

**Northwest College Bookstore Association
Spring Board Meeting
April 30 – May 1, 2007**

Attendance: Barbara Racine, Laura Anderson, Rodger Boothman, Jeff Ward, James Howard, Cathy Scott, Larry Martin, Ueli Stadler, Janet Kehn, Laurie Bales, Lori, Cano, Patty McCray-Roberts, Bill Semmler, and Kristi Dopp.

President Barbara Racine called the meeting to order at 12:23 p.m. at the Hilton Garden Inn in Spokane, Washington. She welcomed everyone and made some housekeeping announcements. She thanked Connect2One for donating the cost of Lori Cano's room.

The minutes of the previous meeting were approved as emailed.

President-Elect's Report/Mega Regional Committee Final Report – Laurie Bales

The committee produced a Mega summary book, outlining all documents, contracts, logistics, marketing, and the calendar used in planning and carrying out the conference. The book was sent to all associations. Everyone thanked Ueli for putting the photo slideshow of the Mega on the NCBA website. Laurie reported the final store attendance and financial distribution from the mega as follows:

Association	# of stores attended	% of whole
CACS	69	41.32%
NCBA	58	34.73%
RMSBA	15.5 (1 store co-member)	9.28%
SWCBA	24.5 (1 store co-member)	14.67%
<i>Total stores</i>	<i>167</i>	<i>100%</i>

The total distribution for the NCBA was just over \$46,000.00!

Per the contract, there is still a total of \$10,000 seed money in the account; consensus is to keep our \$2500 portion there. Laurie attended an organizational meeting with 2 members of each association present to discuss the future of the Mega; there was a great deal of discussion and debate about where the next Mega should be held in order to draw the greatest participation from all associations (and satisfy all constituents). Consequently, the board formed an exploratory ad-hoc committee (including Barbara, Lori, Laurie, and Lara Mann) in order to discuss and recommend locations for all future Mega meetings. After much discussion, the board agreed to recommend Nevada as the site for 2009; Barbara will communicate this to CACS. There was some discussion about posting the financial results on the NCBA website, and it was agreed that the NCBA financial information (percentages, not dollar amounts) and the number of stores who attended as compared to the total number of member stores will be included in the newsletter, as well as in a listserve email.

2007 General Meeting Report – Janet Kehn

The location of the meeting is the Holiday Inn at the Portland Airport. The dates are October 23 – 25. The theme of the meeting is PIRATES. Janet will also recognize NCBA's 25th anniversary with the phrase "25 Pieces of Silver." Registration packets will be sent out in August.

2008 General Meeting Report – Bill Semmler

The Fall 2008 meeting will be at the Couer d'Alene Resort; the dates are October 21 – 23. Bill recommended that the board break tradition: instead of having the summer board meeting at the Fall meeting site, we should have our spring meeting there. This will be more fiscally responsible because of off-season rates. Dates suggested are April 17 – 18 or April 24 – 25; Bill will propose these dates to the resort and report back to the board.

Education Committee Report – Laura Anderson

Mininars will most likely be conducted in August. Suggested themes for text sessions include navigating Amazon; competing with online venues; creating and using an NCBA master text list. Laura and her staff are working with Lara Mann to develop a general merchandise session on the topic of merchandising/displays and events. The theme for the Fall Meeting educational program is sustainability; there was a lot of brainstorming about all the types of sessions that will fit this theme. A tentative schedule of events should be in place by July, so that store directors can determine who from their stores should attend the meeting.

Membership Report – James Howard

James raised newsletter advertising rates to \$100 for a full-page, \$75 for a half-page, and \$50 for a quarter-page. There are two ads for the upcoming newsletter; James thinks they will offset the cost of printing. Bill Currey has completed and distributed the hard copy of the NCBA directory. A 25th Anniversary version will be printed and distributed at the Fall Meeting, and that is the last time print copies will be automatically distributed to store members (vendor members will still receive print copies). From that point on, a PDF copy will be available online. The 25th Anniversary directory will have a special binder/design and will include photos and special inserts (such as a Past Presidents list); both Laura and Laurie have ideas about potential designers. Patty would like a "pitch pamphlet" that can be given to stores to pass along to new vendors; James will work on creating one. Ueli is making progress on the website, as outlined in his preliminary report.

Buying Committee Report – Patty McCray-Roberts

The Buying Committee will meeting at the conclusion of the board meeting, so there will be no summer meeting. The committee will work on fine-tuning the searchable bid awards guide online, as well as creating step-by-step instructions for its use (Ueli will help). They will also determine the best way to define and communicate the new bid procedure—online submissions using a template we create—to vendors. There was a question as to how manufacturers can bid: do they need to be members, or can their sales representative, as a member, submit a bid on their behalf? Rodger will ensure that this is discussed in the Buying Committee meeting, and then report back to the board. There

was some discussion about tracking the use and success of the new online buying module; James suggested that going forward, survey results can show if it is of value.

Associate Representatives' Reports – Jeff Ward and Lori Cano

Nothing to report.

President's Report – Barbara Racine

The board has made a \$100 contribution to the Pancreatic Cancer Action Network in honor of Marcy Crouser from Edmonds Community College.

Past President's Report – Ueli Stadler

An Alaska stores meeting will likely take place in September; Ueli has several volunteers who will help with the setup. A few vendors heard about the tentative meeting and are interested in participating in a mini trade show. The final version of the Bylaws is ready to put to a vote, probably in late May. Stores will vote for each article separately; Ueli will see if there's a way to ensure that each voter submits a vote for each article. The newsletter archive scanning is complete; the cost was only a little over \$400. At this time it is not searchable, but because the company said the archive would have that capability, Ueli will follow up. Ueli extended his thanks to Laurie for all she does for NCBA.

Treasurer's Report – Cathy Scott

Cathy's computer is injured, so she cannot provide complete financials. Estimates: the checking account balance is around \$40,000, and the money market balance is around \$100,000.

Ad hoc Textbook Committee Report – Larry Martin

Ueli updated the board on the Master Textbook List (MTL), which should be available by mid to late May. He met with Scott Franz from Gonzaga University to discuss Alloken. Ueli described Alloken's current project (a way to manage marketplace textbook acquisitions for college bookstores) to the board and how it might work in conjunction with the MTL. There was some discussion about Alloken's status as a private, for-profit (albeit minimal profit) company and whether or not such a partnership would align with NCBA's mission. Larry described the best practices compendium, expecting it to be available on the NCBA website in late May. There was discussion about the future of the ad hoc textbook committee, and Barbara expressed a desire for the committee's work to continue. Larry plans to hold another committee meeting at the next board meeting. Barbara spoke briefly about the Durbin senate bill. James and Laurie provided a tag-team report of the ACSFA Textbook Hearing held in Portland on April 13. Overall, the northwest was very well represented at this, the third and final national hearing. James will include information in the upcoming newsletter summarizing the main talking points of the hearing.

Special Projects

Upon request by ICBA's Stacy Waymire, Ueli emailed a copy of the PowerPoint presentation and an attendee list of last year's Pitch Book mininar to all institutional NCBA Bookstores. However, it is understood that the Pitch Book template itself will be

available to ICBA members only; we do not want to encroach on ICBA by offering its use to NCBA stores who may not be ICBA members. Cathy (along with the previous volunteer, Lara Mann) will work on the NCBA Pitch book project, time permitting.

Meeting adjourned for the day at 4:51 p.m., and reconvened at 8:15 a.m. May 1.

Old Business

Lori mentioned that Mark Palmore of Connect2One makes the company's templates and tools available to all college bookstores, regardless of membership status.

Bill volunteered to represent NCBA at the Montana meeting in Helena on July 19 – 20.

Ueli used an overhead projector for an NCBA website show-and-tell: he gave a slide show of the Mega photos, as well as an overview of the new homepage setup, a quick tutorial on customizing and downloading an email address list of NCBA members, and a demo of the new online bid search process.

It was determined that the board will purchase insurance coverage for 10 board members. Cathy will survey the other regional associations' coverage and determine how much coverage NCBA members require in today's marketplace. It is time to pay dues. There was a brief discussion about billing with the change in the fiscal year, and it was determined that the upcoming dues will reflect 1 ½ years of membership payment due.

Lara Mann and Larry Martin will attend the NACS Leadership Conference.

New Business

There was a brief follow-up discussion regarding the question of a minimum-balance requirement in the money market account (the question was raised at the fall business meeting), which led to discussion about event cancellation and insurance. It was decided that the current "cushion" amount in the account is appropriate. However, after Bill shared the cancellation clause in the current contract for the Fall 2008 meeting, it was determined that insurance will be highly desirable. Cathy will look into insurance for the Fall 2008 meeting.

There was a question as to whether a summer board meeting is necessary. It was decided that there will be no summer meeting; instead, Janet, Jeff, Lori, Barbara, Laura, and Ueli will take on the task of evaluating the Fall 2007 meeting site in Portland.

Mill Shires had suggested via email the possibility of NCBA creating a lending library of educational materials for use by NBCA members. After some discussion about the logistics, practicality and cost, as well as the opinion that NCBA is already meeting this need in some fashion (via mininars, and so forth), it was suggested that the Best Practices Compendium include a list of training materials. That way, stores who own certain materials (particularly the more expensive items) and are willing to loan them out can do so, without NCBA having to manage an inventory of materials. Larry will add this list to the Best Practices Compendium webpage.

The NACS Foundation has solicited an additional donation in honor of their 25th anniversary. It was noted that NCBA signed a 10-year, \$1000-per-year pledge several years ago. It was moved and seconded to make an additional \$1000 donation, and after discussion, the motion was amended to a total anniversary year donation of \$2500, “in honor of NCBA’s 25th anniversary.” The motion carried.

Barbara passed the NACS Facilitator-led Programs concept to the Education Committee to consider.

Ueli made a motion to abolish the outgoing President’s gift tradition. Barbara seconded. The motion passed.

Laurie raised the question of whether the board needs guidelines for memorial gifts and recognition. It was determined that the best guidelines are common sense and compassion, and that there is a line item in the budget for honoraria. Bill noted that if there is a retiree in a store, James can print the information in the newsletter, and the retiree’s name also will be read at the annual meeting. Cathy suggested a “welcome” column for new employees, which James will include in the newsletter as well.

The meeting was adjourned at 10:45 a.m.

Respectfully submitted,
Kristi Dopp
Recording Secretary

Addendum – Preliminary Board Reports

Recording Secretary’s note: For completeness sake, I am adding the preliminary board reports which the various chair persons submitted ahead of the meeting. The board has used these reports to avoid using up time simply for recounting the various achievements and, instead, preserving that time for topics which need consideration and discussion among the board members. Thus, several of the reports in the above minutes were fairly short because much of the content had already been provided in the following preliminary board reports.

Preliminary Reports by Committee Chairs and Executive Board Members

Past President (Ueli Stadler)

I am don't have any specific Past President issues to report - maybe I should go back and read the job description to make sure I am not falling down on any of my responsibilities. However, there are some left-over projects from last year which I have been working on:

- Second Annual Alaska Bookstore Meeting: I polled last year's attendees about the preferred location and date for such a meeting and late September in Anchorage seems to work best for a majority of the respondents. I have several names of people who expressed interest in helping organizing the 2007 meeting but we have not started any detailed discussions about format, topics, entertainment, etc. In a recent discussion with D&H, they expressed a strong interest in participating in a "mini trade show" at this meeting.
- By-Laws: After many email exchanges with Marc Fleischaker and feedback from the board, I got a good sense of the final version of our by-law changes to be presented to the membership. Unfortunately, I got side-tracked and have not yet created the online ballot so the membership can vote on the various articles we are proposing to change. However, I will do my best to have this project completed before the board meeting so we can get the voting started. By the time you all read this report, you will hopefully have received an email from me asking you to review the electronic ballot and do some test voting to make sure it all works.

Newsletter Archive: NAPC/Xanadu scanned all old newsletters and created a DVD with a newsletter library. Erik Gorka, our web programmer, is now working on creating the online version of that library and it should be available to the membership before too long.

Meetings Chair 2008 (Bill Semmler)

My report is short. The CdA resort is ready for us next year. All appears to be going fine. If we want a Board meeting at the resort in July of 2008, they may or may not be able to accommodate us. I have been given a couple of possible dates still available. Or, we could meet there in Spring 2008 when it is not as busy for them (more off-season). I would like to discuss this with the board at next week's meeting.

Membership Services Chair (James Howard)

Things are going well... although honestly I (as Chair) am still getting my bearings with all the responsibilities inherent with my position and the various committee members. Thankfully the Membership Services Committee has some fantastic, dedicated and extremely competent members - Ueli Stadler, Bill Curry, Mary Kelemen, and Kristi Dopp. Yeh team!!

Newsletter: (James)

I got the Winter issue out in January. I had to utilize an off campus provider to keep the overall costs for production and mailing manageable. I'll keep my options open in case I can find another outfit with lower costs. Currently however, I am very pleased with the copy center doing the work for us.

The Spring issue is coming together and should be out in May. I have solicited articles from various people and have received positive feedback. My hope is that along with reporting Board business I can incorporate reports/essays/musing etc solicited from our membership that will make the newsletter not only our organization's document but also a community of colleagues' document. We'll see.

I do have 2 advertisements lined up for this upcoming issue.

New Member Welcome Packet: (James)

I am currently working on a new member welcome packet. I asked my fellow committee members (& past members) and it seemed that this is one area that we may not have executed well. My plan is to have letters welcoming a new member (store & vendor) that outlines briefly the benefits of NCBA membership. I'll have an additional letter for vendors that talk about the newsletter and advertising opportunities.

This is all in process right now and I will hopefully have something more definite to share before our next meeting.

Website: (Ueli)

In January, the new online bid award module went live. After some initial start-up problems, the bugs got worked out and it all seems to run quite smoothly now. Once that was completed, Erik Gorka and Ueli Stadler started working on "Version III" of our website with a completion date set for June 2007. Some of the changes are behind-the-scenes administrative improvements while others will be quite noticeable by our members:

- For starters, the main home page has been totally revamped to give it a cleaner look while maintaining some continuity of the feel of the old home page. This page also includes the capability for slide shows and is currently set to display pictures from the 2006 MegaRegional. It will be quite easy to switch out those pictures and feature any kind of theme we want. Check it out and let us know at the board meeting if you have any suggestions or if you found some bugs. Special thanks to Bill Currey who did most of the work on this page.
- Another new item is our financial page where we now allow people to see our budgets and year-end numbers, as was decided at the Fall board meeting. We may want to create specific documents to be posted online but for now we are simply showing some of the more recent financials.

The following items are either close to completion or will be done between now and June:

- Registration Module: This is building on our previous electronic registration module but will be more user-friendly both for meeting organizers and for the meeting attendees. In addition to making the database more flexible for meeting organizers to edit, we also built in better notification functions to let organizers, the treasurer, vendor representatives, mininar hosts, etc know whenever new registrations are submitted. The meeting attendees will be able to view and download more easily who else is attending. This should be finished within a few days and we ought to be able to use it for this year's mininars.
- Newsletter Archives: NAPC/Xandedu finished scanning our entire newsletter and created a digital library that they sent us on a couple of DVDs (it ended up costing only a good \$400). This library is now being transferred into a searchable online format.
- Automated Password Help: Rather than simply providing an email address for people to inquire what their password is, we are working on a system that will allow you to retrieve your password in a secure fashion without any human intervention. The current system proved at times to be ineffective, especially when the "password provider" was on vacation and the user did not get a reply for days.
- Some substantial improvements will be made to our survey module. Most changes will affect how the surveys are being set up behind the scenes but we are also planning on giving the survey takers immediate access to the aggregate survey results

In addition to these various "big" projects, we are working on fine-tuning and improving various existing functions.

Directory: (Bill) {*Bill & I had a discussion regarding the efficiency of handling new member information – hence his initial comments*}

My thought at this point is simply to continue having a single person set up a new member in the on-line database with all associated information for staff or vendor reps. Mary Kellerman is the person doing this now, and this seems to be the way to go. This way we can reasonably conclude that all information will be in the database once a new member is created in the NCBA on-line database.

The on-line database has been revised so that when a new person is added to the database and indicates that they want to be on the listserve I will receive an email to subscribe them.

Also, when a person is removed from the database I get an email to unsubscribe them from the listserve.

Buying Committee Chair (Patty McCray-Roberts)

The Buying Committee is meeting Tuesday 5/1 following the Board meeting. This meeting will replace the meeting traditionally scheduled during the Summer. We will be discussing and formulating the information distributed to each buyer on the new buying committee recommendation procedures as well as a how-to guide for accessing the information on the website. We will also begin the discussion phase for redesigning the information sent out to the vendor partners and once we develop the framework, will continue to finalize the information via emails. Not only am I hoping to accomplish these two things, but to use the information gathered to include a instructional article for the NCBA newsletter in May.

Textbook Ad hoc Committee Chair (Larry Martin)

Not much to report from the Textbook Adhoc Committee except what Ueli forwarded me and James about the time-tables for getting the website ready for posting lists and best practices below:

Master Textbook List (Ueli): Each bookstore will be able to upload booklists for specific semesters as well as overstock (dead book) lists. The upload function is modeled after the Bid Award upload so most of the programming is already done. For the "end-users", in addition to having easy ways of checking who else is using certain books whenever we desperately need a few extra copies, we are hoping to facilitate for bookstores to start using each other as sources for books and to keep dead stock out of the market place by selling it to each other. To really take advantage of this functionality, we probably ought to open this up beyond just our association and allow any college store to post and search the list. Expected completion date is May 15.

Best Practices Compendium (Ueli): The "marketing sub-committee" of the Textbook Ad-hoc Committee suggested a web page where members can post their marketing, promotional, sell-through, faculty-communication, and other success stories. It will also allow for uploading supporting forms and documents (fliers, questionnaires, pictures, etc) - but probably only as pdf files. Expected completion date is May 30.