

**Northwest College Bookstore Association
Summer Board Meeting
July 24-25, 2008**

Attendance: Laurie Bales, Barbara Racine, Eric Oleson, Larry Martin, Ueli Stadler, Lori Cano, Corey Weber, Patty McCray-Roberts, Rodger Boothman, and Kristi Dopp.

President Laurie Bales called the meeting to order at 12:25 p.m. at the Hawthorn Suites in Kent, Washington. She thanked everyone for attending and made some housekeeping announcements. Eric announced that in November, he will be making a NACAS presentation about the value of the institutionally-owned college store.

Associate Representatives Report—Lori Cano and Corey Weber

Lori attended the Montana stores meeting and passed out information about the upcoming fall meeting in Coeur d'Alene. The meeting was sparsely attended, but Lori found some new vendors with possible interest in the fall meeting and NCBA membership. Lori reported that the Montana stores have scheduled their own upcoming meeting in Coeur d'Alene.

There was discussion about trade show logistics for the fall meeting, including the recommendation to provide buyer incentive coupons again this year. The meeting evaluation forms will be reviewed and updated by the education committee; a vendor-specific trade show evaluation form will be created and added to the vendor registration packet. Ueli will add an optional "show special" field to the vendor registration form.

Meetings Chair Report—Bill Semmler

Via conference call, Bill answered meeting logistics questions.

Education Chair Report—Larry Martin

The fall meeting agenda is almost complete, except for one of the concurrent sessions, for which there are two possibilities: "Communicating Your Store's Value (with the use of the NACS Campus Relations Toolkit)" and a presentation on Loyalty Programs. Consensus is in favor of the NACS Toolkit, as it is more general and may appeal to more attendees. Kristi, a member of NACS' Campus Relations and Resources Committee, has volunteered to present a portion of the toolkit; Larry will determine the other presenter(s).

There was a short discussion regarding a last-minute relocation of a mini-nar due to insurance requirements, which led to a recommendation for future research into the cost of insurance coverage for these types of events. Lori briefly mentioned her education session and reminded attendees to bring their hot-selling merchandise for show and tell.

Presidential Suite Reports

Laurie reported on Patty's attendance of the Leadership Training at NACS in June. She turned the floor over to Patty, who led a discussion on strategic planning and its importance for the Association. The entire board endorsed the idea wholeheartedly; Eric suggested the possibility of a retreat, as this type of in-depth, visionary planning cannot happen at a board meeting. Ueli recommended that the incoming president (Eric) should be the one to spearhead the strategic planning process and carry it forward during his tenure. Patty suggested that strategic planning be the primary focus of the spring board meeting, and there is a tentative plan to lengthen that meeting in 2009. There was a general discussion about volunteerism throughout the organization, with everyone in agreement that our volunteers make NCBA a strong and vibrant association.

Laurie received, from the NACS Foundation, a statement outlining the Foundation's contributions over the past 25 years to NCBA stores; Laurie will share this information with the membership during the business meeting in Coeur d'Alene.

Barbara will send a listserv email requesting the names of association members who are at or nearing retirement, so that they can be recognized at the fall meeting.

Eric mentioned that it has been suggested that a future meeting be located outside of the traditional three locations (the Portland, Seattle, and Spokane areas); Eugene is being explored as a possibility for the 2011 meeting.

The meeting was adjourned at 5:00 p.m., and reconvened at 8:35 a.m. July 25.

Membership Services Report

James intends to publish the NCBA newsletter in early August, so articles are needed by August 4.

Buying Committee Report—Rodger Boothman

There was some discussion regarding the ongoing necessity of the buying committee, as most member stores have access to another buying group. Laurie reminded the board that several years ago, Bill participated in an ad hoc committee to answer this question, and that they determined that the NCBA buying group's work was meaningful to the membership. Patty suggested that part of the strategic planning process could be to revisit what the association wants from its buying committee; Ueli therefore recommended that the committee's work continue as usual this year, and that the question will be revisited.

Old Business

An additional quote for board insurance was obtained, but the source is not licensed to do business in Washington state; another local quote is pending. It appears that anti-harassment and anti-discrimination policies are not required.

Ueli reported that two more associations (in North Carolina and Virginia) have expressed interest in purchasing the NCBA website, and they have requested a demo. Ueli has not received a reply from the Michigan Association since he sent them a quote.

Ueli presented several options for the purchase of an LCD projector. A motion to purchase the model with the highest lumens passed; an additional motion to make the Member Services Administrator the custodian of the laptop carried as well.

Ueli reported that the results from the most recent membership surveys were posted on the NCBA website and that, unfortunately, he had not made any progress on creating a Calendar of Events on our website. He hopes to have this calendar project completed by the fall by meeting, however.

Barb reported that Patty is the education liaison for the Mega Education Committee. Eric will host an NCBA reception at Camex in 2009. Debbie Cleveland, NCBA's second Mega Committee representative, will be invited to attend at least a portion of the fall board meeting. Barb will verify insurance needs for NCBA; she will start by checking with Cathy to ascertain whether insurance is a shared Mega expense.

Regarding the 2010 Fall Meeting in Tacoma: Barb noted that a site visit is tentatively scheduled for August. There was some discussion regarding escalating travel costs, and how meeting scholarship

dollars can best be used. It was agreed that the board should monitor trends and archive previous years' data in order to keep travel costs as reasonable as possible.

After a short break, Patty agreed to serve as facilitator for a board SWOT Analysis/Strategic Planning process, the needs for which are outlined above. Tabled until strategic planning can commence is further discussion on how NCBA can help institutional stores facing the possibility of being leased.

During a lengthy discussion regarding bylaws changes, particularly those relating to the number of Vendor Associate Board Representatives, Eric recommended a new section within the bylaws outlining the duties of Associate Vendor Representatives, with Ueli stating that the purpose of the position is succession as Vendor Representatives rotate off the board. Eric and Ueli will review the bylaw to see if any more changes need to be made. If possible, a conference call will be scheduled so that the board can discuss the changes within the timelines put forth in the constitution.

New Business

Because presidential elections will take place soon, Barb will make (via the listserve) a call for nominations for President and Secretary/Treasurer.

Tentatively scheduled to attend the NACS Leadership program next year are the President Elect and Kristi Dopp.

There was a short update on the Master Textbook List, with Ueli informing the board that a few minor changes were made; now, the process needs to be tested by stores.

The bylaws change discussion resumed, with some recommendations for changes needed. One possibility to consider is additional wording for the duties of standing committee chairs, specifically stating that one of the duties is to recruit members to the committee.

The Fall Board Meeting will start at 12 p.m. on Monday, October 20.

The meeting was adjourned at 12:05 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.

NCBA SUMMER MEETING REPORT
2008 MEETINGS CHAIR

“You’ve got a ‘Ticket to Ride’ on Lake Coeur d’Alene”

Things are moving very well for the Fall Meeting at the Coeur d’Alene Resort in October. We will start with a Board Meeting at noon on Monday (10/20) and running until noon on Tuesday (10/21). The General Meeting will commence at 1:00 pm on Tuesday and end on Thursday (10/23) at approximately 4:00 pm, and the Trade Show will be Wednesday (10/22) from 10-4. There will be a Board Wrap up on Thursday from 4-5pm.

Highlights of the week are as follows:

1. Cruise on Lake Coeur d’Alene on Tuesday from 4-6pm
2. Nebraska Book Co. Reception on Tuesday from 7-8:30pm
3. Author Breakfast on Wednesday at 8:00 am featuring Aryn Kyle
4. Trade Show with up to 80 booths on Wednesday from 10 to 4. This will feature a boxed lunch from 12-1, and Follett sponsored Ice Cream break at 2:45.
5. Presidential Reception on Wednesday from 6 to 7 with 2 no-host bar (two drink coupons will be provided by NCBA)
6. Banquet and Entertainment on Wednesday night – dinner at 7:00 pm and entertainment by the Beatles tribute band, Meet Revolver from 8-10. A dance floor will be provided. No-host bar available from 7-10.
7. Thursday will feature a Business Meeting, Awards Luncheon, and several concurrent educational sessions.

We have received several sponsorships to date, highlighted by Follett for the Ice Cream Break, \$1000 from Connect2One, \$500 donations from Neill Enterprises and J America to help sponsor the Trade Show Box lunches, \$500 from Comet, \$200 each from Majors, C2F, and Matthews Medical. Several other vendors have been contacted and we await their responses. With these and any other donations we are keeping the Registration Fees down as best we can. Catering prices in general are on the way up and the Resort is getting expensive. These sponsorships will really help us this year.

We have also received or will receive several in-kind donations. Several vendors have pledged items for drawings, etc. In addition, Four Point will provide us with meeting folders, Uphill will provide meeting name badges, and Book Bags will provide sustainable bags for attendees. We need to really thank Bill Osincup, as he was responsible to the Neill, J America, Four Point, Uphill, and Book Bags sponsorships.

I think you will like the entertainment I have arranged. “Meet Revolver” is a very good band. I went to one of their performances last year, and I knew I had to arrange to have them for CdA. Check them out on their website: www.meetrevolver.com

General Notes:

Registration Forms and Information are posted on the Web for Vendors and Stores.

Sponsorship Forms and Volunteer Forms are posted.

The Meeting Schedule with all education is posted.

At the time I writing this, I am looking for some pictures to post on the site, as well, and hope to have them on the site very soon.

I have contacted Ben Baker, and he and his wife will be helping me be my eyes, ears, and legs (I will still be moving slow – kinda like “uncle Joe” at the station.) I have agreed to comp them a room for Tues and Wed in return for this assistance.

I will also be contacting Nancy Loomis and/or other Spokane area folks to help with signage and other details leading up to the meeting.

I will be actively using Lori, Corey, Barb R., and Debbie Cleveland, as well for work at the meeting and before. Lori and Corey will be the prime contacts for the vendors. I will turn that area over to them very shortly, and after we have talked via phone calls in the next couple weeks.

Mega 2009 by Barbara Racine

The Mega Committee met in June to begin assigning tasks and take a final look at the proposed budget. The Associations were asked to loan the Mega Committee \$2500 to cover initial hotel deposits. The loan will be repaid in December 2008.

An overall theme of “The West” was decided upon and artwork will be created for print publications, etc. We also hope to come up with a consistent “Mega” logo that can be used every Mega year.

Each Association will identify an education liaison to work with the Committee person in charge of Education

Each Association will provide one person to assist with registration. Angie Clark has agreed to do this again for NCBA.

The Committee hopes to presell at least 15 booths soon after everyone’s Fall meetings. We plan to have promotional materials available to give to vendors at our meeting to encourage them to register early.

The Mega Committee will host a reception at Camex. It is hoped that the Association President’s will encourage all members to attend the reception so we can generate excitement for the 2009 Mega.

The next Mega Committee meeting will be December 7-9. Barbara and Debbie will attend.