

**Fall 2017 Meeting Agenda**

| <b>Date</b>         | <b>Time</b>       |  |   |
|---------------------|-------------------|--|---|
| Monday, 10/23/17    | 1:00pm - 5:00pm   | <b>Registration Booth OPEN</b>   |   |
| Tuesday, 10/24/17   | 9:00am - 5:00pm   | <b>Registration Booth OPEN</b>   |   |
|                     | 1:00 - 2:15pm     | <b>Opening Keynote &amp; Conference Welcome</b> - Scott Goyette - <i>Mindful Leadership in Times of Change</i>   |   |
|                     | 2:15 - 2:30pm     | <b>Refreshment Break</b>   |   |
|                     | 2:30 - 3:45pm     | <b>What's Next for the Independent College Store?</b> <i>Hear the answer to this question from the perspective of three of the industry's leading organizations. Representatives from the National Association of College Store (NACS), Independent College Bookstore Association (ICBA), and indiCo will share their organization's view of the future, and what they're doing to guide stores to continued success.</i>          |   |
|                     | 4:00pm - 5:00pm   | <b>NACS Student Watch Survey Results</b> <i>Dive into the latest NACS Student Watch Survey results with Tony Ellis, NACS VP of Association Services.</i>   |   |
|                     | 5:00pm - 6:00pm   | <b>Opening Night Reception</b>   |   |
|                     | 6:00pm            | <b>Dinner on Your Own</b>  |   |
| Wednesday, 10/25/17 | 7:30am - 8:30am   | <b>Continental Breakfast</b>   |   |
|                     | 8:30am - 9:45am   | <b>Vendor Presentations</b> <i>At this pre-trade show spotlight session learn what's new and about special offers from our vendor members. Discounts and prizes will be awarded during this session so don't miss it!!</i>   |   |
|                     | 10:00am - 3:00pm  | <b>Trade Show</b>  |   |
|                     | 12:00pm - 1:00pm  | <b>Lunch on Trade Show floor. Trade Show floor closed.</b>   |   |
|                     | 2:00pm - 2:15pm   | <b>Refreshment Break</b>   |   |
|                     | 3:15pm - 4:15pm   | <b>Loss Prevention</b> <i>Loss prevention is more than cameras and bag checks. In this session we'll discuss how customer service, signage, merchandise placement and observation can reduce shoplifting in your store.</i>  | <b>GM "Best of Show" and Merchandising Tips</b> <i>Share the best items that you saw at the show, and what you anticipate being hot in GM this fall. This sharing session will highlight GM products from all categories.</i>   |
|                     | 5:00pm - 6:00pm   | <b>Social Cocktail Hour</b>  |   |
|                     | 6:00pm - 10:00pm  | <b>Banquet and Entertainment</b>   |   |
| Thursday, 10/26/17  | 7:00am - 11:00am  | <b>Registration Booth OPEN</b>   |   |
|                     | 7:30am - 9:00am   | <b>Author Breakfast: Deb Caletti</b> <i>Deb Caletti is an award-winning author and National Book Award finalist. Her many books for young adults include Stay; The Nature of Jade; and Honey, Baby, Sweetheart, winner of the Washington State Book Award and the PNBA Best Book Award, and a finalist for the PEN USA Award. Her books for adults include He's Gone and her latest release, The Secrets She Keeps.</i>            |   |
|                     | 9:15am - 10:15am  | <b>Planning for the Future of Course Materials</b> <i>In this session we'll review the latest from our publishing, campus and technology partners. Timelines and crystal balls welcome!</i>  | <b>Increasing Profits in General Merchandise</b> <i>Great GM management is key to increasing profitability for your store. In this session we'll discuss maximizing profits, benefitting from promotions, vendor negotiation and more. This is a results oriented session with take aways you can put to work asap!</i> |
|                     | 10:15am - 10:30am | <b>Networking Break</b>  |   |
|                     | 10:30am - 11:30am | <b>Inclusive Access: A Model for Your Store</b> <i>A case study in implementing day one digital delivery, also known as inclusive access, at Chemeketa Community College. How we got it started, what we did, what we wish we had done, what we learned, and where we are now.</i>   | <b>Convenience Store Success</b> <i>Milkshakes? Burritos? Chips? Learn what's selling and what's next for your convenience and food category.</i>   |
|                     | 11:30am - 1:00pm  | <b>Lunch - Awards and Business Meeting</b>   |   |
|                     | 1:00pm - 2:00pm   | <b>I Like Big Data and I Cannot Lie</b> <i>In the ever-evolving world of course materials, the need for concrete and irrefutable data has never been more important. As both a crucial component for decision making and value discovery, it's time for stores to take a deep dive into their data strategy, collection, and delivery. Join Sidewalk as we explore the tremendous opportunities sound data presents to stores!</i> | <b>Marketing &amp; Promotions Sharing Session</b> <i>Join your colleagues for this sharing session. Bring stories of your marketing and promo successes and challenges.</i>   |
|                     | 2:10pm - 3:45pm   | <b>Course Materials Roundtable</b> <i>Join your colleagues for a review of meeting take aways and an opportunity to share challenges and successes.</i>  | <b>Walking &amp; Shopping Tour of "Pac Ave"</b> <i>Visit Tacoma/UW Tacoma's newly re-christened "Pac Ave" shopping area and museum district. Just a few blocks from the Murano by foot or by street car.</i>  |
|                     |                   | 3:45 PM  | <b>Meeting Ends</b>   |

**PLEASE NOTE:** Some session time and content may change prior to meeting.