

**Northwest College Bookstore Association  
Spring Board Meeting  
April 28-29, 2010**

Attendance: Bryce Winkelman, Patty McCray-Roberts, Cathy Scott, Debbie Bruce, Corey Weber, Don Beckman, Kim Heying, Barbara Racine, Laurie Bales, Ueli Stadler, Gary Jones, and Kristi Dopp.

After a round of introductions, President Don Beckman called the meeting to order at 12:20 p.m. at the Hotel Monaco in Seattle, Washington. He gave thanks to Barbara for arranging the meeting; he also thanked other board members for their input and answers to various questions he has had in preparation for the meeting. He stated that his role as president is to steer board activities, assist the board in reaching consensus on issues, and to continue the board's strategic planning process. He asked Debbie Bruce to create and maintain an action list for use after the meeting.

The minutes from the previous meeting were approved as written.

**Presidential Suite Reports  
President — Don Beckman**

Don provided a recap of his preliminary report to the board, highlighting new board and committee members and responsibilities, as well as the ad hoc committee activities conducted by Gary Jones. [Don's full report, along with other preliminary reports, follows the minutes.]

**Past President — Laurie Bales**

Laurie had little to report, but clarified that part of her role as Chair of the Nominating Committee is to solicit and nominate members to serve in various volunteer capacities for the Association. She also recommended that the board develop a board-specific perpetual calendar to track important dates. Laurie, Barbara, and Ueli will collaborate on its development.

**President Elect — Debbie Bruce**

Debbie offered her support in any capacity that any board member and/or committee needs. She remarked that the Association has grown a great deal, and that it is important for us to stay linked to our membership, especially as a resource for members. She believes that part of our role as a resource depends upon maintaining face-to-face communication (e.g. annual meetings) alongside web-based training and interaction. Cathy suggested that the board might consider arriving early to subsequent meetings in order to visit local stores, and/or inviting local members to visit a portion of the board meeting. Don stated that board members interested in doing so should write a proposal of stores to visit, and that he would authorize the necessary travel funds to do so, out of the presidential travel budget. Cathy suggested that visiting new store members, as well as new store managers, would be a great place to start.

### **Treasurer's Report—Cathy Scott**

Cathy reported that the Association earned \$11,282.23 from the Mega. A correction needs to be made to the 2009 budget because there are fall meeting expenses from the previous year categorized there.

There currently are 73 member stores, down 15 stores from last year. There are 67 vendor members, down 20 from last year. Cathy will contact stores who have not yet renewed, then Bryce will follow up with them individually.

### **Education Chair Report — Patty McCray-Roberts**

Patty informed the group of the committee membership: Patty, Joanna Hunt, Don Beckman, and Debbie Bruce. Joanna will be chair next year, and the committee will need new members.

Patty reviewed the tentative fall meeting agenda, and was commended for her work.

Patty discussed the committee's preliminary plans for mininars/webinars for the summer.

### **Membership Services Committee Chair Report — Bryce Winkelman**

Bryce commented on his new role and began a discussion about the job description for the Membership Services Committee Chair position. It was noted that the job description was developed by Ueli and Don, from work previously started by James Howard and Eric Oleson before they both departed the Board. Cathy remarked that one duty missing from the description is new member orientation/administration; it was decided that the duty "welcome new members" would be added to the description. The job description was approved by the Board.

Joanna Hunt and Caren Courtright (new NCBA Newsletter editor) will be invited to the summer Board meeting. Don requested that Bryce coordinate with James Howard and Caren Courtight regarding the Newsletter publication schedule.

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

As mentioned in his preliminary report, Ueli added the status "historical archive" to the membership records of NCBA; he also established automated password recovery for members using the NCBA website. The question was raised as to whether our site will be PCI compliant when the new rules take effect this summer; Ueli will investigate and determine if any action needs to be taken.

The Board reviewed and discussed the Membership Services Administrator job description. Consensus was to make the position a separate line item on the NCBA budget. There was a short discussion regarding billable time expectations, and tax implications for this contracted, paid position. The job description was approved by the board; a "last revised" date will be added to it.

### **Mega 2009 Recap — Barbara Racine**

There was a short discussion of the dispersal of revenue (amongst all participating associations):

CACS: \$14,753.27

NCBA: \$11,282.23

Mountain States: \$3,471.27

SWCBA: \$7,810.73

Barb was recognized and appreciated for her Mega Committee service.

### **Meeting Chair 2010 Report — Barbara Racine**

Barbara reported that the upcoming fall meeting theme is 2010: A Tacoma Odyssey. Barbara thanked Patty and Kristi for their work thus far. She also offered thanks to Kim and Echo Global Logistics, MBS, Follett, Nebraska Book Company, and other generous donors. Volunteers will run registration at the meeting.

### **Meeting Chair 2011 Report — Don Beckman (for Dede Clements)**

The 2011 meeting will be held at the Red Lion on the River — Jantzen Beach, OR.

Don noted that a new Meetings Committee member is needed.

### **Associate Representatives Report — Corey Weber, Kim Heying**

Corey reported that his tenure on the Board must end immediately, as he is no longer a local representative for the Pacific Northwest. Jeff Ward has been hired as the local representative; after discussion, it was decided that Jeff be approached to as a replacement for Corey for the remainder off Corey's term on the Board. Kim also offered to take over, should Jeff be unable to join the Board.

Also, a new vendor representative committee member is needed. Rachael Avery was suggested and will be contacted by Barb at the conclusion of the meeting.

### **Old Business**

Board liability insurance is almost acquired, per Ueli.

Dede Clements and Joanna Hunt will attend the NACS Leadership Conference in June.

For the benefit of new Board members, Laurie offered an overview of the strategic planning process undertaken last year by the Board.

The meeting was adjourned at 4:50 p.m. and reconvened at 7:55 a.m. on April 29.

Don started a discussion on a special order of business: the future of the Buying Committee. He remarked that in the absence of a current committee, Gary Jones and Jeni Luft volunteered to help. Gary was made chair of an ad-hoc committee to explore the future of the Buying Committee. As such, he was invited to the Board meeting and asked to report on past surveys and other information pertinent to the role of the Buying

Committee. Gary recapped that there have been 2 vendor surveys and 1 store member survey. Since the last store member survey was conducted in 2006, we do not have an accurate measurement of participation. Ueli described the current bid award process as follows: NCBA sends out an invitation to bid with excel forms which are completed by the vendor. Ueli combines and uploads these forms, then lists all pricing online. It is a labor-intensive process, but if it is determined to be a valuable tool by our membership, then it is one we should continue, perhaps as part of an expanded set of committee-driven resources—a “Vendor Relations” Committee. Furthermore, the Board must have an idea of where the committee’s efforts should be headed. Thus, consensus is to undertake one last survey of the membership; the Board voted to do so, and created a timeline to follow, which ensures the survey activities will be complete before the summer Board meeting. The Board can then determine the future direction of the Committee, whether it remains a Buying Committee or becomes a Vendor Relations Committee. Also, if there is a major change made to the committee charge, bylaw changes will have to be undertaken in a timely fashion.

### **New Business**

There was a discussion regarding the viability of a Mega conference in 2012. Don and Barbara reported that if there is another Mega, it will return to Reno, because Las Vegas proved too costly. A motion for NCBA to be one of the participating associations of Mega 2012 (should it move forward) passed. No NCBA representatives to the Mega Committee have been selected as of yet.

There was a discussion about NCBA and freight programs. At this time, NCBA does not endorse a particular freight program. Siriani and Associates has used the NCBA logo in the form of an implied endorsement/sponsorship of their freight program. While they are permitted to use a “proud member of NCBA” logo, their current logo use is inappropriate. **When Ueli contacted Siriani and Associates, they agreed to redesign their marketing.**

In a related development, CACS recently created an endorsed freight program with PartnerShip. Some CACS members wanted to continue to do business with Siriani and Associates, so Siriani approached NCBA with a request to add certain CACS members to the NCBA membership rolls, with Siriani paying their membership fees. The Board discussed, at length, the propriety of this business relationship, with the conclusion that it is appropriate for the relationship to continue for certain of the stores on Siriani’s list. However, there are several stores and one vendor who cannot participate, in accordance with NCBA’s geographic requirements.

Siriani also approached NCBA with a similar request for a group called the Young Presidents Association wanting to utilize Siriani’s freight program. However, they currently qualify only for individual membership in NCBA, and as such they would not receive the level of benefits they need to access freight benefits. Don will contact Siriani to notify them.

It was proposed that the Board invite standing or ad hoc committee members to Board meetings (or a portion of the meeting), particularly if they live/work in the immediate area of the meeting. It was decided that specific invitations will be extended for the summer meeting, for the first half of the meeting: Joanna Hunt and Caren Courtright, as mentioned above, along with Gary Jones.

Don informed the Board that he would like bylaw change recommendations prepared for discussion at the summer meeting. Therefore, Ueli will serve as chair of the ad hoc Bylaws Change Committee, working with Don. Bryce will focus on developing a third membership category. All changes will go to the Board for review by July 1. The Action List will be sent to the Board as well.

Thanks were extended to Corey for his service on the Board.

The summer Board meeting will be July 28-29 at the Hotel Murano in Tacoma.

The meeting was adjourned at 11:35 a.m.

Respectfully Submitted,

Kristi Dopp  
Recording Secretary