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Southwest College Bookstore Association

NEWSLETTER

FROM THE DESK OF THE PRESIDENT

Well as the song says, "Take Me Back to Tulsa," those who were able to go to Tulsa, Oklahoma, were treated to a good time, great educational sessions, and very tasty food.

I would like to give a special thank you to Ken Jones, his employees, and his Host Committee for their hard work in making all of us feel at home and welcome in Tulsa.

Starla Clawson and her Education Committee did a very good job and provided a variety of Educational and Round Table sessions. Everyone received Christy Bucks as a reward for attending the education sessions and other events. Opening night provided an auction to spend those bucks. The association is going to continue giving out the bucks so try to get as many as you can.

A very big thank you goes to Christy Clemons for her hard work as our past president. Christy worked hard and we all know that she will continue to be a big part of the SWCBA.

We will be saying goodbye to Carolyn Caudill as the SWCBA Treasurer. Carolyn did a great job and we cannot thank her enough for her hard work and dedication. Jackie Ochs of Clovis Community College has agreed to take over as Treasurer for SWCBA. Jackie is always willing to serve the association in any capacity asked of her. Thank you, Jackie, for your support and help.

There are a lot of people who have made the SWCBA what it is today because of their hard work and dedication in the past. We need those people along with new people to always ask, "What Can I Do?" You just need to ask me or your state trustee that question and we will certainly put you to work. We want to make sure that everyone that volunteers has a role to play in the association.

Thanks again for the great time in Tulsa and for letting me have the privilege of serving as the President of the SWCBA.

—Dennis Baker "Mr. B"

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THANK YOU SWCBA!

I'd like to give a very warm and heartfelt thank you to everyone who contributed to the Elaine Brown raffle held during the trade show in Tulsa, Oklahoma. A grand total of \$1,426.00 was raised for Elaine through SWCBA donations. And, a special thanks goes to Budgettext for their \$500.00 donation. Congratulations to Jim Ball from Texas Art Supply who won the drawing for the portable CD/stereo system!

I am saddened to report that Elaine passed away on November 5, 2005, and was laid to rest in Amarillo, Texas, on November 7, 2005. All unused proceeds raised for Elaine will be applied to existing medical expenses.

—Christy Clemons, *Texas Book Company*

TO: THE SWCBA MEMBERS

The SWCBA Board of Trustees voted to send a check in the amount of \$2,000.00 for the Hurricane Relief effort. We designated this money to provide help for bookstore employees in the Louisiana Association. This money, along with funds from the NACS, will go toward helping our members in their time of need. God be with each of them in this troubling time.

—Dennis Baker "Mr. B," *President SWCBA*

SWCBA MEETING IN TULSA

If you did not attend the annual SWCBA meeting in Tulsa, Oklahoma, you certainly missed a wonderful educational line-up. Our keynote speaker was Bryan Dodge. He spoke to us on "Team Building" and "How to Build a Better You." I don't know how to put into words what a wonderful speaker he was, but I certainly came away feeling pumped! I am currently working to get the "weird guy" to the Mega in 2006. Dr. Lee Manzer was our luncheon speaker and a panelist. I have heard him speak before and each time he certainly leaves you with something to ponder.

We had 15 first-timers and the room was packed with some old-timers as well. Our change in how we handled the round tables was very well received. Everyone loved the additional time at each table and the number of different topics available. I would like to thank all the speakers who helped with the round tables and sessions, if it weren't for you the meeting would not have been such a success!

Not only did the evaluations reveal how successful the meeting was, but also numerous people came to me and said how much they enjoyed the sessions. Your overwhelming responses make all the time and effort that goes into organizing the education well worth it. I would like to thank Jackie and Christy for working so hard on the education committee.

If you have any suggestions or have a session you would like to do or see at the Mega, please do not hesitate to contact me.

—Starla Clawson

MEGA UPDATE

Mark your calendars for November 5–8, 2006, for the Mega Regional meeting. The meeting will be held in Reno, Nevada, at the Grand Sierra Hotel, formally the Reno Hilton. The sleeping rooms are fabulous and the meeting rooms are on a completely different floor from the casino, therefore, excessive smoke will not be an issue.

Meeting planners have been working hard to make sure that this will truly be a positive experience. Scheduled events will include an Opening Night Bash, Author Breakfast, Fashion Show, Border Buttermilk Reception, and a Banquet. A dynamic educational schedule is being planned including nationally recognized speakers and a Trade Show bigger and better than the last!

For more information, join us at the Mega Reception during CAMEX in Houston, Texas, on Sunday March 5, 2006.

—Anne Fefer, *President Elect*

VENDORS APPROVE OF CHANGES

The Vendor Survey cards from the recent SWCBA Trade Show in Tulsa indicated the vendors' overwhelming approval for the changes that were made. A few of the comments from the vendors were: "well run," "good leads," "well organized," "much improved," and "nice to be included at lunch." Of course, everyone wanted more bookstores to attend so we would have "more traffic" at the show.

The SWCBA Board has tried to address the issue of attendance at the Trade Show and create an atmosphere where everyone wanted to stay at the show. Bookstores visiting each booth and buying was the desired object. Prizes were donated by most of the vendors ranging from gift certificates and clothing to a variety of supplies. These items were given away during a drawing at the Trade Show Happy Hour to only the bookstore attendees present. Several vendors commented that they were still writing orders while the drawing was going on. This was great!

The Trade Show was closed during the Awards Luncheon and the vendors received a ticket to attend the luncheon in their registration packet. As a vendor myself, it was so nice to be able to have a wonderful lunch at a trade show. Lunch usually consists of a quick, overpriced sandwich, if we get lunch at all. The luncheon was most appreciated by the vendors and especially since the food at the Renaissance Hotel was so great for all the events.

Of course, hats off to all the planning committee for the Tulsa SWCBA meeting. You are why all went smoothly at the Trade Show and the whole meeting. "Well organized" and "well run" comments were deserved! The favorite comment from one of the vendors that sums up the whole meeting was "SWCBA ROCKS!"

—Bettye McGinness, *Trustee SWCBA (Non-Book), Dallas Pen Company*

THANK YOU NOTE

Just because it needs to be mentioned, I want to take this time to thank Sue Slater, CCR of Bearkat Books and Ann Fefer of University of Texas – Health Science Center. Sue and Ann have worked hard and provided much support over the past year for the SWCBA. Without their help and dedication to the association, some important tasks would have not been completed. Thanks again for all that you do.

—Thank you from “Mr. B” Dennis Baker

WELCOME LOUISIANA TRUSTEE

At our SWCBA Board meeting the board members were informed of the September resignation of Louisiana Trustee, Sylvia Hinojosa from the Chimes Textbook Exchange in Shreveport, Louisiana. Sylvia is no longer working in the Bookstore industry and the board felt a replacement was needed as soon as possible.

SWCBA President, Dennis Baker, contacted several stores in Louisiana to find someone who would be willing to serve SWCBA as the Louisiana Trustee. President Baker recommended Tim McFarland from the University of Louisiana/Lafayette Bookstore in Lafayette, Louisiana. Tim accepted the position and was appointed to the trustee position.

We would like to extend a very warm welcome to Tim as we thank him for accepting this position.

NACS BOARD READY TO ACCEPT NEW TRUSTEE FOR SOUTHWEST

The NACS Board of Trustees accepted the nomination of

Jacqueline Slaughter, CCR, for the open Southwest position on its panel. The new trustee will be sworn into office during CAMEX 2006 in Houston, Texas.

Trustee-Southwest: Jacqueline (Jackie) Slaughter, CCR, General Manager, University Bookstore, Texas State University-San Marcos, also was among the first to receive the CCR. She has volunteered for several years, including on the Certification Committee, Course Materials Committee, General Book Advisory Group, and the Course Materials Committee Content Providers Task Force. Ms. Slaughter will replace Anthony Martin as the trustee-Southwest.

—Article adapted from *Campus Marketplace*, October 31, 2005, with permission.

—Jackie Slaughter

FEDEx EXPRESS INCREASES RATES BY 3.5 PERCENT

FedEx Express announced a 3.5 percent increase in net average shipping costs, effective January 2, 2006. This change consists of a 5.5 percent average increase in standard list rates, offset by a 2 percent cut in fuel surcharge. The new rates apply to U.S. and International express package and freight shipments.

FedEx also announced that delivery area surcharges to select ZIP codes will increase by 10 cents, to \$2.10 per package for residential locations and \$1.30 for commercial locations. The new list rates and adjusted fuel surcharge index will be available on fedex.com beginning December 3, 2005. Changes to FedEx Ground standard list rates will be announced later in the year.

These rate increases come with more investment in operations and services to meet and exceed customer expectations.

As shipping costs throughout the industry continue to rise, it's even more important for you to take advantage of your association savings. You could be saving up to 28 percent on select FedEx Express® services and up to 30 percent on select FedEx Ground® services. Enrollment in the SWCBA Freight Savings Plan is free and there are no minimum shipping quotas to meet. The sooner you sign up, the sooner your savings begin! For details, call Siriani & Associates, administrators of the program, at 1-800-554-0005.

—For eligible FedEx® services and rates, contact your freight savings program provider, Siriani & Associates. All FedEx shipments are subject to the applicable FedEx Service Guide or FFX 100 Series Rules Tariff. FedEx service marks used by permission.

PERSONAL NOTE

On a personal note, I have resigned as Manager of the Central Texas College Bookstore. As of October 15, 2005, I am working with University Bookstore, Inc. We are in the process of opening a new bookstore in Temple, Texas. This location will also provide a Nursing and Uniform store to the surrounding medical community. For the time being you can reach me by phone at 254-624-6543 or by calling University Bookstores at 979-846-4818. I will let you know my new contact information as it becomes available. Thank you.

—Dennis Baker “Mr. B”

On behalf of the membership in attendance at the Annual Meeting and Trade Show in Tulsa, Oklahoma, we would like to thank all the vendors who donated prizes for our Trade Show Happy Hour. Below is the list of prizes and the vendors who donated the prize. If someone was overlooked or we didn't get your name in, please accept my apology in advance as prizes were coming in very fast. If I did forget to mention you or the items you donated, send me an email and I will make the correction in our next newsletter. Again, let me thank you for making the meeting in Tulsa a success.

VENDOR	PRIZE DONATED	PRIZE AWARDED TO
MBS Textbook Exchanges	\$250.00 Credit	
Neil Enterprises	500 pc. Order of Laser Engraved Wristbands (\$700 value)	
Tichenor College Textbook Co.	\$50.00 Dillard's Gift Certificate	Arnold Davila, St. Mary's University
Framing Success	2 Photo Frames	Carolyn Caudill, NMSU Carlsbad and Mary Beth Bannerman, Northeast Texas Community College
Alan Franklin & Associates	Letra Tag Label Maker	Gary Thompson, St. Mary's University
Follett Higher Education Group	Total Service Provider (\$1,000 value)	
AB Student Services	Decorative Plate	Debbie Bauer
Shorline	2 Camera Pouches	Margie Laucks, Tulsa Community College and Debbie Cottrell, University Mary Hardin-Baylor
XanEdu	Darden Restaurants Gift \$50.00 Card	
Dallas Pen	Pencil Sharpener	Michael Tedder, Southern Arkansas University
Connect 2 One	Teddy Bear	Starla Clawson, Oklahoma State University
Rittenhouse	4 Nursing Books	Kelly Flanigan, Tulsa Community College
NASCORP	Media Play Cordless Mouse	Anne Fefer, University of Texas Health Science Center
Nebraska Book Company	Pullover	Anthony Martin, Houston Baptist University
	Book Cart	Ken Jones, Tulsa Community College
	Book Cart	Pamela Simonds, Oklahoma Community College
	Book Cart	Jacque Ochs, Clovis Community College
Texas Art Supply	Desktop Stapler	Gayle Vaughan, Arkansas Tech University
JAmerica	String Bag & T	Brenda Reinke, Oklahoma Community College
Better World	Bag with Tea & Mug	Billy Hogue
Siriani & Associates	Fed Express Monopoly Game	Debbie Brown, Cameron University
El Dorado Trading Group	Trackball Sensor	Steve Taylor, Tulsa Community College
	Gel Wrist Rest/Mouse Pad	Rita Widder, Texas A&M at Galveston
	Sony Walkman	Dennis Baker, SWCBA President
Elsevier Health Science	Set of Books	Jacqueline Slaughter, Texas State University at San Marcos
Memories ForEver	Large Frame	Debbie Salmon, Tulsa Community College

Some of the prizes were picked a second time as the winner was not present to claim the prize and I wasn't fast enough to get the names of the winners. If you won a prize and your name is not listed above, send me an email with your name, your store, and the prize you won.

I would be remiss if I forgot the nice bottle of wine donated by **BIC Corporation** and brought to us by **Bettye McGinnes, our Non Textbook Vendor Trustee from Dallas Pen**. When we talked about prizes, Bettye solicited this "one of a kind" prize, as BIC does not sell this wine. It is a rare bottle of wine from BIC's Winery in France. The bottle was to be given out during the Trade Show Happy Hour; however, because of time and prizes being given out we forgot it. Therefore, we gave out tickets for the bottle of wine at the Annual Banquet and the lucky ticket holder was Bill Long from Follett Higher Education Group.

Again, we can't thank our vendors enough for all they do for us and we appreciate their donations and assistance at our shows.

—Alex Aragon, CSP, SWCBA Administrative Assistant

CHRISTY BUCKS WINNERS

These are the big winners of the Christy Bucks Auction held in Tulsa, Oklahoma, at our Annual Meeting. Items auctioned were:

Mega Regional Bookstore Registration

Winning Bidder: Kim Ross, Oklahoma Community College Bookstore

Airline Flight to Reno

Winning Bidder: Sue Slater, BearKat Books

Hotel Room at Reno (3 nights at the Reno Hotel)

Winning Bidders:

Carolyn Caudill, NMSU Carlsbad Bookstore

Sandra Rodman, UNM Valencia Campus Bookstore

Jacque Ochs, Clovis Community College Bookstore

2006 Camex Registration (compliments of National Association of College Stores)

Winning Bidder: Carolyn Williams, Kilgore College Bookstore

2006 Southwest College Bookstore Association Membership Registration

Winning Bidder: Eddie Turner, Wayland Baptist University Bookstore

2006 Southwest College Bookstore Association Vendor Membership Registration

Winning Bidder: Karen Reeves, MBS Textbook Exchange

Southwest College Bookstore Association T-shirts

Winning Bidders:

David Ritz, Tulsa Community College Bookstore

Margie Laucks, Tulsa Community College Bookstore

Darlene Thompson, Tulsa Community College Bookstore

Following are the evaluations from each session held at the annual meeting in Tulsa, Oklahoma.

Authentic Chile – What’s Hot in Apparel & Supplies – Lori Cano
(24 Evaluations)

PROGRAM EVALUATION	EXCELLENT	GOOD	AVERAGE	FAIR	POOR
Provided Useful Information	10	13	1		
Topic Adequately Covered	11	12	1		
Increased My Knowledge	11	12	1		
Increased My Insight	10	12	2		
Timeliness of Topic	13	10	1		
Speaker Evaluation					
Knowledge of Subject Matter	13	9	1		
Communicated Ideas Clearly	13	9	1		
Established Good Rapport	12	10	1		
Quality of Presentation	11	11	1		

OVERALL EVALUATION

I really liked:

- Interaction between buyers

- New ideas for clothing items
- Everyone had the opportunity to share info
- Show & tell
- Great ideas

This program could have been better if:

- List of vendors & contact info as part of the brochure we were handed
- More people brought samples
- Color handouts
- Could have been longer

Suggestions for future sessions:

- Show us how to display the items
- More info on just displaying

**Benchmarking for Excellence – Jackie Slaughter
(11 Evaluations)**

PROGRAM EVALUATION	EXCELLENT	GOOD	AVERAGE	FAIR	POOR
Provided Useful Information	1	9	1		
Topic Adequately Covered	2	7	2		
Increased My Knowledge		10	1		
Increased My Insight	1	9	1		
Timeliness of Topic	2	6	3		
Speaker Evaluation					
Knowledge of Subject Matter	3	7	1		
Communicated Ideas Clearly	3	6	2		
Established Good Rapport	3	6	2		
Quality of Presentation	2	6	3		

OVERALL EVALUATION

I really liked:

- Thank you for all the table discussion
- The varied suggestions for gaining productivity & success

This program could have been better if:

- More suggestions for increasing overall employee productivity & desire

**Corraling Current Fashion Trends – Juan
(19 Evaluations)**

PROGRAM EVALUATION	EXCELLENT	GOOD	AVERAGE	FAIR	POOR
Provided Useful Information	4	12	3		
Topic Adequately Covered	4	10	4	1	
Increased My Knowledge	5	8	6		
Increased My Insight	4	9	5		
Timeliness of Topic	5	11	3		
SPEAKER EVALUATION					
Knowledge of Subject Matter	5	11	3	1	
Communicated Ideas Clearly	4	11	3	1	
Established Good Rapport	4	10	4	1	
Quality of Presentation	5	10	3	1	

OVERALL EVALUATION

I really liked:

- Juan is a great vendor plus his knowledge of products and they way the products sell is very strong
- Seeing product
- Free t-shirt

This program could have been better if:

- More interaction
- More information was shared
- Session was short

Suggestions for future sessions:

- Good topic for round table
- Be more generic

**Exemplary Leadership for Everyday Success
(4 Evaluations)**

PROGRAM EVALUATION	EXCELLENT	GOOD	AVERAGE	FAIR	POOR
Provided Useful Information		4			
Topic Adequately Covered		4			
Increased My Knowledge	2	2			
Increased My Insight	1	3			
Timeliness of Topic	2	2			
SPEAKER EVALUATION					
Knowledge of Subject Matter	3	1			
Communicated Ideas Clearly	2	2			
Established Good Rapport	2	2			
Quality of Presentation	1	3			

OVERALL EVALUATION

I really liked:

- The subject matter because there is always room for improvement

**First Timers Session – Rita
(32 Evaluations)**

PROGRAM EVALUATION	EXCELLENT	GOOD	AVERAGE	FAIR	POOR
Provided Useful Information	13	16	3		
Topic Adequately Covered	14	16	2		
Increased My Knowledge	12	15	4	1	
Increased My Insight	12	17	2	1	
Timeliness of Topic	16	11	4		
SPEAKER EVALUATION					
Knowledge of Subject Matter	17	14	1		
Communicated Ideas Clearly	15	16	1		
Established Good Rapport	18	12	2		
Quality of Presentation	16	13	3		

OVERALL EVALUATION

I really liked:

- Personal touch with people sharing industry stories.

- Rita!
- The participation, everyone attended to support the first timers
- Very nice for Rita to explain SWCBA and all that you can be with the SWCBA
- Several individuals were encouraged to provide information for the first timers
- Rita's personality

This program could have been better if:

- Have board members explain their areas of responsibility
- Split 1st timers with "old" timers
- There was coffee

**How to Build a Better You – Bryan Dodge
(54 Evaluations)**

PROGRAM EVALUATION	EXCELLENT	GOOD	AVERAGE	FAIR	POOR
Provided Useful Information	49	4	1		
Topic Adequately Covered	49	4	1		
Increased My Knowledge	49	3			
Increased My Insight	49	2			
Timeliness of Topic	45	7			
SPEAKER EVALUATION					
Knowledge of Subject Matter	50	3			
Communicated Ideas Clearly	48	4			
Established Good Rapport	49	3			
Quality of Presentation	49	3			

OVERALL EVALUATION

I really liked:

- Everything – Awesome
- Very good – Got your moneys worth
- His energy
- The enthusiasm & sincerity
- Very good
- He is wonderful
- Great choice
- Excellent speaker
- Truly wonderful
- How he related to the people and our industry
- His energy & humor

This program could have been better if:

- More of it
- More time

Suggestions for future sessions:

- Bring the weird guy back to the Mega

**How to Motivate Employees
(28 Evaluations)**

PROGRAM EVALUATION	EXCELLENT	GOOD	AVERAGE	FAIR	POOR
Provided Useful Information	11	16	2		
Topic Adequately Covered	7	17	3	1	
Increased My Knowledge	10	16	1	1	
Increased My Insight	9	17	1	1	
Timeliness of Topic	13	11	3	1	
SPEAKER EVALUATION					
Knowledge of Subject Matter	15	10	1	1	
Communicated Ideas Clearly	13	13	2		
Established Good Rapport	13	13	1	1	
Quality of Presentation	11	15		2	

OVERALL EVALUATION

I really liked:

- He was explaining what he was talking about
- Knew his topic very well
- Presentation was very concise
- Learning about different facets of managing

This program could have been better if:

- Session could have been longer
- More knowledge of student workers
- Title was misleading – didn't see motivation in this session
- Handouts
- More time
- Given more motivation techniques

Suggestions for future sessions:

- Would like to see at the Mega
- Too much info; too short time

**Rounding Up Your NACS Resources
(4 Evaluations)**

PROGRAM EVALUATION	EXCELLENT	GOOD	AVERAGE	FAIR	POOR
Provided Useful Information	2	2			
Topic Adequately Covered	2	1	1		
Increased My Knowledge	2	2			
Increased My Insight	2	2			
Timeliness of Topic	2	2			
SPEAKER EVALUATION					
Knowledge of Subject Matter	4				
Communicated Ideas Clearly	3	1			
Established Good Rapport	3	1			
Quality of Presentation	3	1			

OVERALL EVALUATION

I really liked:

- Industry knowledge

**Roundtables – Sunday & Monday
(100 Evaluations)**

PROGRAM EVALUATION	EXCELLENT	GOOD	AVERAGE	FAIR	POOR
Provided Useful Information	44	49	5	2	
Topic Adequately Covered	39	41	18	2	
Increased My Knowledge	46	35	17	2	
Increased My Insight	42	39	17	2	
Timeliness of Topic	44	34	20	2	
SPEAKER EVALUATION					
Knowledge of Subject Matter	44	50	5	1	
Communicated Ideas Clearly	44	48	7	1	
Established Good Rapport	47	48	4	1	
Quality of Presentation	42	51	6	1	

OVERALL EVALUATION

I really liked:

- Timing – early in the meeting to get to know people
- Overall communication
- This is always the best
- The discussions and ideas generated
- Customer Service
- Extended time
- Vendor Returns
- Round table setup – allowing us to share ideas
- Sense of community & being able to hear others ideas
- Small stores speaker
- Ideas shared
- Received many good display suggestions
- Longer 30 minute sessions
- Packaging
- Getting new ideas
- Buyback, refunds, packages
- Promotions
- Very interesting
- Opportunity to speak with other stores
- Round tables were great this year
- Everyone's input
- Inventory roundtable
- Round tables promote good discussion times
- Round tables help us learn from each other
- Sharing real problems with other bookstore personnel
- Liked the more round tables and longer time
- Round tables are great!!

This program could have been better if:

- More display items brought in
- The room could have been bigger so noise level was lower
- Need more room and more time
- Less crowded
- Spread out more – too noisy to hear what was being said
- Larger room so noise level could be less

Suggestions for future sessions:

- Great session

- Great no changes need to be made
- Fewer tables
- Compile list & publish handout of all ideas to attendees
- Refund policies – bring store samples to exchange or get early & make a booklet of them
- Handling customer complaints
- Round tables are always a favorite and the longer length of each session was good

**Selling and Buying on the World Wide Web – Marcella Olson
(27 Evaluations)**

PROGRAM EVALUATION	EXCELLENT	GOOD	AVERAGE	FAIR	POOR
Provided Useful Information	18	8	1		
Topic Adequately Covered	18	8	1		
Increased My Knowledge	18	9			
Increased My Insight	18	9			
Timeliness of Topic	19	8			
SPEAKER EVALUATION					
Knowledge of Subject Matter	19	8			
Communicated Ideas Clearly	20	5	2		
Established Good Rapport	20	6	1		
Quality of Presentation	19	6	2		

OVERALL EVALUATION

I really liked:

- Information
- Great Example
- Good ideas
- Good speaker
- Very timely topic
- Very interesting
- Innovative ideas

This program could have been better if:

- Bring in different size stores to see how they deal with online sales
- Website displayed
- Handouts
- Panel discussion next time
- Powerpoint or live feed from site
- AV

Suggestions for future sessions:

- Good topic for round table
- How to post a book online

Taming the Bookstore Cycle – Doug Tatsch
(10 Evaluations)

PROGRAM EVALUATION	EXCELLENT	GOOD	AVERAGE	FAIR	POOR
Provided Useful Information	2	6	2		
Topic Adequately Covered	1	4	5		
Increased My Knowledge	3	4	3		
Increased My Insight	3	4	3		
Timeliness of Topic	3	3	4		
SPEAKER EVALUATION					
Knowledge of Subject Matter	2	7	1		
Communicated Ideas Clearly	3	4	3		
Established Good Rapport	4	4	2		
Quality of Presentation	2	4	4		

OVERALL EVALUATION**I really liked:**

- Calendar
- Usefull calendar
- Small number of people made it very intimate

This program could have been better if:

- Better attendance
- Not so late in the day
- More insight into how to coordinate overlapping tasks

Wearing Student's Boots
(44 Evaluations)

PROGRAM EVALUATION	EXCELLENT	GOOD	AVERAGE	FAIR	POOR
Provided Useful Information	13	26	2	4	
Topic Adequately Covered	11	23	9	3	
Increased My Knowledge	10	14	17	3	1
Increased My Insight	10	21	10	3	1
Timeliness of Topic	20	18	5	2	
SPEAKER EVALUATION					
Knowledge of Subject Matter	17	19	4	3	
Communicated Ideas Clearly	18	19	5	2	
Established Good Rapport	25	13	4	2	
Quality of Presentation	20	17	4	3	

OVERALL EVALUATION**I really liked:**

- Hearing what students have to say
- Having students
- The confidence of the students & their ease in discussing the issues with the group
- Having the interaction of students
- Need more like it
- Getting the students ideals
- Idea of a focus group

This program could have been better if:

- Maybe if freshmen were included

- Panel more diversified
- Freshmen
- Male/female student perspective
- Larger Panel
- Wider range of students
- Traditional grads and undergrads

Suggestions for future sessions:

- Have a professor on the panel
- Keep it up—They are our customers
- Not grad students
- More panels with customers
- Rooms were too cold

**What You Wish You Could Say – Rene’ Griffin, Rita, Stephen Rector
(53 Evaluations)**

PROGRAM EVALUATION	EXCELLENT	GOOD	AVERAGE	FAIR	POOR
Provided Useful Information	12	20	13	4	1
Topic Adequately Covered	12	23	10	5	1
Increased My Knowledge	12	19	13	5	1
Increased My Insight	14	20	12	5	1
Timeliness of Topic	12	20	13	3	1
SPEAKER EVALUATION					
Knowledge of Subject Matter	16	18	14	4	1
Communicated Ideas Clearly	15	19	12	4	1
Established Good Rapport	15	18	12	4	1
Quality of Presentation	14	19	11	4	1

OVERALL EVALUATION

I really liked:

- It was lively and upbeat
- Audience Participation
- This was a light entertaining way to end the day
- It really was fun—great last session of the day
- Fun!!!
- Relaxing
- It gave me some useful suggestions
- Good Humor
- Comic Relief
- The whole presentation
- Very good – always good to vent
- Being able to air an honest response
- All bookstores have the same problems

This program could have been better if:

- War stores are great but.....
- A little more organized
- All that took place was complaining-no help
- Had Students
- No change

Suggestions for future sessions:

- Stupid things you find in a book
- All sessions great so far!

SWCBA INTRODUCES A MENTORING PROGRAM

The SWCBA has initiated a mentoring program that aims to seek out new members of the bookstore industry in our region and help them through their transition into this new career field. Initially, the goal is for our experienced bookstore members to seek out new bookstore managers and offer service and assistance through communications and personal visits.

The mentors (guides) will share tips on selling and buying books, store and seasonal merchandising, personnel issues or any topic that the new manager may be in need of assistance (as long as it is in agreement with the policies and guidelines of the college or university). The benefits to both parties are many. In addition to a new friendship and alliance being made, it is also an opportunity to shepherd a new member into the SWCBA fold.

Ideally, we would like to have mentor volunteers strategically and geographically located to best serve the new managers. Being a volunteer will take as little or as much time as you can afford to give as long as you make a difference.

If you are interested in being a mentor please contact Bill Hart at 903/880-4046 or email at bhartusa@aol.com or Sandra Rodman at 505-925-8800 or email at srodman@unm.edu. Thank you for sharing your time and knowledge with others.

—Bill Hart

If you will be attending CAMEX in HOUSTON be sure and go by the

MEGA STATE & REGIONAL RECEPTION

on Saturday March 4th from 5:15pm–6:30pm
in the Grand Ballroom A/B, Hilton Americas Hotel

Also, if attending CAMEX and you are looking towards serving in a State or Regional position, there is a session that you might be interested in attending — “Building State and Regional Association Leadership Skills.” This session will be held on Friday, March 3, from 9:00am–11:00am at 302 A/F in the George R. Brown Convention Center.

—Alex Aragon, CSP, SWCBA Administrative Assistant

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