



SWCBA NEWSLETTER

SWCBA Conference

Let's glow crazy for Education! We are looking forward to seeing all of you all at this year's SWCBA Annual Conference in Stillwater, Oklahoma, October 16-18, 2022. The meeting will be fun, interactive, and informative. We will have great networking and buying opportunities with vendors and other colleagues in the bookstore industry. Some of the event highlights are listed below:

- ⇒ Hotel accommodations can be made at the Historic Hotel [Atherton](#) located on the OSU campus by calling 405-744-6835. Mention you are with the SWCBA for discounted rates ranging from \$109.95 - \$119.95.
- ⇒ [Education sessions](#).
- ⇒ [Scholarship Opportunities](#).
- ⇒ Opening Night (Sunday, October 16th @ 6:30pm) will be held at Stillwater's famous [Eskimo Joes](#).
- ⇒ Closing night at SWCBA is always a don't miss event. This year's theme is Let's Glo Crazy – please plan on wearing your Let's Glo Crazy shirt generously donated by CI sport. You will find the shirt in your welcome bag when you check in for the conference.

SWCBA – is all about YOU! Having a successful and effective association takes all of us. We need and want your participation and your feedback! Let us know any suggestions or comments you have – we take them seriously and want to serve your needs. And we want to get you involved – we would love to have you serve on a committee or on the SWCBA Board of Trustees.

Thank you all for your support of SWCBA and I look forward to seeing you all in Oklahoma!

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Store Spotlight



by Heidi Morris

Eastern Arizona College

Hello, my name is Heidi Morris. I am the new Eastern Arizona College Campus Store Manager. I started in January of 2022. I was formerly a schoolteacher, and I owned a gymnastics gym. I sold my gym and quit teaching to start up the “new” Eastern Arizona Campus Store as we used to be contracted through Follett.

Eastern Arizona College (EAC) is a community college in Graham County, Arizona. The main campus is in Thatcher, with two other campus locations in Payson and Globe Arizona. It is the oldest community college in Arizona. The main campus sits in the center of the Upper Gila River Valley with Mt. Graham towering to the south and the Gila River to the north.



Eastern Arizona College’s Mascot is the Gila Monster (Gila Hank), and our colors are Purple and Gold. Today, EAC offers many associate degrees and certificates of proficiency and serves students on the main campus in Thatcher and at the Greenlee location.

Students may also earn bachelor’s degrees in five areas of study and master’s degrees, post-degree certificates, and endorsements in nine majors on the EAC Thatcher Campus through Northern Arizona University.

With each succeeding year, EAC is better positioned to continue its outstanding record of service to Southeastern Arizona and to the state at large. We work hard to ensure that for our students, futures begin at Eastern Arizona College.

We use Akademos for our textbooks. We just started using this for the current summer term. We do not carry books in the bookstore. The instructors put in their book adoptions and then the students log in with their Monster ID’s to see all of their courses and assigned textbooks.

The Online Bookstore sells a variety of textbook formats including new, used, eBook, and rentals. The students then select shipping and can have them delivered to their homes or to the campus.

So far this summer this has all worked out great!

We use Heartland Retail for your POS System. Since I had never been in retail before I was a little bit nervous to learn this system. It has been so easy, and the customer service has been great! Our learning management system is Canvas.

Our contract with Follett ended in March and we opened our doors to the public on May 9th, 2022, just in time for graduation.

The store is still a work in progress, and we are trying to get it all stocked up and ready to go for Fall.

This summer the college will be hosting FSY (For the Strength of Youth) camps for the youth around the area. The campers will stay on campus in the dorms.

We hope to have a lot of business this summer with the campers. There will be about 2,500 youth on our Campus with weeklong camps going on all through June and July. We have had to double our supply in snacks and drinks for these camps.

It was so fun going to CAMEX and meeting all the nice, lovely ladies from the Southwest. They were a lot of help as it was my first time going and I didn’t know anyone. I am so glad I sat by Terri Mitchell, Erin Green, and Debbie Cottrell.



Store Spotlight - continued

My favorite vendors that I have found so far are League and Legacy, MV Sport, Creative Knitwear, Spirt Products, LXG and Zephyr Hats.

I have learned a lot so far and I am sure I have a lot more to learn. It has been fun and rewarding seeing the store come together and how appreciative the school and community is to have a Campus Store up and running again.

We should have our Online Store up and running soon. We're using BigCommerce for our Ecommerce platform. This summer my main project is to get my school supply section ready to go and get all ready to go to be able to sell mobile at the volleyball & basketball games, the Fine Arts events and graduation. We plan on having a grand opening in the Fall as well.

Go Gila Monsters!



Vendor News

3 Tips to Ensure You Get Reimbursed for a Damaged or Lost Shipment



As many campus retailers already know, it's not uncommon for shipments to go missing or get damaged. While many do make it to their destination safe and sound, there's no way of predicting when something might go awry. The key to protecting your store from losses is to know what you're doing and be prepared for those situations in advance. Follow these three tips to ensure you get the reimbursement you deserve.

1. **Train your staff to use the proper receiving procedures.** In the event that you discover missing boxes or damaged products, it's crucial that you follow these [best practices](#) so your claim doesn't get denied.
2. **Use PartnerShip for your shipments for an added layer of protection.** As a third-party broker, the team at PartnerShip acts as your advocate and helps you get the maximum reimbursement from the carrier. Not only do they file and monitor the [claim](#) for you, but they also have established contacts with the carriers - making it easier to get a resolution. Without using PartnerShip, it's up to you to file the claim, handle all the paperwork, and continuously follow up.
3. **Sign up for freight insurance to get the max payout.** PartnerShip gives stores the option to [insure all your shipments](#). Without insurance, you're forced to rely on [carrier liability coverage](#), which most likely won't come close to covering the actual value of your freight. Liability coverage will vary but is typically \$5/lb. Looking at a 370 lb. shipment of books as an example; relying solely on carrier liability coverage would give you a max payout of \$1,850. If that shipment is insured, you could get the full value of your freight back, up to \$18,500. Just one lost shipment that's not insured could put you out thousands of dollars.

If you're interested in talking to someone about how you can better protect your store against losses, PartnerShip can help. Contact their team today at 800-599-2902 or sales@PartnerShip.com.



FranklinMedia

Backroom getting cluttered with last term's stock? Departments leaving you with old textbook editions? Franklin Media may be an ideal solution to find the most efficient way to process your materials and return money back into your campus.

Franklin Media facilitates the purchase of deadstock, overstocked, non-returnable, written off, and damaged textbooks, and can provide your store with donation bins, shipping labels, & freight pickup upon request.

Hunter Sanders
Inventory Sourcing Manager
Cell: 972-730-2968 (BEST)
Main: 1-800-527-4139 ext. 704

As a service provider with a sustainable edge, Franklin Media is worth a look for its revenue recovery while providing environmental and broader goodwill opportunities downstream.



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Industry News

[ICBA 2023](#) Annual Conference in Las Vegas.

[CAMEX 2023](#) Annual Conference and Trade Show in New Orleans.

[Credential stacking](#) drove 1.1% increase in undergraduate degrees earned last year.

[College Trends](#): The Pandemic Increased Adoption of eTextbooks.

[Post-pandemic](#), four years of college steadily loses its appeal.

[State Higher Ed](#) Funding Rose in 2021.

[Ransomware](#) hits 2 colleges at semester's end.

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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