



SWCBA Conference

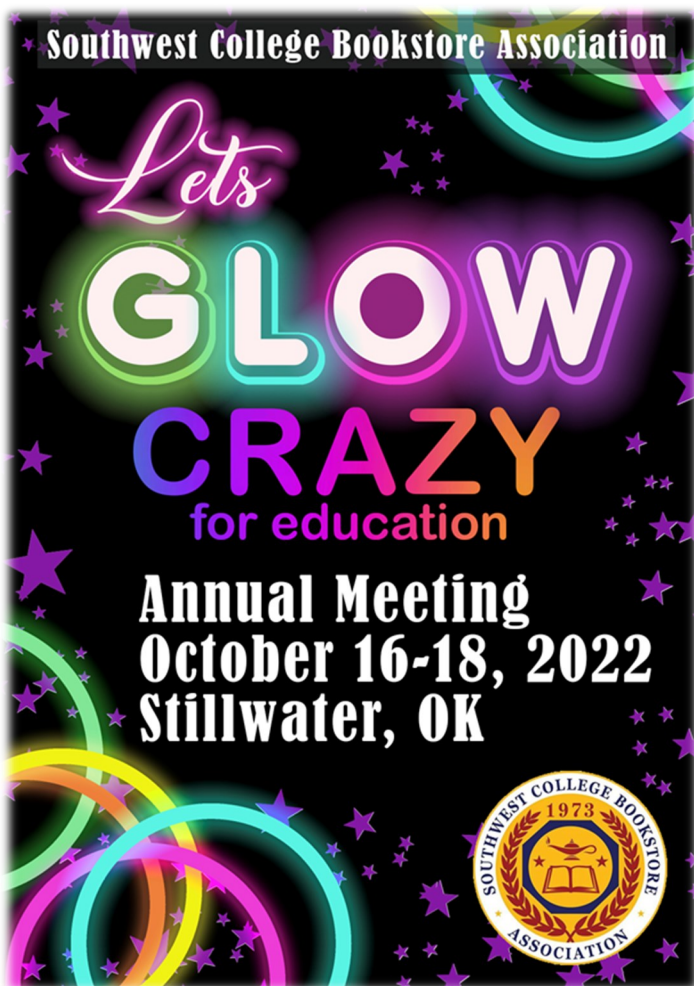
Let's glow crazy for Education! We have extended our Early Bird Registration through Monday, October 3rd. This is going to be a great show and a chance to reconnect face-to-face with old friends and meet some new ones. Our room block has ended but if they can accommodate you they will! We are looking forward to seeing all of you all at this year's SWCBA Annual Conference in Stillwater, Oklahoma, October 16-18, 2022. 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](#).
- ⇒ 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.

We have 28 vendors committed to our trade show and 15 stores joining us. Thank you all for your support of SWCBA and we look forward to seeing you all in Oklahoma!

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Thank You

Thank you to all our sponsors for supporting the 2022 SWCBA Conference.



Store Rush Photos

We asked for it and you came through SWCBA stores! Enjoy a few of these store rush photos...



Wellness Display
Paula & Beth over at Trinity Valley Community College created a back to school display to promote new Refocus products.



Back to School
Amy is ready for Arkansas students to arrive for back to school merchandise.



Fun Display
Wayland University Store showcases more than just course materials with this display.



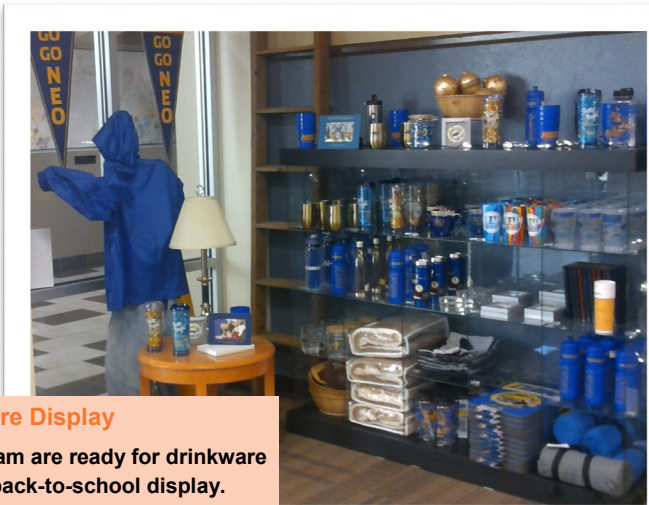
New Products Display
Navarro College Bookstore also displayed new products during rush.

Store Rush Photos



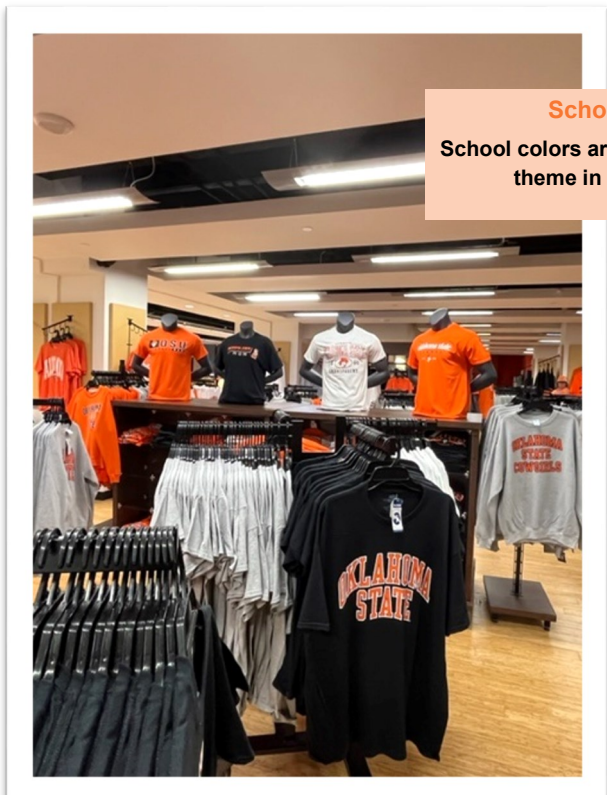
Bag Ensemble Displays

Victoria College Bookstore utilized shelf and end cap space for stuffed bags.



Drinkware Display

Kathryn and her NEO team are ready for drinkware shoppers with this back-to-school display.



School Spirit

School colors are Oklahoma State's theme in this display.



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Let's stay in touch!

Like our page and
stay connected!

facebook.com/swcba/

Industry News

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

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

[NEBC 2023](#) Annual Meeting and Trade Show.

[Pandemic Boost](#) for Digital Course Materials.

[Transfer enrollment](#) declined 13.5% since the pandemic started.

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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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<http://www.swcba.com>

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