna and Homer. It was a wonderful trip both professionally and recreationally.

The total cost of the Alaska meeting came to \$4300 which covered all travel, food, and lodging for Scott Franz, Lori Cano, and myself. The NACS Foundation generously donated \$1200 towards this

event and Connect2One offered to donate all their expenses back to NCBA. The NCBA Executive Committee decided to use this donation towards our scholarship fund. Thus, putting on this education in Alaska ended up costing NCBA about \$2000.

Scholarships: The scholarship program was heavily promoted by various board members and we have had a very good response. So far we have received requests for 13 scholarships for about \$6500. We had originally increased the budgeted scholarship amount to \$6000 knowing that we wanted to use this program to encourage our members to attend the Mega. Thanks to the additional amount donated by Connect2One (see above), we do have enough money to support up to \$7200 in scholarships.

Newsletter Scanning Project: One of our members (although currently inactive), NAPC/Xanedu, offered to scan all our archived newsletters and organize them into a searchable library for about \$500. There may be some additional cost if the page count turns out to be higher than originally estimated, or if some unexpected complications arise. However, this cost overrun is very unlikely to be more than 20% which would still come in considerably below the \$1500 which the board had originally budgeted for this project. In sorting through all the newsletters, I realized that we seem to be missing all editions between the Spring '83 and the Fall '85 editions. If anyone has any idea who else might still have any of those newsletters, it would be most helpful to include them in this project. NAPC/Xanedu is currently in possession of our newsletters and hopes to have this project finished by the end of November.

NCBA Pitch Book: I talked to Don Beckman about the board's decision not to send anyone to WACUBO but to develop some sort of NCBA store pitch book for marketing purposes. I asked Don whether he was interested in serving on the committee which will be putting such a pitch book together. He expressed interest but wanted to more information. I was also supposed to contact the currently inactive Store Support Ad-Hoc Committee asking them to take on the task of developing such a pitch book. If they were willing to do this, they were supposed to consider meeting before the Mega starts with NCBA picking up one night's lodging and half the travel cost. Unfortunately, I completely dropped the ball on this second part. I exchanged emails with Jonathan Koehler and he expressed some (mostly unspecified) reservations about whether their ad-hoc committee would be willing and able to work on such an NCBA pitch book. He asked to discuss this in more detail with me during the Mega as some of his concerns are "a bit private".

Past-President (Steve Wenger)

Preparations have been made for all of the plaques, name plates and retiree plaques to be distributed at the Fall meeting in Reno. I have attached a list of all of those needing a plaque and the number of plates for each committee. If there is anything that needs correction please let me know so that I can take care of it quickly. We also have the gavel for Barbara coming. I will be distributing the product at the NCBA reception the evening of Tuesday, November 7th, from 6:00 to 6:45 pm with Ueli's assistance. Unfortunately, none of the three retirees we are honoring will be able to join us. Imagine, they all have better things to do like play with grandchildren, go on cruises or save money to go to Ireland and ride horses.

The education sessions for the Mega are all in place and look to be excellent. We have a great selection and high caliber sessions in both the general sessions and the breakouts, including

opportunities to take part in round tables. The author breakfast has three great authors that cover thrillers, sci-fi with a green bent and pottery. Everything is in place, the only thing we need now is a great turn out from vendors and stores, which at present appear to be a little on the low side.

As this is my last board meeting, I want to thank all of you for the opportunity to serve the NCBA. This board is such a great group to work with. I will miss our networking and working together for the good of our industry. I know that I am a better person for all of your influence.

President-Elect (Barbara Racine)

I received a number of generous donations from vendors for our 25-year celebration. We plan to hand out everything after the Business Meeting at the Mega.

Meetings Chair 2006 (Laurie Bales)

Preliminary reports look good for the Mega. Store attendees were a bit down, but the numbers are increasing weekly. The vendor numbers are down a little (192 vs. 225), but some of this could be from vendor consolidation. It will be interesting to hear the vendor comments. Since the entire show floor won't be sold out, box lunches and eating space will be available in the convention hall. (A good thing!)

Bob Anderson and I visited the Grand Sierra Resort on Tuesday, October 17 to finalize some details with GES, the decorator for the trade show, and staff from the hotel in charge of operations and catering. Despite the name change and hotel construction, everything looked fine and we were assured nothing major would impact our event.

Jeannie Andrews (Evergreen State) and Angie Clark (University of Puget Sound) have agreed to be our registration representatives at the Mega. Each association is supplying one person to be part of the team. Volunteers will be used for peak times and to assemble registration packets, etc. Stop by if you have a few minutes.

The education line up is very strong. The Mega committee has worked well with the association education committees to delegate and integrate more folks to facilitate the sessions. We'll see how this strategy works.

Mark Palmore and Stephen Hochheiser are the two vendor committee members for the trade show. They are working with Bob and T.D. from GES if vendors have any questions.

Opening night, Monday, will be held in the Bowling Alley. Nebraska Book is sponsoring the evening. 3 Drink tickets, good for soda, water, beer or wine, will be distributed. A cash bar will be available for other adult beverages. You may bring your own bowling shoes, or wear tennis shoes if you'd like. We have rented the entire alley until 9:30, then it will be reopened to the public.

University of Nevada has been a huge help in the logistics of both the 2003 and 2006 Mega. They have supplied the Fashion Show models (their cheerleaders), helped secure the trade show security and allowed us to ship items to their bookstore which they, then, delivered to the hotel. (This saves

us a delivery fee per box!) If you see Marie Stewart or Mike Leonhard, please acknowledge this contribution.

The Baker and Taylor tour on Wednesday night is sold out! The bus will leave from the South Entrance (in the lobby at the opposite end from the shuttle drop.)

The free airport shuttle leaves the airport every 30 minutes – on the quarter til and quarter after the hour. It leaves the hotel on the hour and the ½ hour. Watch carefully for it, it is white and the lettering very subtle – especially compared to some of the others. (I almost missed it.)

Thanks for such great support from the Board. NCBA really is showing strong!

Meetings Chair 2007 (Janet Kehn)

I called the hotel and they said they don't really need to meet with me until May or June. I will be bringing brochures on the hotel to the MEGA with me so that we can give them out at the registration table or during the trade show. Again the hotel rate will be \$74.00 per night. I do have rooms blocked from Monday 10/21/07 thru Thursday 10/25/07 for the board and for those who need to come early or stay late.

Education Chair (James Howard)

MEGA is a comin' MEGA is a comin' MEGA is a comin'

And that pretty much sums up what the Ed. Committee has be up to since last you tuned in. Currently we still have a few slots needed to fill on the “roundtable moments” which occurs after each session. Hopefully by the time you are reading this we have the final 4 topics assigned.

Other responsibilities of the Mega for the NCBA Ed. Committee primarily revolve around the one breakout session room that we will be assigned to. We will be responsible for distributing and picking up the evaluations after each session in our room. I've touched base with most of the presenters that NCBA arranged. All seems okay and is a go as well as I can determine.

There may be additional responsibilities that arise from the Mega Board in an “as needed” basis. We should be able to adapt as necessary.

A new Education Committee member has been added. Larry Martin has agreed to slip into the number 2 spot after Laura Anderson. We all are excited to have Larry on board...er... and... um... and the actual Board too of course. We are still short one person to fill out this 3-person committee. Again, hopefully, by the time of the Mega I will be able to announce this additional person.

The Education Chair Responsibilities information is coming along. Nothing is finalized as of yet... but who knows, this too may present itself at the Mega meeting.

Membership Services Chair (Mill Shires)

An electronic update to the Membership Directory was sent out in July. In September Bill Currey added/inserted and reprinted hard copy Directories for new members and sent them to me (Membership Services Chair) for distribution.

Since July, 7 new vendors and 2 bookstores joined NCBA.

The NCBA newsletter was sent out early October. The Board had recommended that minutes be included in the newsletter, so with both the spring and summer minutes, and the constitutional changes proposals, the newsletter was 24 pages long.

On the website, ongoing improvements are being made (adding email fields to all forms, making “product lines” a required field in new member applications, expand the download functions, creating an online form for scholarship applications to retain a history of all applications, etc). At the same time, three larger projects are in the works listed below in the order of their priority:

- 1) preliminary work has been done to allow for a searchable online display of our buying group bid winners and their products when they are announced in early January
- 2) research into the feasibility and developing a strategy for implementation to create an online Master Textbook List
- 3) a total rewrite of the meeting and mininar registration module.

Erik Gorka has not submitted an invoice in quite a while. He felt that he has not made enough progress on some of the projects to justify being paid. However, he will submit a fairly sizeable one before too long.

Buying Committee Chair (Patty Osborne)

I’m sorry I’ll miss all the fun in Reno. My department has our own arts material trade show at our bookstore on Nov 8th and 9th (of course!).

The buying group met in Spokane October 16th and 17th. Present were May Jolly, Steve Wenger, Rodger Boothman, Patty McCray- Roberts, Patty Osborne and special guest Bill Semmler. First , we went over the the steps and timeline of the buying process. We then went over the bids that we had gotten thus far. We had some vendors that didn’t get their bids back in time due to some different reasons. I told them I would accept bids through the week after the mega. This was the first year we didn’t have the vendors send samples and it seemed to work out okay. Thanks for the opportunity of working with all of you. It was a great experience..

Textbook Ad-Hoc Committee Chair (Larry Martin)

The committee originally met August 1st, 2006, at Reed College and was brought together to address the question of how college bookstores can remain a viable part of the industry.

In attendance: Larry Martin – U of Idaho, James Howard - OSU, Bill Currey - Reed, Scott Franz - Gonzaga, Gary Jones –Green River, Kristy Walker - Follett, Patrick Bak - NBC, Trent Ellis - Wiley, Mickey Lane - Thomson, Kent Brewster - Tichenor, Ueli Stadler – Reed

While we discussed many issues mostly as they related to declining textbook sales, in the end our group identified the following areas/topics for future work:

1. Reviving the MTL (Master Textbook List) in digital format, available on the website.
2. New & different Pricing Strategies.
3. Sell Through and Marketing Strategies.
4. Digital delivery options.

We formed the following three sub-committees to explore and bring back new information and ideas for NCBA's education committee and thus share with the membership:

1. NCBA MTL: Ueli Sadler – Chair, Gary Jones, and Bill Currey.
2. Marketing & Sell-through: James Howard – Chair, Kristy Walker, Trent Ellis, Mickey Lane, Patrick Bak.
3. Pricing and Digital Delivery: Scott Franz – Chair, Larry Martin, Bill Currey, and Trent Ellis.

We decided to meet at the Mega and have set up a meeting for Wednesday from 5-7ish. Betsy Fielding had to withdraw from the group and Ginna Bennett from Mt Hood CC and Tina Hansen from Spokane Community Colleges promptly volunteered to replace her. We'll merge them into the sub-committee of their choice at the Mega.