



SWCBA NEWSLETTER



by Debbie Cottrell

ICBA & CAMEX 2022

“It is great to be together in person again” was the overall theme I heard consistently as I recently attended ICBA 2022 and CAMEX 2022.

ICBA 2022 was held February 4 – 7, in Orlando, Florida. ICBA offered both an in-person and virtual format as many campuses are not yet allowing travel plus not everyone is comfortable attending face-to-face events. Attendance was very good and split between the two formats. Even though our store has been a member of ICBA for several years I could never attend the conference due to timing or the pandemic, making ICBA 2022 my first conference. ICBA offers six attendee tracks – Strategic Direction, Marketing, Apparel/Gift, Supplies, Tech Products, and Course Materials.

I experienced great educational sessions and a multitude of networking opportunities. Being in the Apparel/Gift track, I had the chance to visit with new vendors, see new products, and have informative discussions regarding product availability. The “speed dating” tradeshow format is unique, appointments are preset, and attendees are paired with personnel from another store. This worked great for my partner and I as both of our schools have purple as the primary school color. We quickly became friends, had great discussions with vendors, and it was helpful to have another person’s perspective on products. Even though the vendor appointments are preset and quick, I did manage to place a small amount of orders. I believe one of the biggest benefits is that attending ICBA put me ahead of the game as I prepared for the CAMEX tradeshow with prior knowledge on new items and product availability challenges.

In addition to education and networking opportunities, ICBA offers great vendor programs that helps stores remain independent and successful. ICBA 2023 is scheduled for early February in Las Vegas, Nevada.

CAMEX 2022 was held February 26 – March 2, in Louisville, Kentucky. NACS also offered CAMEX in both in-person and virtual formats. As with ICBA, attendance was good and split between the two formats. CAMEX 2022 kicked off with an event at the Muhammad Ali Center including networking and informative sessions, a Learning Lab on Diversity, Equity, & Inclusion, and concluded with a tour of the museum.



CAMEX 2022 tradeshow was in the middle of the education sessions on Day 2 and 3. Shopping was at a frenzy, and most store attendees and vendors were very busy during both tradeshow days. It was so wonderful to see actual products again and work with vendor representatives. NACS also offered the popular Cash Back Program at CAMEX 2022, and stores were able to offset travel expenses by taking advantage of the program.

In this issue:

- ICBA & CAMEX 2022
- SWCBA 2022
- Equitable Access
- Vendor Specials
- Industry News

ICBA & CAMEX 2022 – Continued

The final two days of CAMEX 2022 featured three keynote speakers in addition to numerous small sessions on a variety of topics. Networking sessions included a Welcome Reception plus a Homecoming Event at Churchill Downs Kentucky Derby Museum.



NACS continues to provide great education sessions and numerous programs to help campus stores remain independent and successful. Advocacy and the Industry Standards program provide tools to help stores remain relevant and convey their success stories to their respective campuses, administrators, and stakeholders.

CAMEX 2023 will be the 100-year anniversary celebration. Exciting events are being planned so be sure to watch as dates and the location for the event are released.

Be sure to save the date as SWCBA 2022 is scheduled for October 16 – 18, in Stillwater, Oklahoma. It is always fun to be on the OSU campus and at the on-campus Atherton Hotel. Plan now to attend as this will be a fun, educational event. Great networking opportunities, a vibrant tradeshow, and creative education sessions are being planned. Plus, one can never go to Stillwater without making a stop at the famous original Eskimo Joe's!

I am the first to admit it is somewhat awkward for most in attending face-to-face events once again after everything we have experienced during the past two years. However, in a very short time, ICBA and CAMEX attendees quickly adapted and enjoyed the social aspects of being in person again. I am looking forward to connecting with each of you at SWCBA 2022. Zoom got us through the pandemic, but it is truly wonderful to attend conferences and connect with everyone in person!

Southwest College Bookstore Association

Lets

GLOW

CRAZY

for education

Annual Meeting
October 16-18, 2022
Stillwater, OK

Equitable Access

Equitable access the newest course materials model.

Institutions across the US are exploring a new course materials model: Equitable Access (EA). EA gives every student day-one access to all required learning materials, for one affordable and predictable flat rate. Campus stores are transforming the course materials purchase process by making costs predictable and expanding access for all students, no matter their major.

The team at Verba | VitalSource is helping campus stores lead the charge of EA discussions and implementation on campuses. Your store can structure a program that works for your institution while driving access and affordability. Verba | VitalSource will walk you through every step in the process from price determination, getting stakeholder buy-in and creating a superior student experience to ensure your campus store stays in control.



Listen in to hear John Eckman, Associate Vice Chancellor of Campus Services at Appalachian State and Aaron Ochoa, Director at UC Davis Stores talk about the benefits of the EA at their institutions. [Listen Now](#)

Vendor Specials



Minimums are only 12 on the drinkware and 6 on the Mom & Dad tumbler set.

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Jody Danaher

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Industry News

[Texas College Students Confront Anxiety](#)

[Colleges Cope with IT Staff Flight](#) in Wake of Pandemic

[What One University Learned](#) About Pandemic Trauma and Its Work Force

[Nearpod Expands Higher Ed Content](#)

Donate to victims of the war in Ukraine. NACS and Partnership will be collecting donations at their warehouse until April 18th. Contact Dillon Rickard at Partnership for more information. Call 800-599-2902 x2810 or [email](#).

Got News?

Reach out to our team and let us share what you have with our store members.

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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.

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