

Southwest College Bookstore Association

Fall 2023 Sept.-Oct.

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
bconstable@firesideind.com

New Mexico Trustee: Julie Buchanan
jbuchanan@nmjc.edu

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



Message from our President

**"So often, a visit to a bookshop has
cheered me, and
reminded me that there are good things
in the world."**

- Vincent van Gogh

We've been thinking about history quite a bit lately. Many businesses and associations have a hard time making it to 5 or 10 years. To see several store associations recently reach 50 is a great achievement.

SWCBA will be meeting in October for the 50th anniversary. There have been many calls, planning meetings, emails, all to create the agenda and activities.

It's important to honor our past while preparing for the future.

Message from our President

We have been looking back to see where our industry has come from, and you can see specific eras appear. History is a funny thing. As we get older some things begin to slip our minds. Initially most campus stores were simple operations merely selling books and a few school supplies . Now we see stores selling much more from computers to food, apparel to novelties, and cosmetics to drinkware. All the while, campus stores are still selling course content, but in a variety of ways.

So many people have come through SWCBA over 50 years. Association conferences used to last nearly a week and include hundreds of attendees from campus stores and vendors. Presentations and sessions ranged over many topics, such as basic retailing, cost of textbooks, changes to off-campus and online competitors, buyback, and the rise of online and digital selling.

Over the past months we have tried to figure out which stores and names were involved to initially create the association. It may be surprising to learn the internet does not have all historical knowledge. One thing discovered was, at the beginning of SWCBA, there was a man named Pete Plotts who led the organization. He managed the on-campus store at Lamar College before moving onto other positions, and finally retiring from Barnes & Noble.

"The first place I visit, when on a strange campus, is the bookstore.

It tells me all I need to know about the quality and commitment of the institution."

- Daniel J. Boorstin, former Librarian of Congress

Campus stores have been a hub of activity since inception. Every type of person on campus comes through the campus store – faculty, staff, students, alum, parents, grandparents, kids, and community.

Message from our President

Our stores are involved with much more today than 50 years ago. Store leaders are part of planning and steering committees, helping to shape the future of our institutions. Working sporting events, graduation, or being involved with small or large events, store personnel have a tremendous role to play. In many ways the campus store is the window with which campus visitors see into a campus.

While there have been many changes to campus stores and vendors, how business is conducted, and products and services offered, the campus store has remained a destination on every campus.

As the amount of content grows and is stored in the cloud, what is the legacy you want to leave behind for others to find 50 years from now?

We hope to see you at the SWCBA annual meeting at Oklahoma State, October 15-17, 2023 (details can be found at www.swcba.com).

We would also love to see you all get involved on a committee, offer a lunch and learn topic throughout the year, and engage with current and potential members from stores and vendors.

SWCBA is your association...and we have 50 years of proof.

Kevin Hannegan
President SWCBA



CONFERENCE DETAILS

6 Education Sessions

Sun 2:30-3:20 "It takes a village", IA and EA success
Key ingredients to starting and maintaining a successful EA or IA program on your campus. Discussion covering topics like "how to get started", "key players", "tools for success", "pitfalls to avoid" and "must have" campus support. Presented by Peggy Freeman

2nd Session presented by NACS

Presented by Jessica Hickman

To get your customers' attention, a campus store uses a range of promotional tools. Forbes.com notes that "Creating an amusing and memorable experience can lead to better engagement and repeat interactions" (5/3/2023). How does your store create those experiences? What tools are you using? One way to attract and engage customers is to develop (and build on) an annual marketing calendar for planning and tracking upcoming opportunities, campus events, and store promotions. In this facilitated roundtable, you will work with peers to create a seasonal calendar that works for your store— and share your innovative, successful ideas too.



The last session for Sunday is a round table discussion with your peers! Topics include: dealing with Gen Z, Social Media, State and federal laws, AI and ChatGPT. Presented by Reggie Coleman

CONFERENCE DETAILS

Opening Night

Opening Night is at Stillwater's own Eskimo Joe's for an evening full of fun. Stan Clark, the owner will be sharing some of his thoughts with us again this year! His story and the beginning of Eskimo Joe's is one you will want to hear.



CONFERENCE DETAILS

2nd day starts at 8am

Mon 8-8:50 My Favorite Things!

Come prepared to participate in this event. Bring your newest fun (inexpensive) merchandise to show and giveaway during this session (be ready to tell the cost, retail and any "fun facts". This is a "What's hot and what's not" session. Lots of fun discussion, and drawings for giveaways. Definitely a fan favorite event. Presented by Erin Green.

9am session

Coach Kenny Gajewski is the Head Coach for the Oklahoma State Cowgirls softball program and has an encouraging message of adversity and success. It is a great privilege to have Coach Kenny speak at our SWCBA session. To quote the coach, "Everything I've done throughout my whole life has prepared me for being OK with who I am... You have to struggle through and fight through to get to that point."



CONFERENCE DETAILS

10:00am ICBA Presentation:

Independent Store Innovators

See examples of college stores that have developed innovative programs to grow sales, increase services, reduce expenses, and/or improve customer and campus satisfaction. You will leave this session inspired with plenty of ideas to "borrow". Presented by Jon Bibo

LUNCH 11-12:00

Update from Debbie Cottrell (NACS President-Elect)

Mon 12:30 – 3:30 Tradeshow

Mon 4:00 – 6:00 Tour Gallagher IBA Arena & T Boone Field

Will leave Tradeshow lobby at 4:00pm

Mon 6:30 – 10:00 Closing Night

Tuesday

October 17, 2023

Tues 9:00 – 11:00 Board Meeting

Presidential Suite

CONFERENCE DETAILS

- 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

- Inclusive Access-components of a successful IA program.
- Social Media tips for college stores.
- Trends & Flops in college bookstores, with what's hot and not.
- NACS will be presenting "Attracting & Engaging Customers All Year".
- Coach Kenny Gajewsk (GUY-eh-ski) Head Coach of OSU softball

- Opening night (Sunday, October 15th @ 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 Be Our Guest – please plan on bringing your Be our Guest t-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! To have a successful and effective association it takes all of us. We need and want your participation and your feedback! Let us know if you have any suggestions or comments. We take them seriously and want to serve your needs. Please get yourself involved – we would love to have you on a committee or on the board – whatever you might be interested in.

Annual Conference Forms

Looking for registration forms for stores, vendors, sponsors and more.

Check them all out in your email or on the SWCBA website, under Annual Conference.

<https://www.swcba.com/annual-conference/>

A View from our Members!

🍋 Fun times in the Athens Bookstore! The students sure enjoyed our lemonade stand. Thank you to Student Life for providing the cute lemonade cups!! 🍋



A few of our fabulous students enjoying the Lemonade Stand!



A true treat to have President Dr. Jason Morrison help serve lemonade to the students!!



EASY PEASY, YOU GOT THIS!



TWCC
BOOKSTORE
www.twccbookstore.com

WANTED
FOR UNPROVOKED ATTACK



THE LOLLIPOP SQUIRREL
\$50 GIFT
CARD

I was on a tire swing Saturday, minding my own business and sucking on a root beer flavored lollipop, when all of a sudden, this crazy mad-eyed squirrel started to yell at me in squirrel speak and interrupting my peaceful tire swinging. I tried to ignore him but that just made him madder, and he started yelling even louder. I got mad myself because he wouldn't stop so I threw my tasty lollipop at him and it got stuck to his fur.

He stopped yelling immediately and looked me dead in the eyes and I could swear he could see into my soul. My blood ran cold but I didn't back down...I stared at him right back. We stayed like that, motionless for a few minutes sizing each other up. Well... apparently, he was a flying squirrel and flew through the air, (it felt like it was slow motion), and latched on to my face! I screamed and jumped up and turned around and ran right into the tree and knocked myself out cold. When I came to the ambulance was there to take me to get medical treatment. They asked me what happened, and I told them, but I could tell they didn't believe me and were just humoring me. I never saw the squirrel again. I know he's still out there, lying in wait, hoping for his moment to strike. The squirrel is somewhere on campus and the first student to bring him to me at the University Store will receive a \$50 Gift Card to the store as a reward. You can't miss him. He is a squirrel. Small. Furry. Talks in squirrel talk. Evil look in his eyes with a root beer flavored lollipop stuck to him! He may try to trick you with his cuteness but don't be fooled! He may have associates running around campus but don't bother them. He is the **ONLY** one I want! Crazy little devil...Beware the lollipop squirrel!

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

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

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) Missouri Book Services

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, 2023

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

April 19, 2023

Kevin Hannegan hosted a zoom session giving updates about the recent ICBA and CAMEX annual conference. Discussion was open to all attendees to participate. The zoom recording can be viewed at <https://www.swcba.com/news/>

July 18, 2023

NACS Standards

The NACS Foundation Standards Project is a multi-year undertaking designed to ensure that independent college stores have access to the data and tools they need to be successful. Jeff Nelson presented a slide with the details that can be found on the SWCBA website under News.

2024

Lunch & Learn sessions will continue in 2024!

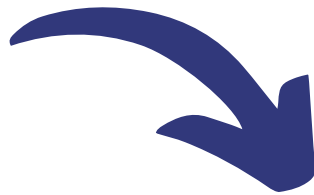
Have a suggestion for a lunch and learn, email swcba@swcba.com

Be sure and be on the lookout for the schedule.

HAPPENING NOW



Check your
calendar



TAC – Textbook Affordability Conference, November 1 & 2, 2023 – Chicago

ICBA 2024 – February 5 – 9, 2024 – Denver

CAMEX 2024 – February 24 – 28, 2024 – Savannah



DUES

Have you paid your annual dues yet? Your dues help SWCBA to stay active as an association. Have you paid yours?

Contact Starla Marshall at SWCBA@swcba.com to receive an invoice.

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*
kathryn.vanover@neo.edu
mkelly@texasbook.com
swcba@swcba.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



SWCBA@swcba.com



http://www.swcba.com



Facebook.com/swcba/

www.swcba.com