

Southwest College Bookstore Association

January 2024

NEWSLETTER

OFFICERS

President: Kathryn Vanover
Kathryn.vanover@neo.edu
President Elect: Mike Kelly
mkelly@texasbook.com

Past President: Kevin Hannegan
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Arkansas Trustee: Kellie Ranum
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Louisiana Trustee: Beverly Constable
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New Mexico Trustee: Julie Buchanan
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Oklahoma Trustee: Dave Mulberger
dave.mulberger@okstate.edu

Texas Trustee: Beth Ann Kidd
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At Large Trustee: Reggie Coleman
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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
swcba@swcba.com

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



Message from our President

It is a privilege to serve as your Southwest College Bookstore Association President for the year of 2023 to 2024. I see this year as the opportunity for growth and possibly change.

When our store joined the SWCBA 6 years ago I didn't realize the growth and friendships that would be developed. As a new manager I had been encouraged to become a member, but the feeling of being overwhelmed I delayed that decision. If life gave us the opportunity for do overs, I would have joined immediately as new manager.

The Southwest College Bookstore Association has some of the most dedicated store managers and vendors. It's a place where you can learn and share your ideas. I have gotten some of my best ideas from our stores and vendors.

Message from our President

These ideas include purchasing a heat press after hearing about it from another school, meeting and shopping with a new vendor at our trade show, launching a new website, Inclusive Access, new innovative school supplies, placing merchandise, and of course, all the new hot trends. The amount of what you learn by becoming a member of the Southwest College Bookstore Association is endless.

Our lunch and learn Zoom sessions will continue in 2024. We have plans for a meet and greet at CAMEX in February of 2024. And of course, we are already looking forward to our annual meeting in 2024 where new members and old members can gather to learn, get fresh ideas, share old ideas, and make new friendships.

I look forward to this year and hopefully you do as well.

***Kathryn Vanover
President SWCBA
2023-2024***



Celebrating 50 years!



Congratulations to the SWCBA for 50 years of outstanding sharing of knowledge that has been provided by the association and it's members through educational opportunities and networking. I truly valued the opportunity to serve the Association as a board member and officer. My involvement with SWCBA absolutely enhanced the services to my bookstore and provided me with an excellent source of knowledge when I felt like I needed it.

Jacque Ochs, Retired from Clovis Community College, New Mexico.

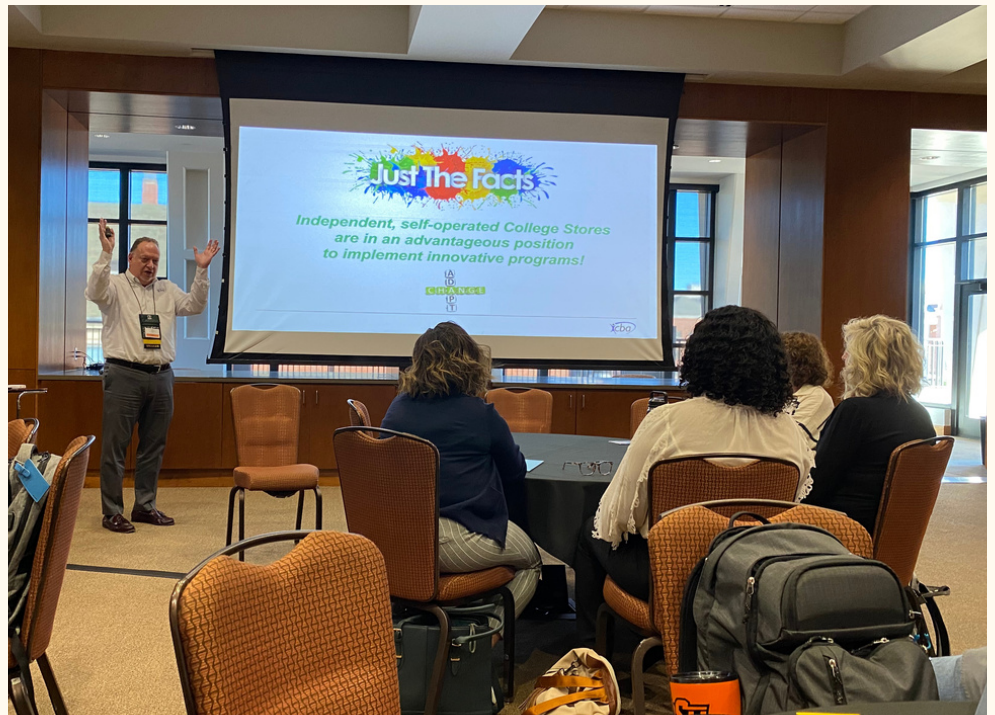
CONFERENCE HIGHLIGHTS

Lifetime Achievement presented to Kellie Ranum from VitalSource



I loved SWCBA! I love all the networking that happens at SWCBA! It is great to be able to meet face to face with the vendors. Looking forward to next year- Heidi Morris Eastern Arizona College

Jon Bilbo presenting an Education Session from ICBA



CONFERENCE HIGHLIGHTS



Trade Show

Yes, I am happy to attend the meeting and experience meeting with an excellent team of SWCBA! I was overjoyed with everyone willing to help with course materials, supplies, apparel, and merchandise. To see that I am not only in some of the issues I had experience with. With everyone sharing their experiences and how they overcame the problems. It helped me a lot, and I am happy to have friends I can turn to. Also, it gives me insights into how to better NTU bookstore with new items that people would love and keep coming back. It was an experience to see, and I will always cherish forever.

Kami Morgan Navajo Tech University

CONFERENCE HIGHLIGHTS

SWCBA members
touring
Gallagher-Iba
Arena



I enjoyed the SWCBA meetings and found the information discussed very useful. I thought the entire event was well organized and executed efficiently. Being a huge sports fan I would have to say that Coach Gajewski's speech was one of the highlights of the conference. I look forward to meeting again in 2024!

Tim Ward National Park College

It was a good meeting, and I was glad that we were able to attend. It is a good place to get to hear what other colleges do and how they work with other departments to get things done on campus. It is a good place to network and get ideas of what to do and what is selling. Hot selling items that work at stores that also might work at my store.

Amy Fincham National Park College



Elevate to
EXCELLENCE

ICBA 2024

Achieving New
Heights Together!

ICBA is excited for our 2024 Annual Conference, in Denver this coming February. There are BOTH a record number of Member Stores attending and a record number of individual Member Store Attendees coming, and registration remains open. The theme of the 2024 ICBA Conference is Elevate to Excellence: Achieving New Heights Together.

We're also offering a specialized, day-and-a-half ICBA Course Materials Institute in Denver for Members, just prior to the official start of the Conference. We also have a Member store tour at the CU Boulder Book Store as part of the Conference agenda, as well as an optional bonus Member Store tour at the Colorado State University Bookstore prior to the start of Conference.

Also in early 2024, ICBA continues its presence at the Sports Licensing and Tailgate Show in Vegas (Jan 24-26), with a booth as well as an ICBA Member Reception offsite on the Strip. Scores of ICBA Members have been attending Tailgate, with that number continuing to grow, and many taking great advantage of the show's "License to Buy" discount program when it comes to the latest in licensed apparel, accessories, toys, souvenirs, and tailgate gear. ICBA Team Members will also attend the Consumer Electronics Show (CES Jan 9-12) in Vegas to see the latest products and trends for Tech Buyers and host a Member Reception.

ICBA is part of a collaborative, multi-association group administering an industry salary survey to members, which includes NACS, Campus Stores Canada, and Large Stores Group. If you have received the link for the 2023 Independent College Store Salary & Benefits Survey, please take the survey if you haven't done so yet. Survey respondents will be able to view the gathered data, which will assist in budgeting, strategy, and hiring. The survey is open until December 15, 2023.

This fall, we were excited to attend all the fall state & regional association meetings, often able to present loads of content, as well as present at the National Association of College Auxiliary Services C3X event, where discussions and interest around independent store operation continue to grow for this audience of auxiliary executives. We're also excited to see more new Member Stores and Staff in our Fall Networking Calls and Webinar Series, as the independent college store community is always terrific for collaborating and learning!

Happy Holidays to you all!

CAMEX24

CAMEX is just around the corner!

This year's conference and trade show will be held in beautiful Savannah, GA from February 24-28. Attending CAMEX offers educational sessions, valuable networking, and a premier buying event. Plus, with CAMEX Cashback earn up to \$725 in rebates and Bonus Bucks on qualifying orders placed at the trade show!

Be sure to check out the schedule

www.camex.org/Schedule

& the exhibitor list

<https://bit.ly/485vtao>

to make the most of your CAMEX experience.

CAMEX24

EDUCATION: FEB. 24, 27-28, 2024

TRADE SHOW: FEB. 25-26, 2024

Savannah, GA



VIEW SCHEDULE
DETAILS AND
REGISTER TODAY!

camex.org

A View from our Members!

From Trinity Valley Community College, Texas:

The Athens campus hosted their annual Christmas party for faculty & staff. They provided hot wassail, appetizers, and holiday punch. Drawings were held for door prizes, count the candy jar & ugliest Christmas sweater. An enjoyable event for all who attended.



We welcome our members to share news, events, promotions, etc from their Bookstores to be featured here. Please email kathryn.vanover@neo.edu.

SWCBA COMMITTEES

Education Committee

Jody Danaher-Co-Chair (jody@thefanaticgroup.com) Fanatic Group
Kevin Hannegan- Co-Chair (kevin.hannegan@pearson.com) Pearson
Dave Mulberger (dave.mulberger@okstate.edu) Oklahoma State University
Brad Henderson (brad.henderson@wbc.edu) Wayland Baptist University
Maudley Clermont (mclermont@hbu.edu) Houston Christian University

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
Starla Marshall (swcba@swcba.com) Admin. Asst. retiree Oklahoma University
Paula Lein (paula.lein@tvcc.edu) Trinity Valley Community College

Nomination Committee:

Kevin Hannegan- Chair (kevin.hannegan@pearson.com) Pearson
Julie Buchanan (jbuchanan@nmjc.edu) New Mexico Junior College
Starla Marshall (swcba@swcba.com) Admin. Asst. retiree Oklahoma University
Kerry McCorkle (kmccorkle@mbsbooks.com) Missouri Book Services

Annual Meeting & Site Selection Committee:

Cherry Bailey-Chair (cherry.bailey@okstate.edu) Oklahoma State University
Starla Marshall (starla.marshall@okstate.edu) Admin. Asst. retiree Oklahoma University
Kathryn Vanover-Chair(Kathryn.vanover@neo.edu) Northeastern Oklahoma A&M College

Budget & Finance Committee:

Kevin Hannegan - Chair (kevin.hannegan@pearson.com) Pearson
Beth Ann Kidd (bkidd@tvcc.edu) Trinity Valley Community College
Reggie Coleman (woodie.r.coleman@occc.edu) Oklahoma City Community College

Strategic Planning Committee:

Mike Kelly- Chair (mkelly@texasbook.com) Texas Book Company
Terri Mitchell (terri.mitchell@navarrocollege.edu) Navarro College
Kellie Ranum (kellie.ranum@vitalsource.com) Vital Source
Starla Marshall (starla.marshall@okstate.edu)Admin. Asst. retiree Oklahoma State University

Membership Committee:

Beverly Constable- Co-Chair (bconstable@firesideind.com) Fireside Industries
Heidi Morris- Co-Chair (heidi.morris@eac.edu) Eastern Arizona College Campus Store
Erin Green (erin.green1982@navarrocollege.edu) Navarro College
Kami Morgan (kami.morgan@navajotech.edu) Navajo Technical University
Melissa Nieto (melissa.nieto@victoriacollege.edu) Victoria College Bookstore
DJ Bauck (djb@cisport.com) CI Sport
Bryan Curry (bryan@cisport.com) CI Sport

Lunch & Learn Sessions

**Watch your email for
NACS/OnCampus Research Webinar**

January 31, 2024

2pm ET

**COMING
SOON**

March 26 – CAMEX & ICBA Highlights

May 28th – TBA

July 30th – Prepping for Rush

All via Zoom at Noon Central time

HAPPENING NOW



Check your
calendar



ICBA 2024 – February 5 – 9, 2024 – Denver

CAMEX 2024 – February 24 – 28, 2024 – Savannah



Resources

NACS Foundation – <https://www.nacsfoundation.org/>
Arkansas Department of Higher Education – <https://adhe.edu/>
Louisiana Board of Regents – <http://www.regents.la.gov/>
New Mexico Higher Education Department – <https://hed.nm.gov/>
Oklahoma State Regents for Higher Education –
<https://okhighered.org/>
Texas Higher Education Coordinating Board –
<https://www.highered.texas.gov/>



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?

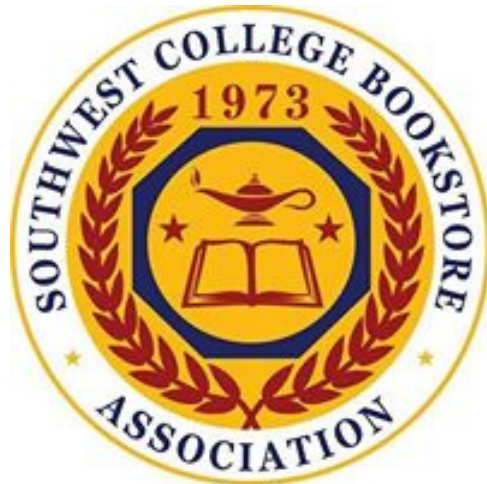
Reach out to our team and let us share what you have with our store members.

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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



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http://www.swcba.com



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