

# Southwest College Bookstore Association

January 2023

## NEWSLETTER

### OFFICERS

**President: Kevin Hannegan**  
kevin.hannegan@pearson.com

**President Elect: Kathryn Vanover**  
Kathryn.vanover@neo.edu

**Past President: Terri Mitchell**  
terri.mitchell@navarrocollege.edu

**Arkansas Trustee: Kellie Ranum**  
kellie.ranum@vitalsource.com

**Louisiana Trustee: Beverly Constable**  
beverly@signaturea.com

**New Mexico Trustee: Julie Buchanan**  
jewelee329@icloud.com

**Oklahoma Trustee: Mike Kelly**  
mkelly@texasbook.com

**Texas Trustee: Beth Ann Kidd**  
bkidd@tvcc.edu

**At Large Trustee: Reggie Coleman**  
woodie.r.coleman@occc.edu

**Associate Trustee: Kerry McCorkle**  
kmccorkle@mbsbooks.com

**Associate Trustee: Jody Danaher**  
jody@thefanaticgroup.com

**Secretary/Treasurer: Jackie Slaughter**  
js47@txstate.edu

**Administrative Assistant: Starla Marshall**  
starla.marshall@okstate.edu

**Site Selection Chair: Cherry Bailey**  
cherry.bailey@okstate.edu



## Welcome to the SWCBA

Hi everyone. To begin, I want to give a sincere thank you to everyone who attended this year's SWCBA annual meeting.

Thank you to Terri, Starla, and the rest of the board, as well as all of the membership for a wonderful meeting. It's such a privilege to serve this association.

I grew up in Minnesota. After college, I spent a few years visiting friends around the country. In 1999, after interviewing at a few different places, I was offered a job at NC State University in the text department of the campus store and decided to move to North Carolina.

The goal was to move down, stay in the job for a year, and then find my "career". Eventually I became the Text Manager and helped with some state and national association panels, which allowed me the chance to travel. I met Tom Hoffa and the rest is history.

Sports have always been a big part of my life, and I've had the privilege to coach both of my sons. Sports and coaching involves leadership skills. The title "coach" is nearly identical to "leader", "teacher", "mentor", or "manager".

I've been on many boards, councils, committees, and panels over the years, and have met so many great people from stores and vendors. SWCBA has always been one of my favorite associations. The people are what make it special. All of you are leaders in your stores, on campuses, and in your communities. SWCBA needs you.

Regardless of your role, the bottom line is...SWCBA is your association. It only works when we all serve, bring new ideas, and build the future.

Over the last decade, we've seen great changes to our industry, and education has changed immensely. Our businesses will continue to evolve. It's up to all of us to decide on how we move forward, how we are remembered, and what we leave behind.

Those who came before us had planned for succession by hiring, coaching, and involving all of us in SWCBA. It is now up to us. How do we involve and build the next generation? Who will be the next store leaders? We can determine the fate of our industry right now, or we can watch it fade into obscurity like other associations.

Participation in organizations like SWCBA should not be voluntary, in my opinion. It is essential for all of us to be educated, recruit and train the next industry leaders, and be part of the evolution. Ongoing education should be a constant for each of us. One of my goals is to offer virtual sessions on varying topics throughout the year. Please let the Board and me know if you have specific topics of interest. We already have some topics in mind, and are open to others.

All of us need to use our collective resources to rise to the challenges and build the future of our members and this association.

Kevin Hannegan

# 2022 Annual Conference

*Lets Glow Crazy for Education*



Closing Night with t-shirts donated by CI-Sport. The DJ was a huge hit, with plenty of dancing.



Kicked off the meeting with Stan Clark at Eskimo Joe's



Education Sessions started on Sunday afternoon & continued on through Monday.

# SWCBA COMMITTEES

## **Education Committee**

Reggie Coleman-Chair (woodie.r.coleman@occc.edu) Oklahoma City Community College

Erin Green (erin.green1982@navarrocollege.edu) Navarro College

Peggy Freeman (p.freeman@elsevier.com) Elsevier

David Fout (dfout@southark.edu) South Arkansas Community College

## **Marketing & Technical Committee:**

Debbie Cottrell-Chair (dcottrell@umhb.edu) The University of Mary Hardin- Baylor

Sonda Uitermarkt (SondaUitermarkt@ICBAinc.com) ICBA

Kathryn Vanover (Kathryn.vanover@neo.edu) Northeastern Oklahoma A&M College

Mike Kelly (mkelly@texasbook.com) Texas Book Company

Mandy Berry (Mandy.berry@wbu.edu) Wayland Baptist University

## **Nomination Committee:**

Terri Mitchell-Chair (terri.mitchell@navarrocollege.edu) Navarro College

Kathryn Vanover (Kathryn.vanover@neo.edu) Northeastern Oklahoma A&M College

Kerry McCorkle (kmccorkle@mbsbooks.com) MBS

## **Annual Meeting & Site Selection Committee:**

Cherry Bailey-Chair (cherry.bailey@okstate.edu) Oklahoma State University

Kevin Hannegan (kevin.hannegan@pearson.com) Pearson

Starla Marshall (starla.marshall@okstate.edu) Oklahoma State University

## **Budget & Finance Committee:**

Beth Ann Kidd-Chair (bkidd@tvcc.edu) Trinity Valley College

Mike Kelly (mkelly@texasbook.com) Texas Book Company

## **Strategic & Membership & Growth Committee:**

Terri Mitchell-Chair (terri.mitchell@navarrocollege.edu) Navarro College

Jody Danaher (jody@thefanaticgroup.com) Fanatic Group

Kellie Ranum (kellie.ranum@vitalsource.com) Vital Source

Dillon Rickard (drickard@partnership.com) Partnership

Heidi Morris (Heidi.morris@eac.edu) Eastern Arizona College Campus Store

# Lunch & Learn Sessions

## **December 7th 2022**

Richard Hershman from NACS presented our first lunch and learn webinar: "Post-Election Analysis." He presented information about the recent election and how it could affect higher education and college bookstores.

## **Future Sessions**

### **February 15th at Noon central time zone**

Equitable Access & Inclusive Access  
with RedShelf, Vital Source & Willo Labs  
<https://us06web.zoom.us/j/82356983062?pwd=eDI0Sit5U3F6Q292TVAYeTZiUHpsUT09>

### **April 19th at Noon central time zone**

ICBA & CAMEX updates from  
annual conference with Kevin Hannegan

### **Summer Sessions TBD**

Campus Outreach with Terri Mitchell  
from Navarro College  
NACS Standards Project with Jeff Nelson

### **September TBD**

Kickoff to Annual Conference

# Camex Update



Registration is open for the 100th Annual CAMEX that is in New Orleans, LA, from March 6 -10, 2023! Right now you can take advantage of early bird pricing for the conference and trade show at [www.camex.org](http://www.camex.org). A full registration includes CAMEX Educational Sessions, Keynote and Featured Speakers, Centennial Celebration at the WWII Museum, Trade Show, and CAMEX On-Demand.

Plus, with Cashback and Bonus Bucks, stores can earn up to \$725 by purchasing from CAMEX exhibitors. More info can be found at [www.camex.org/cashback](http://www.camex.org/cashback).

Store registration is

<https://www.camex.org/register>

Exhibitor Information is

<https://www.camex.org/reserve-a-booth>

# ICBA Update



## ICBA 2023

*Your Best Bet for Success*

LAS VEGAS

ICBA is holding its 2023 Conference in Las Vegas, Feb 6-9 at Planet Hollywood Resort & Casino.

A record number of ICBA Member Store personnel are registered to attend, including directors, managers, buyers, and marketers from at least 114 stores.

In addition to pre-scheduled Vendor/Buyer PRIMETIME meetings, agenda highlights include keynotes from nationally renowned business advisors, authors, and leadership speakers, as well as store director and buyer networking sessions, an academic leadership panel discussion, and the Marketing Education Track.

In the spirit of coming together and collaborating as independents, ICBA's theme for the 2023 Conference is "Your Best Bet for Success: Don't leave your future to chance!" ICBA advises that their annual Conference is held for Full Members of ICBA; registration remains available for Strategic Direction (store directors/managers) and Marketing Tracks, and limited Buyer Scholarships are still available for Apparel/Gift, Course Materials, Supplies and Tech Products. Contact [SondaUitermarkt@ICBAinc.com](mailto:SondaUitermarkt@ICBAinc.com) if interested in attending the Conference or the Scholarships.

# Store Spotlight

## WAYLAND BAPTIST UNIVERSITY STORE



### Find Your Niche!

Wayland University Store is a local bookstore in the University Center on the campus of Wayland Baptist University. The main campus is located in Plainview, Texas – a small town in far west Texas located between Lubbock and Amarillo.

The store has two floors – upstairs is the Spirit Shop with textbooks, apparel, school merchandise, and general supplies. Downstairs is our full gift shop with books, home décor, watches, purses, wallets, greeting cards inspirations gifts, games, and convenience store items. Store staff members are split between the two floors. Our gift shop is always popular as shopping is somewhat limited in Plainview.

I became Director of the store six years ago upon the retirement of Eddie Turner who managed the store for 44 years. One of the traditions that Eddie started, and my staff and I have continued, is our annual Christmas Store.

Our Christmas Store is a year-long endeavor beginning with a trip to the Dallas Market each January to purchase both gift and Christmas items for the store. Merchandise starts to arrive in July. Our staff transforms our gift store to the Christmas Store every October during the campus Fall Break. We keep the transformation a surprise as we block our windows during this process. When we reopen our store after the break, the downstairs is transformed into a winter wonderland Christmas Shop.

Our Christmas Shop is open until we return from the Christmas break. Christmas music plays from Halloween through the remainder of the year (this sometimes becomes too much for our student workers). We have numerous sales and weekend openings. A highlight for the store is our participation in the Plainview Chamber of Commerce's Christmas Open House. We serve refreshments and experience great traffic during the event. People come in to visit, enjoy refreshments, and shop!

The Christmas Store is lots of work, but it is fun, and an event the campus and Plainview community look forward to each year. It is definitely our niche at the Wayland University Store!





# HAPPENING NOW

## Retirement

Starla Marshall plans to retire from Oklahoma State University in early 2023.

Starla will certainly be missed on campus as she has been at OSU for many years. Starla started her career in 1990 with her arrival to the campus as the Senior Secretary. Starla moved to the textbook department in 1995. In 1997, she was promoted to the position of Assistant Director of Course Content Delivery.

Starla plans to stay busy. She lives in Yale, Oklahoma surrounded by 40 acres including cattle and horses. In addition to everyday ranch duties, she is planning a bigger garden next summer. Retirement will also give Starla the opportunity to travel and spend more time with her family.

Starla plans to continue her position as Administrative Assistant with the SWCBA. Starla keeps the SWCBA running smoothly and helps the board members stay on task. The SWCBA is a successful organization due to Starla's efforts, and she plans to stay active as long as we will have her around!

Happy retirement, Starla! We wish you the best!

## Shipping News

Your FedEx and UPS Shipments Will Be More Expensive in 2023  
NACS members ship for less with FedEx

FedEx and UPS will be increasing their rates by an average of 6.9% in 2023 – an all-time high. But the announced averages aren't the whole story. Your actual shipping costs will likely go up more than 6.9% in the new year thanks to fees and other changes. Luckily, SWCBA members can save up to 50% on FedEx® shipping. [Enroll today to offset the rising costs.](#) If you want to learn more about the FedEx and UPS rate changes for 2023, [check out the full report](#) from our benefit provider PartnerShip®.

# 2023 Annual Conference

The exact date has not been set, but we will be back in Stillwater the month of October at the Atherton Hotel. So plan on attending the SWCBA conference.

## Stay in Touch

Follow SWCBA on Facebook!

Like our page & stay connected!

<https://www.facebook.com/swcba>

## Got News?

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

## E-MAIL US

*[dcottrell@umbh.edu](mailto:dcottrell@umbh.edu)*

*[kathryn.vanover@neo.edu](mailto:kathryn.vanover@neo.edu)*

*[mkelly@texasbook.com](mailto:mkelly@texasbook.com)*

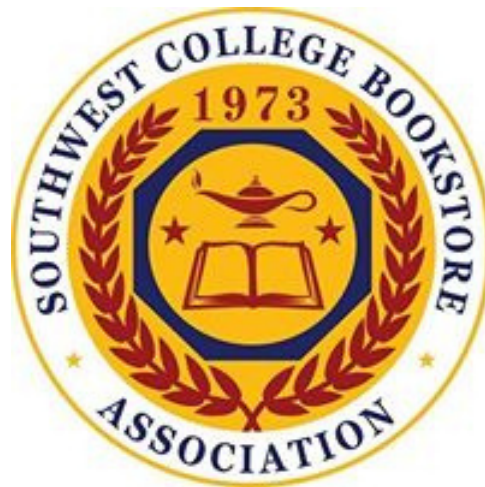
*[Mandy.berry@wbu.edu](mailto:Mandy.berry@wbu.edu)*

*[SondaUitermarkt@icbainc.com](mailto:SondaUitermarkt@icbainc.com)*



# Mission

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/***