

# Southwest College Bookstore Association

April 2023

## NEWSLETTER

### OFFICERS

**President: Kevin Hannegan**  
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**Past President: Terri Mitchell**  
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**New Mexico Trustee: Julie Buchanan**  
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**Texas Trustee: Beth Ann Kidd**  
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**At Large Trustee: Reggie Coleman**  
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**Associate Trustee: Kerry McCorkle**  
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**Associate Trustee: Jody Danaher**  
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**Secretary/Treasurer: Jackie Slaughter**  
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**Administrative Assistant: Starla Marshall**  
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**Site Selection Chair: Cherry Bailey**  
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## Welcome to the SWCBA

Since 1974, SWCBA has had a long and storied tradition. It's amazing to think of our Association's 50th year of existence nearing, which is a momentous milestone.

For those of us who attended the national conferences this spring, we saw the strength of both ICBA (96 years) and CAMEX (100 years).

While the business of college stores has changed some, and the product mixes have evolved, the fundamental role remains the same.

With the aforementioned milestones in our view, we can look back on these and other state and regional associations within our industry, and know we are all part of an important service.

So, what do we need to do going forward? What products and services will campus stores be offering? What will our campus and students look like? Who will be handling the roles we are doing today?

Stores of the far and recent past have seen some dark times, such as during times of war, protests, pandemic, technology, and change. Yet, when we see how our industry has survived and maintained relevance, it's not hard to see why. It's the people, actions taken, vision, and hard work. Those who came before us had these same points when thinking of the industry during their times and looking toward the future.

Many campuses are planning budgets, and some may be working on strategic plans. What are we doing within our stores and companies to create the next generation of workers, and how can we help our campuses and communities to thrive into the unknown? I hope we all can step back and think about some of these questions.

# GRADUATION



Wayland Baptist Assistant Textbook Manager Sydnei Morrison had the idea of putting together Graduation bundles for their customers. They can pick 3 items and get 10% off, pick 4 and get 15% off, or 5 and get 20% off plus free gift wrapping! It did really well for our December graduation and we look forward to putting several together for our bigger May graduation.



Navarro College has several ways they celebrate their graduates. Their Starbucks store offers a Grad Frappe which is a vanilla bean, strawberry puree to give it the red/white look for their school colors (limited edition) this is offered just before & during graduation. They also offer Spirit buckets, that you can fill with your Navarro gift and they will wrap it up so you have the perfect gift.

# 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:**

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

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

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.

## **February 15, 2022**

A presentation about Inclusive and Equitable Access was our second lunch and learn webinar. RedShelf- Jason Heiselmeyer, Vital Source - Kellie Ranum, Willo Labs - Brad Smith

## Future Sessions

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

ICBA & CAMEX updates from annual conference with Kevin Hannegan & SWCBA members.

### **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

If you were unable to attend this year's CAMEX or missed some of the educational sessions, CAMEX On-Demand is available on the new NACS University platform. It is included with the full conference and trade show registration, but can be purchased if you did not attend. In 2024, CAMEX will be held in Savannah, GA, from February 24-28. Registration will open in the early fall. Make sure to watch out for early bird specials!



SWCBA Members  
connecting at Camex.

Terri Mitchell stated "Better than expected, next year Camex in Savannah, can't wait."

Mike Kelly from Texas Book Company said "Great Show, fewer vendors, more attendees. It was a Great Show."

# NEWS from NACS

## **Debbie Cottrell Nominated as President-Elect**

The NACS Board of Trustees has approved the slate of nominees for board officers and trustees with terms commencing in June 2023. A unique voting link to the online ballot will be emailed to the primary contact at all NACS member stores on Tuesday, March 21. The last day for voting will be Wednesday, April 19.

Debbie Cottrell, manager of the UMHB Campus Store, University of Mary Hardin-Baylor, Belton, TX, has been nominated as the next NACS president-elect/secretary. She currently serves on the board as a trustee-at-large.

Ella Van Nort, the current president-elect, has been nominated as president/treasurer. She is director FIDM Scholarship Foundation and director retail operations, Fashion Institute of Design & Merchandising, Los Angeles, CA.

The board also approved candidates presented by the NACS Nominating Committee for three trustee-at-large seats, each with three-year terms:

- François Beliveau, course materials buyer, Fanshawe College Campus Store, London, ON, Canada.
- Bethany Meyer, operations manager, The Maverick Store, Colorado Mesa University, Grand Junction.
- Allison Hartel, assistant director for marketing and outreach, CU Book Store/CU Retail Services, University of Colorado Boulder.

Auditing firm Maloney + Novotny will confirm voting results. For more about each nominee's professional background and industry involvement, visit the 2023-24 credentials page.

# NEWS from ICBA

The ICBA 2023 Conference was held in Las Vegas from February 6-9 and ended up being the largest Conference in ICBA's 97-year history. 124 different campuses were represented (including numerous SWCBA members) with almost 400 store attendees (and with 250 Buyers receiving Scholarships). Plus, 58 store attendees participated in a 1.5-day pre-Conference General Merchandise Buying Institute. In addition, 127 exhibitors were represented by nearly 300 attendees.

Over 12 hours of education programming included discussions around: Course Materials (especially Equitable Access-style programs), Innovation, Marketing, Branding, Organizational Strategies, General Merchandise Buying, Work/Life Balance, eCommerce, Consumer Buying Trends, and more. Extensive Networking and peer-to-peer idea exchanges took place throughout the Conference, and ICBA's unique PRIMETIME round-robin tradeshow format facilitated closer Supplier/Store partnerships.

The 2024 ICBA Conference will be held in Denver, Colorado (February 5-8, 2024) featuring an opening night reception on the campus of the University of Colorado – Boulder that will include a store tour.

Any questions about ICBA or the 2024 Conference, email [SondaUitermarkt@ICBAinc.com](mailto:SondaUitermarkt@ICBAinc.com).



# A View from our Members!

Debbie Cottrell was fortunate to be able to attend both ICBA and CAMEX. This is her viewpoint.

I was fortunate in that I had the opportunity to attend two great conference this year making for a busy start to the year. And both conferences were in great locations.

ICBA 2023 was held in Las Vegas, NV. Attendance was great with both store attendees and vendors. The ICBA conference format provides attendees with lots of networking opportunities. The conference kicked off with a bonus session on Developing and Communicating your "Story" and we all know how important it is to let others know what we do in the college store industry. Additional sessions throughout the conference included a session on Economic Trends, Alex Weber's presentation entitled "The Unstoppable You", and Marcus Collins presentation on "The Curious Case of Cultural Consumption". I always enjoy the ICSR Success Stories from award winners from the Independent College Stores Report. It is interesting to hear their success "stories".

The ICBA conference is structured on various tracks and I attended on the Apparel / Gift track. Vendor appointments provided me the opportunity to visit with both current vendors and new vendors. In addition to being able to see new products from our current vendors, I found new items to add to our store from new vendors.

We have considered getting into the squishy pillow craze, and I found a new vendor with great, affordable selections. These fun, colorful items provide us with the opportunity to make squishy pillows available without a huge investment so we can determine how the products will sell in our store.

I also had the opportunity to work through appointments with another attendee from a store with similar demographics. I love the experience of working another store as we can discuss items, give feedback, and keep each other on our schedule track. My takeaway in working with my partner is that we are now exploring the possibility of adding a drop ship program to our online store.

# A View from our Members!

CAMEX100 was in early March in New Orleans, LA. This is a special year for the National Association of College Store as this was year 100 for CAMEX. New Orleans is always a great city to visit, and both store and vendor attendance was strong. CAMEX also provides many network opportunities and the conference kicked off with a Networking Reception on the first day of the conference. A special Centennial Celebration was also held at the National World War II Museum. If you visit the city, I encourage you to plan a trip to this museum.

Attendees were also able to view a special display on the history of CAMEX through the years. One note of interest was that in 1945 the conference was conducted my mail!

Session topics included Trends on Threads, Tech, and More; Improving Buyer & Vendor Relationships; Scott Stratten's Opening Session on "UnLeadership"; NACS Legislative Update, and concluded with Matt Havens' presentation on "Stop Acting your Age".

Dr. Michael Moore's session on groundbreaking research into Inclusive Access, Equitable Access, and Student Outcomes I found to be very exciting. Store personnel feel that these programs help our students both financially and intellectually, and it is enlightening to finally gain knowledge on ongoing research that is being done to provide us with concrete evidence that students outcomes are improved.

CAMEX also included a two-day tradeshow and a very popular Cash Back Program. Lots of shopping took place at the tradeshow, and I visited with current vendors and explored products from new vendors. The Cash Back Program gives buyers the opportunity to not only shop and take advantage of show specials and extra discounts, and also get some cash back by doing so. I am grateful for the opportunity to attend these conferences. It is time away from my store, but the ability to visit with others and the knowledge I gain at the conferences cannot be measured.



# A View from our Members!

Mandy Berry from Wayland Baptist attended ICBA conference for the first time this year. She said, "I did attend ICBA for the first time this year and it was amazing. We had several speakers and the two that stood out the most for me were Alex Weber and Dr. Marcus Collins. Both were very entertaining and provided some great insight. "

"I was on the Gift/Apparel track and met with some great new vendors and found awesome products that we will be bringing into the store in 2023. One of the biggest hits was Ty Store and their Squishy Beanies. Several stores raved about how well they were selling in their stores. We ordered some for our store and have had them a little over a week and they have done well so far. We are also looking into bringing in a new sunglasses line that has a great price point. Overall it was a busy week but very fun, productive, and I got to network with a lot of awesome people. "

# HAPPENING NOW



## DUES

Have you paid your annual dues yet?

Due date is April 30th in order to stay as an active member of the SWCBA. Contact Starla Marshall at [SWCBA@outlook.com](mailto:SWCBA@outlook.com) to receive an invoice.

# Welcome

Welcome some of our new and returning vendors Booklog, DM Merchandising and The Commencement Group. Please share the opportunity of our membership. You can find our vendor application at <https://www.swcba.com/store-vendor-application/>

## 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

SWCBA is back at the Atherton Hotel in  
Stillwater, OK.

October 15-17, 2023!

Plan now 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

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# 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.



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