



CAMEX 2020

The NACS Campus Market Expo 2020 in New Orleans, LA was in the early part of February. Here's what our members thought...

Debbie Cottrell from UMHB Campus Store:

CAMEX 2020 was a great event! Everyone loved the educational format as attendees could choose the sessions they wanted to attend, and there was something for everyone. I found the sessions on apparel and trends helpful as our store prepares for upcoming spring appointments with our vendors. The Cash Back Program was a big hit with both vendors and shoppers. By placing an order with Elsevier for study and reference books, our store earned a free freight coupon for a future order. Taking advantage of Elsevier's free freight coupon, participating in the Cash Back Program, and placing vendor orders for specials and extra discounts offset a major portion of my cost to attend CAMEX 2020. I am looking forward to CAMEX 2021 in Atlanta!

Trudy Tinsley from Hinds Community College:

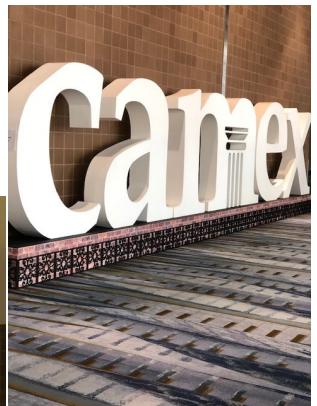
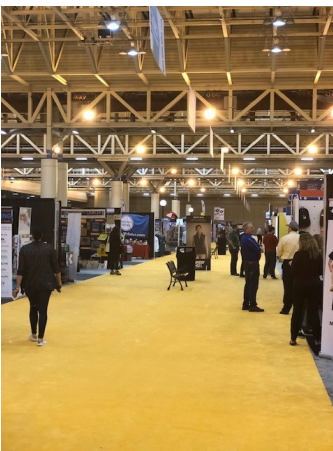
My director and I decided to attend CAMEX this year because it was so close to us. We usually focus on the trade show at CAMEX because of the wide variety of vendors that we wouldn't normally have access to or know about. As the buyer, I am always looking for the next big thing on the retail side of the store. The vendors, while fewer than past shows, were still very focused on store success by providing deals like discounts and free freight. We will be getting \$275 from the cash back program which could have potentially been more but I tend to buy big from a few rather than multiple small buys.

Melissa Nieto from Victoria College:

CAMEX was a great opportunity for my store to take advantage of show specials and the NACS cashback program. I obtained a free freight voucher from Elsevier that paid for my trip. Our nursing books are so expensive to ship and the free freight coupon was well worth the trip. I also took advantage of the NACS cashback program and will receive \$500 for those qualifying orders placed with vendors. I hope they will continue the program for future shows. I still see the value of my store attending CAMEX because of the educational sessions and Trade Show being together.

In this issue:

- CAMEX 2020
- SWCBA 2020
- Store spotlight
- Farewell Anthony Martin
- Thank You
- Vendor spotlight
- Industry News



SWCBA 2020

SAVE THE DATE

COMING
UP

Mark your calendars as SWCBA 2020 is scheduled for October 18-20 on the Oklahoma State University campus. Committees are formed, planning has already started, and it is sure to be a great event. [Eric Maddox](#), a U.S. veteran that helped with the capture of Saddam Hussein, will be our keynote speaker and we are super excited to hear what he has to say!

Store Spotlight

The New Mexico Junior College Bookstore opened in 1965. We were the first community college in New Mexico. After retiring from JC Penney in 2010, I began a second career as the Director of Bookstore operations in 2011.



by Robert Adams

New Mexico Junior College

1 Thunderbird Circle

Hobbs, New Mexico 88240

<http://www.nmicbookstore.net/home>

Our Bookstore is 3,000 square feet with 8 employees. We are located in the southeast corner of New Mexico, near Lubbock and Midland, Texas. Our enrollment has been down the

past few years due to the booming oil field economy. This has changed our male/female ratio from 40%/60% to 30%/70% male to female. To accommodate this shift, we have picked up Boxercraft and Press Box apparel lines for women. Also, we have added E.L.F cosmetics to our Covergirl selection. At CAMEX 2020, we added Burt's Bees to our Naked Bee selection, and picked up the full line of Higher Education Skincare products.

Another major opportunity has been for our store to replace the lost revenue from textbook sales. To accomplish this, we have expanded other lines such as clothing, electronics, and skincare. Nike and Under Armor brands are driving our apparel assortment, and at CAMEX 2020, we purchased the fall line of Adidas. Our Athletic teams are consistently competing for National Championships, and the community and Alumni are always purchasing the latest Thunderbird gear to wear to the playoff events.

Our Bookstore is here to make sure every student receives the resources they need to graduate with their Associates Degree. At graduation, we love to be able to say our staff cares enough to make sure everyone had the materials needed to complete their degree.

Headcount: 2,327 for Fall 2019 term.

Full time enrollment: 1,102 for Fall 2019 term.

Number of full time employees: 3

Number of part time employees: 2

Number of student workers: 3

Bookstore textbook management & Point-of-Sale system: MBS

Learning management system: Canvas

Campus student database system (ERP): Banner



New Mexico Junior College bookstore staff

Farewell Anthony



Our colleague, Anthony Martin, had a massive heart attack while pulling into 2nd base during the World Series Adult Baseball Tournament in November. Anthony managed the Houston Baptist University bookstore for over 20 years, and had recently worked for Indico.

Anthony Martin

Anthony's wife, Mary; his two daughters, Amy Harris, and Amber Cabell; and his work predecessor, Michel Dehmer, accepted the order of the NACS Eagle Award at this year's CAMEX 2020 closing session. The Order of the NACS Eagle Award are for those recognized to have served NACS and the college store industry above and beyond their call. It's no wonder Anthony Martin was honored with this award. He was a member of SWCBA for many years and served our SWCBA board as well. If you didn't serve, work, or volunteer with him, then you may have known him as a friendly face at CAMEX.



Thank You

Thank you to our sponsors who provided drinks and snacks for our SWCBA group to come together at CAMEX 2020. A special thank you to Beverly Constable for organizing the event and gathering us all together for a night of networking and celebration. Some of us met new vendors, members, and some of us just enjoyed good ol' industry conversation.



SWCBA CAMEX 2020 Reception



Toast to Anthony Martin



Vendor Spotlight

Signature Announcements is a family owned and operated business that has been servicing the college and university community for almost 30 years. My younger brother started the company with the intentions of offering a higher quality and more affordable option for the students. Priorities are providing excellent service to our customers, and offering quality products. Our direct mail marketing program providing a sample announcement and full catalog with pricing has really increased revenue for the stores we have partnered with, by reaching parents and students that don't make it into the bookstore or never thought about ordering graduation announcements and diploma frames. In these trying times, we are letting students know that they can still send out announcements even though the ceremonies have been canceled or postponed. They will still receive their degree this spring, and for students that need to change the date or want to remove it we offer reprints for a small fee.

With all that is going on in this world right now, I want everyone to stay healthy and safe.

I would also like to thank everyone for their prayers, well wishes, cards, cookies, texts, calls and messages during my recovery from my motorcycle accident. You will never know how much that meant and really helped with the healing process. I've been healing fairly well and have been out and about. Still have some healing to do, but I am getting there.



by Beverly Constable

Signature Announcements



www.signatureA.com

Beverly is the VP of Relations and can be reached at 888-830-8305 ext. 151



Your SWCBA Membership fee is due. Thank you for continuing to support our association. Contact [Starla Marshall](#) for more information.



SWCBA officer elections have been postponed. More information will be sent to members when a resume decision is made.

Got News?



How is your bookstore handling COVID-19? Buyback? Closures? Online sales? How are you keeping connected with students? Graduation postponed or cancelled? How are you managing your team from home? How are vendors staying connected with bookstores? Any vendors out there having product delivery issues? Also, bookstores and vendors can pass on any job openings that they are needing to appear in the next newsletter. Share article links you wish to see in the next newsletter as well.

melissa.nieto@victoriacollege.edu

kathryn.vanover@neo.edu

mike.repoz@redshelf.com



Follow SWCBA on
FACEBOOK!

Let's stay in touch!

Like our page and
stay connected!

facebook.com/swcba/

SWCBA Board & Officers

President

Debbie Cottrell
UMHB Bookstore
dcottrell@umhb.edu

President –Elect

Terri Mitchell
Navarro College Bookstore
Terri.mitchell@navarrocollege.edu

Past President

Beverly Constable
Signature Announcements
beverly@signaturearea.com

Secretary-Treasurer

Jacqueline Slaughter
Texas State-Retired
js47@txstate.edu

Administrative Assistant

Starla Marshall
Oklahoma State University
Starla.marshall@okstate.edu

Louisiana Trustee

Mike Kelly
Texas Book Company
mkelly@texasbook.com

New Mexico Trustee

Robert Adams
New Mexico Junior College
radams@nmjc.edu

Oklahoma Trustee

Kathryn Vanover
NEO A&M College Bookstore
kathryn.vanover@neo.edu

Texas Trustee

Vicki Marvel
Alvin Community College Store
vmarvel@alvincollege.edu

Arkansas Trustee

Trudy Tinsley
Hinds Community College
tmtinsley@hindsc.edu

At Large Trustee

Melissa Nieto
Victoria College Bookstore
Melissa.nieto@victoriacollege.edu

Associate Trustee

Kevin Hannegan
Pearson Education
Kevin.hannegan@pearson.com

Associate Trustee

Arlinda Bush
AB Student Services
abstudentservices@hotmail.com

Site Selection Chair

Cherry Bailey
Oklahoma State University
cherry.bailey@okstate.edu

Next Board Meeting:

October 18, 2020 @ 8am
October 20, 2020 @ 8am
Oklahoma State University

Industry News

[VitalSource](#) and [RedShelf](#) partnering with major publishers to offer free e-books until May 25th.

[Textbook Affordability Conference Postponed](#)

[Independent bookstores claim inclusive access models](#) are pushing them out of business and have filed a class-action lawsuit against Pearson, Cengage, McGraw-Hill Education, Follett, and Barnes and Noble. [A student also files lawsuit](#) regarding inclusive access models.

[Cengage and McGraw-Hill merger](#) agreement may extend to August 1st.

[SWCBA member, Navarro College Bookstore](#), is making news in Corsicana, Texas. Terri Mitchell, director of the Navarro College bookstores, has successfully organized the fifth, “Dancing for Our Stars”, dance competition to raise \$237,000 in scholarship funds for students. [Navarro College](#) is also home of the cheer team featured in Netflix’s six-part docuseries, “Cheer”. Hopefully Terri will share all that has been happening within her bookstores in a future newsletter.

[The Chronicle of Higher Education](#) keeping up with the latest developments about COVID-19.

[Inside Higher Ed](#) keeping up with the latest developments about COVID-19.

[NACS](#) has information regarding college store resources during COVID-19. Login is required on some items.

[Join Kenton Beal from Kilgore College](#) and others on April 16 for a discussion regarding ways campus stores can help faculty and students during COVID-19.

The Southwest College Bookstore Association’s mission is to promote a high standard of business methods and ethics among its members, unite those persons and firms engaged in the sale, manufacturing and/or distribution of products and services to the campus communities of its member states, promote the common interest of individuals and companies who provide those products and services, assist members in their efforts to serve their respective campuses and disseminate industry ideas and information among its members. The SWCBA is a 5 state regional association who unites people/services to serve the college community.

Call 405-880-4131

starla.marshall@okstate.edu

<http://www.swcba.com>

[Facebook.com/swcba/](https://facebook.com/swcba/)