

**Northwest College Bookstore Association  
Spring Board Meeting  
April 28-29, 2008**

Attendance: Laurie Bales, Barbara Racine, Eric Oleson, Larry Martin, James Howard, Ueli Stadler, Lori Cano, Cathy Scott, Corey Weber, Bill Semmler, Rodger Boothman, and Kristi Dopp.

President Laurie Bales called the meeting to order at 12:30 p.m. at the Oxford Suites in Spokane Valley, Washington. She thanked everyone for attending, welcomed new board member Corey Weber, and made some housekeeping announcements.

The minutes of the previous meeting were approved as emailed.

**Presidential Suite Reports**

Laurie Bales: no report.

Barbara Racine: no report.

Eric Oleson: no report.

**Secretary-Treasurer's Report — Cathy Scott**

There are fifteen new associate members, for a total of 102. There are three new store members, for a total of 89. Cathy handed out a revenue and expense summary, noting that the expenses from the recent Alaska meeting were not included; it was decided that they will go into the Mini-Nars category. A look at Fall 2007 Meeting revenues and expenses followed. The newly added, reduced-price tier for an additional trade show vendor representative attendee generated some discussion, the general opinion being that while it may result in lower overall revenues, it is a great value to our vendor partners, as well as an incentive for higher vendor attendance (depending on the location of the meeting and show). Ueli agreed to compile data from previous fall meetings in order to provide trend information for future analysis.

**2008 General Meeting Report — Bill Semmler**

The meeting broke at 1:30, and the Board shuttled to the Coeur d'Alene Resort (location of the Fall 2008 Meeting) for a site tour arranged by Bill.

The meeting reconvened at 3:55 p.m.

**Education Committee Report — Larry Martin**

Larry reported on possible mini-nar topics for the summer. Dave Holcomb is open to presenting "Creating Your Store's Future." Ueli reported that at the Alaska meeting, the topic was very well-received. Several target dates and locations were proposed for summer. The other topic, Loss and Crime Prevention, was tabled in order to prevent diluting the audience for Dave Holcomb's mini-nar.

Larry reviewed education possibilities for the Fall 2008 Meeting, and after much discussion, the Board developed a schedule for the 3-day event. The business meeting

likely will take place Thursday morning. It was recommended that registration be available electronically only.

The meeting was adjourned at 5:10 p.m., and reconvened at 8:35 a.m. April 29.

### **Membership Services Report — James Howard**

James reported that the next newsletter will go out in early May. The change in advertising fees seems to have resulted in more advertising. There was some discussion about what format (PDF or “click-driven”) for the newsletter is preferred, with consensus in favor of PDF.

Online survey response has been strong so far; feedback about the length and easy of use is quite positive. James thanked Ueli for all of his work getting the surveys up and running. James is accepting future survey topic requests.

The new membership categories—Professional and Retiree—were discussed. Ueli reviewed the definitions of each, and will add the definitions to the website.

Ueli conducted a survey of vendors and determined that there is no longer an overwhelming need for hard-copy NCBA Directories. Therefore, in the future, the directory will only be available online, and the new membership form will offer a print copy available for purchase at \$25. It was pointed out that it is important for each store to maintain member information on the website.

### **Buying Committee Report — Rodger Boothman**

Solicitation for bids will be going out late this summer, so bid awards can be determined at the fall meeting. The Buying Committee will meet via conference call this summer in order to transfer historical information and name committee members.

### **Member Services Administrator Report — Ueli Stadler**

Ueli presented a quote for Directors and Officers insurance. The Board must have in place an anti-harassment policy and an anti-discrimination policy in order to be insured; Eric will develop these policies for the NCBA. Ueli will secure another quote for purposes of comparison.

Ueli conducted a brief survey of former vendor representative board members regarding a change in the number of vendor representatives serving on the Board, and the results were in favor of 3 associate Board members. The fact that this would necessitate a bylaws change led to a larger discussion of the need for other bylaw changes. It was recommended that the bylaws be examined at this time in order to determine what else might be changed (such as obsolete terminology, fiscal year changes, and so on); Eric and Ueli have agreed to work on this project for coverage at the summer Board meeting.

Ueli conducted “show and tell” to share two major new website functions under development: the Master Textbook List, and the Marketing Compendium. Board members will “test drive” the MTL and report issues back to Ueli before it is opened up

for use by the general membership. Ueli requested ideas from the Board for the Marketing Compendium. Other website projects under consideration include revamping the overall look and feel of the website, and creating an online calendar of NCBA-related events and timelines.

Ueli provided a short recap of the Alaska meeting, which was well-attended and universally well-received.

### **Associate Representatives Report — Lori Cano**

There was a discussion about Associate Representatives' responsibilities as Board Members: they organize the trade show for the annual (fall) meeting, and they connect stores to vendors. Cathy suggested that when local vendors attend the trade show, they should be encouraged by local stores and vendor representatives to join the association. Eric suggested that vendor associates might play a role in soliciting advertising for the newsletter.

Lori has agreed to represent NCBA at the Montana meeting, as it is an event she usually attends.

### **Old Business**

Barbara Racine reported that Mega 2009 will take place at the South Point Hotel and Casino in Las Vegas, October 26-30. This event will result in lower revenue due to higher costs. Debbie Cleveland has replaced James Howard as the second NCBA Mega committee representative.

Barbara also reported that the fall Meeting 2010 will take place in Tacoma in late October. Barbara Racine, Kristi Dopp, and Debbie Olsen will manage the meeting logistics.

Eric will attend this year's NACS leadership conference. NCBA's second attendee will be determined shortly based on the meetings chair rotation.

James and Eric reported the Ad hoc committee's findings on the paid website position: the recommendation is to pursue a paid position; therefore the proposal will be presented to NCBA membership. The position will report to the Member Services Chair. Laurie requested that the ad hoc committee develop a job description, including the prioritization of responsibilities and the hours needed to accomplish tasks; the committee will report at the summer Board meeting. A motion was made to extend the current contract position (held by Ueli) through the end of the fiscal year, and to increase the stipend by \$5,000, not to exceed \$15,000. The motion carried.

### **New Business**

Ueli has been approached by a representative from the Michigan Association of College Stores, who expressed interest in buying our website as a "package" version. Ueli has calculated certain cost elements, including approximately \$800 for technical migration and \$500 for user training and support. The third pricing component would represent a

portion of our total costs in website development to date (roughly \$16,000). Ueli's request for feedback about pricing generated extensive discussion, including the concept of value, the handling of future enhancements, issues of copyright, liability, and other considerations of going into business in this fashion. A motion was made to propose a total "as-is" product cost of \$5,300, with other modules available for purchase as they are developed. The motion carried.

NCBA's Legislative Liaisons are Ken Brown (OR), Gary Jones (WA), Larry Martin (ID), and Tamah Haynes and Allesandra Abranczyk (AK).

The Board discussed a possible endorsement of the Used Textbook Association, and declined to do so at this time.

Vendor retirees will be recognized, along with our member retirees, at the Fall 2008 Meeting awards lunch.

There was a short discussion about how the Association can assist stores who are vulnerable to being leased. Ueli proposed that NCBA make the defense of institutional stores a part of its operational mission, and that such a change might necessitate a bylaws revision. Eric mentioned that anyone who can should attend NACAS and NACUBO conferences in order to present the institutionally-owned store point of view; attendees could also see first hand how campus administrators are lobbied by leasers. Eric has proposed a presentation at NACAS this year outlining institutional success stories: stores that remained institutionally operated after considering leasing.

The Summer Board Meeting will be held July 24-25 at the Hawthorn Suites in Kent, Washington.

The meeting was adjourned at 1:00 p.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.*

### **Past President**

No report

### **Mega Committee**

The 2009 Mega will be held at the South Point Hotel and Casino in Las Vegas, October 26-30. Participation regional associations are NCBA, CACS, SWCBA, and Mountain States. Rocky Mountain chose not to join this time although they anticipate many of their members attending.

Room rates will be \$89 Sun-Thurs and \$139 Fri-Sat. The meeting rooms are well away from the casino so there will be no smoke issues. They are “tastefully” done with no flashing lights or mirrors! The hotel has a bowling alley and a movie theatre.

Although the hotel is on Las Vegas Blvd, it is south of the airport about 8 miles. We won't have too much of an attrition problem with folks popping out to the Strip as it takes some effort to get there.

Debbie Cleveland has replaced James Howard as the 2<sup>nd</sup> NCBA committee person. We will have our 2<sup>nd</sup> group meeting in June when we hope to nail down the theme, a budget, etc.

### **Meetings 2010**

We have a proposal to consider from the Hotel Murano (formerly the Sheraton) in Tacoma. Hopefully, you've had a chance to go to their website to check out the amazing remodel. I encourage us to consider this proposal as I think our members will be very impressed by the fabulous artwork and the very nice rooms. The room rate for a King Deluxe would be \$139. I did send RFP's to both the Westin and the Sheraton in Seattle just to have some options. However, after sending RFPs twice, I have not heard back from them. I also sent an RFP to the Seattle Visitor and Convention Bureau. They will send it out to a number of places and I will try to have everything compiled by the Summer Board Meeting (if we don't have one, I'll email everyone the best proposals). The dates for the 2010 meeting are October 25-30.

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### **EDUCATION COMMITTEE REPORT**

Possible Mini-Nars:

1. Creating your Store's Future – Nacs seminar, I contacted Dave Holcomb last week about facilitating.. maybe two – one on either side of the mountains? No

response yet, but I expect I will find out next week or thereabouts. I'm interested in hearing who might host these mini-nars?

### Creating Your Store's Future

Changes are happening throughout our industry - do you have a plan to secure your store's success? What are the issues facing your store? What should you be doing to understand and address these issues? What will your store sell and how will you serve your campus?

In this highly interactive program, we will use an "Open Space" methodology to create our agenda, so it will be based on what you want to pursue. We will engage in strategic discussions that explore the future of college stores, and work in breakout sessions to develop strategies and solutions for future success. You will leave with the first phase of a customized action plan for your store.

Come ready to participate. Come ready to create!

2. Washington State Crime Prevention Association – I've contacted them about possible sessions maybe on either side of the state. I think they have contacts with local law enforcement officers who will come and do workshops/presentations. No final response yet, but I should know shortly. I am interested in hearing who might host?

I've asked for a focus on preventing shoplifting, knowing the law when dealing with shoplifters, and "best practices" when confronting and dealing with shoplifters.

Cost – I don't think they charge unless there is some extended travel for one of their presenters.

So here's what we have so far for the annual meeting:

1. Tuesday 1pm Keynote speaker = Joe Heuer –**If quality determines Customer Loyalty, how could you possibly explain Dominos Pizza?** Based on his critically acclaimed book by the same title, Joe demystifies the process of creating Customer Loyalty by answering that question. In this entertaining and inspiring program, you'll learn the simple universal principles that will not only inspire your Customers to keep coming back, but will encourage them to sing your praises to the world. Joe also explores the myths about Customer satisfaction that you need to understand in order to thrive in today's and tomorrow's marketplace. Learn to leave your competitors behind while you create a new category of one. This is a presentation for any organization that wants to make the quantum leap from Customer satisfaction to Customer loyalty.

Cost = \$3000 plus travel & lodging. \$2000 paid upfront already.

2. Tuesday, 1:30 – 3pm open right now. This could be the Cold Water Creek presentation, but so far I'm not having any luck. I contacted them again last week. It could also be a session of facilitated round tables.

Cost = I offered modest honorarium and travel expenses for the Cold Water Creek presentation should we get one.

Wednesday, 7:30 am Author Breakfast: Aryn Kyle, author of “God of Animals”. A breathtaking debut novel about a girl growing up amid a dying way of life on a horse ranch in small-town Colorado, *The God of Animals* beautifully captures familiar themes of the West: families, horses, love, death, class and weather. As novelist Andrew Sean Greer says, it's "a perfect read." Winner of a PNBA book award.

Cost = I offered a modest honorarium if she would be “off” the book tour for her publisher. She responded that she would not be on tour for her publisher but would love to speak at our author breakfast as it was fairly to Missoula, her home, but as is often the case with authors didn't mention the honorarium. So, I expect travel expenses, one night's lodging...and, maybe we could offer \$250-\$500?

#### Thursday, Concurrent ( ? ) Education Sessions

##### 1. Mark R. Nelson, Ph.D., MBA Digital Content Strategist NACS

###### Navigating the Transition to Digital

New developments in the area of digital content delivery appear to occur almost daily now. As we move further into the transition period from print to digital the future of course materials and the business models to support them are becoming clearer. This session will cover some of the latest developments, and provide stores with some ideas, tools, and insights to take advantage of the business opportunities the transition to digital has to offer.

Cost = travel and lodging (usual offer anyway)

##### 2. Used Textbook Association Presentation

**Session Details:** This session will provide an overview of the Used Textbook Association Research Project, released in April 2008. The presentation will recap the research; reveal the results; and explain how these impact the national discussion of textbook affordability. The presentation will also offer practical insight into expanding awareness among faculty, and students on the value of re-using textbooks.

**Presenters:** This session will be co-presented by a member of the Used Textbooks Association and a bookstore manager. This partnership merges the strengths of issues and research, with real-world examples of application.

Cost = travel and lodging (usual offer anyway)

##### 3. Nebraska Book Adoptions presentation:

**Learning Outcomes:**

At the end of the session, bookstore personnel will be able to:

- Leverage benchmark data to greater enhance their position as the textbook trends expert.
- Executive a five point plan to easily drive more timely adoptions.
- Implement a simple four step process to build more traffic at the book buy.

**Format:** The presentation will be educational; no promotion of Nebraska Book Company products and services. It will feature industry trend data and highlight proven industry examples of successful programs to build timely adoptions and build better book buys.

**Speakers:**

The session will be presented by a senior Nebraska Book Company representative partnering with a bookstore manager from the region. It will be a combined presentation utilizing the insight and knowledge of both parties.

Cost = travel and lodging (usual offer anyway)

4. Martin Seidenfeld, Ph.D., Clinical Psychologist.

Martin is better known as “Doc Marty” and offers a number of possible topics for his presentations and workshops. I’ve attached descriptions for you and would like some input on which to ask him to present. Initially, I’ve talked with him about speaking on two different topics in the concurrent format that we normally use. So, he’d do one topic in the morning and another in the afternoon. <http://www.docmartyseminars.com/> .

Cost = \$1200 for doing two session, travel and lodging.

5. Possibly one more single session in the afternoon? This could be the facilitated round tables or maybe a session recounting unsuccessful lease bids in our area – Scott Franz and others from Gonzaga and perhaps myself and others from the UI Bookstore if we survive (we’re supposed to know next week – Wednesday or so?)

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### **Membership Committee Chair report**

**Newsletter:** A revised pricing schedule went out to vendors at the start of the year detailing the reduction of advertising rates. The response seems to have been positive considering that we have possibly 3 ads for this issue – last year we only averaged one per issue.

The new rates are \$75 for full page, \$50 for half page, \$25 for quarter page. This is a reduction of \$25 per option compared to the previous pricing.

As discussed at the Fall meeting, the newsletter from here out will only be available via the website. We did one final hard-copy newsletter following the Fall meeting as agreed upon at the Fall Board meeting. A notice will go out to all members in May to direct them to the website to view the “digital” newsletter. Some good things should be included in this issue.... hoping to have a report with pictures from the Clark College remodel and party. Also, a report and possibly pictures from the Alaska gig in April. Upcoming issues will also be focused on generating awareness and excitement for future NCBA events, e.g., Fall Meeting, MEGA, Mini-nars, etc...

**Surveys:** Ueli and I worked on posting two new surveys on the website. As discussed at the Fall Board meeting, it was hoped to utilize more fully this function of the website. The idea to have these 2 surveys was generated by discussion traffic on the listserv. It was thought it would be good to produce some data that our members could refer to in making future decisions or to be used when having discussions on their respective campuses. This was our first foray into this arena, but thus far the response has been favorable.

A special note of thanks to Ueli for translating the surveys from paper to the actual survey function on the website.

**Membership Change:** As of the start of this new year new membership categories were approved by the membership body. Now NCBA accepts members as Bookstore, Vendor, Professional Individual or Retiree Individual.

**Directories:** It is still pending to contact vendor members via some sort of survey/response form to determine whether or not NCBA can completely do away with hard-copies of the directory.

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## **Member Services Administrator Report**

### ALASKA MEETING

On April 9 & 10, the second Alaska Bookstore Meeting was held in Anchorage. It was very well attended with 24 store staff and 15 vendor reps. Six Alaskan bookstores were represented and 11 different vendors. There was a packed agenda from 8:30am to 5:30pm on Wednesday and 8:00am to 4:00pm with just 45 minutes for lunch each day. Scott Franz presented two textbook sessions, Patty McCray-Roberts two GM sessions and Danny Key facilitated the NACS-developed session "Creating Your Store's Future". In addition, Ueli Stadler facilitated a session on "Using Facebook And Other Social Networking Sites" and Patty McCray-Roberts and Ueli Stadler co-presented a session on the NCBA Buying Group. Wednesday night, about 25 attendees got together for a group dinner at the Sourdough Mining Company which was generously sponsored by MBS and D&H. The other meals were sponsored by Follett, Echo Global Logistics, University Frames, and the UAA Bookstore. In total, these six sponsors donated \$2250. Also, the NACS Foundation approved a grant request for \$1200.- Most of this money will be used to pay for Danny Key's expenses. However, the NACS Foundation agreed to send us any unused moneys to help offset other meeting expenses. Not all expenses have been tabulated as of the writing of this report but it looks that this meeting will cost NCBA somewhat less than the pre-approved \$3500 - the current best estimate is about \$3000.

The verbal feedback from the attendees has been very positive and everybody expressed their appreciation for NCBA's willingness to sponsor such meeting for the Alaskan bookstores. There was a palpable sense of "hunger" among the attendees who showed up in full force for all sessions. There was only a single track of sessions (i.e. no parallel sessions for the textbook and GM folks) yet they were all very well attended. Most

everybody crossed over, i.e. the GM people attended the textbook sessions and vice versa. The online evaluation forms are being filled out as we speak and the results will be available at the board meeting. In the way of a "testimonial" which encapsulates the "hunger and excitement" of the attendees very well, here is a paragraph from an email Danny Key (facilitator of the NACS session "Creating Your Store's Future") sent after the meeting: "I think that the Alaska meeting was wonderful. I was so impressed with the attendees and the way they participated. Everyone had such great attitudes. You should be proud of the great job you and the others did. I thoroughly enjoyed myself and would love to return someday." Danny Key

Another positive outcome of the meeting was that recruitment of two volunteers to be the legislative liaisons for Alaska: Alessandra Abramczyk (son to be director of the UAA bookstore) and Tamah Haynes (UAA textbook assistant). Also, we should have some pictures and a report on our website very soon.

### DIRECTORS AND OFFICERS INSURANCE

I submitted the insurance application and will have a quote from the insurance company to be discussed at the board meeting. In addition to the financial question, there are some other issues we will need to consider:

- We need to develop and submit an Anti Harassment Policy as well as an Anti Discrimination Policy within 21 days of binding the insurance.
- quote will only be valid for 30 days from the date it was quoted (if we wait longer, we'll have to submit another application for a quote). In other words, if we decide to get a D&O insurance, we have about 5-6 weeks to develop and submit the above policies.
- I also inquired about General Liability insurance; According to the broker, there is really no point for us since we do not have an office or headquarters where people could get injured. Currently, if board members (or other volunteers) do damage while on NCBA business, their personal liability insurance (homeowners insurance) would need to cover such damage. Or, of course, NCBA could volunteer to pay for it. The broker said that there was really no such "off-the-rack" policy which would cover this. A special policy would need to be written which would most likely be rather expensive.
- Having a D&O insurance does not really change this for board members (or other volunteers) either. I.e. any such damage would still need to be covered privately. D&O is designed to cover board members from liability suits due to their decisions and board actions (i.e. if we advise a bookstore and they then feel we had given them bad advice and decide to come after us to recover financial losses, etc). One of the main purposes of a D&O insurance is to prevent plaintiffs to go after the personal assets of a board member (i.e. to make unnecessary for their personal liability to have to cover financial claims).
- We should get insurance for events (annual meeting) to cover us against any liability suits related to those events. This would cover any damage we (including all attendees) might do to the hotel and meeting space as well as if anyone gets hurt while at the conference (they could come after us even though we are not

really in charge of the facilities). I believe we at times take out a cancellation insurance for these events.

## WEBSITE

- We have developed two new modules: Master Textbook List and Marketing Compendium. They are both "rough drafts" at this point and I would like to demo them and get feedback from the board as to the feasibility, flaws, features, etc.
- Overall progress on new features and revising existing modules:
  - Unfortunately, Erik Gorka has made significantly less progress than both he and I had hoped. Other than the two modules above, he has only been able to slightly tweak some of the existing functionality and do occasional troubleshooting. He and I have discussed the possibility of bringing in another person who would work under Erik's supervision to help us finish the list of outstanding projects. There are still five new features to be developed and another five existing modules need fairly substantial revisions. Both Erik and I are open to the idea of bringing in someone else to help with this as long as the terms of NCBA don't change. Erik said that he had a couple people in mind who might be interested.
- We are working on a new look as well as a "tighter design" of the website. Currently, our website has great functionality but leaves quite a bit to be desired from a design and aesthetics point of view. The pages are not consistent and are not very intuitive to navigate. I am hoping to be able to show some options at the board meeting and get some feedback from you all on how we should proceed on this.
- New host for website. I had several discussions with folks at NACS to see whether they would be able to host our site. According to Ed Schlichenmayer, NACS currently has insufficient server space for their own needs but he will definitely keep our request in mind - especially when they are planning for their future technology needs. Depending on what we are hoping to achieve with our website in the future (e.g. really maximize MTL at a nation-wide level), this discussion will probably come up again and we may need to find a different solution than what we currently have. However, Easystreet is meeting our needs just fine at this time so there is not much urgency to this discussion.
- Selling our website.
  - Brad Miller (President-elect, Michigan Association of College Stores) contacted me to see how much we would charge for our website. He was at last June's NACS State & Regional Leadership conference where I gave a brief presentation of our website. While several other folks have expressed theoretical interest, he is the first one to actually inquire about pricing.
  - Assuming that we are still interested in selling it and want to recoup some of the money we have spent to develop the site, I think our pricing should probably include 3 different elements:
    - NCBA cost (a certain percentage of what we have spent on it)

- Technical Migration Fee: Erik's cost to make a copy of our website and blank database and install it on the server they want to use. This will also include some customization work he will need to do for them (so it has the Michigan Assoc colors, look, and feel) plus 10 hours of technical support after the site is officially up.
- Application Training & Support: I am assuming that I would work with some people from the Michigan Association to get them up to speed on how everything works and be available to provide support if they have user problems (as opposed to technical or coding problems) down the road. This would also include writing a basic how-to manual.
- Erik and I discussed the work this would require and came up with the following cost figures: \$800 for technical migration (Erik) and \$500 for user training and support (Ueli). The board needs to decide how much it wants to charge.
- If our total cost is acceptable to the Michigan Association (or if we can work out a mutually acceptable price), I would then develop some kind of contract which protects the interests of both the Michigan Association and the Northwest Association to be approved by both boards. Also, we would need to develop a plan of how to go about the actual transfer of the site, i.e. what server does it need to be moved to? does this server support the kind of programs our site is using? what kind of access is there to this server? ect? etc?

### BY-LAW CHANGE

According to the last board meeting's minutes, we had discussed increasing vendor representative board terms to three years for better continuity's sake and removing the requirement of one book vendor and one GM vendor since we have almost no book vendors left. This change would require a by-law change. Furthermore, I had apparently volunteered to "research [the issue] and outline the idea and change options further". As my wording of this paragraph indicates, I have not done this but will try to get something together for the board meeting.