

Southwest College Bookstore Association

April 2024

NEWSLETTER

OFFICERS

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President Elect: Mike Kelly
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Site Selection Chair: Cherry Bailey
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Progress is
impossible
without
Change

Change is a fundamental and inevitable aspect of our lives, permeating every corner of our existence. Change is the driving force that propels us forward. When I accepted the role of SWCBA President, I could not have realized the changes I would face. In what must have been my longest February ever, both our Past President and our long-standing Treasurer stepped down from their positions due to life changing events. I too am facing personal and work-related changes in my life, and the plans I envisioned for the SWCBA also need to shift. My goal as your president is to make sure our organization is sound and moving forward through the shifting landscape.

Change is a constant in the dynamic tapestry of life. It manifests itself in various forms, such as personal development, career transitions, societal evolution, and technological advancements. While change can be both

exhilarating, sometimes overwhelming, and always challenging, it remains an essential component of progress.

How often do we fight changes in our stores or organizations even when the outcome may be positive? New ideas are suggested, and it is human nature to immediately panic. I know I am certainly guilty of going into panic mode. An example is my reaction just this week when one of our instructors suggested changing the method of how students access a book. My first thought was how does this affect me, how much work will this involve, and how does this impact my store. A better reaction is to take a calm approach, look at all stakeholders involved, allow myself to see how this decision is best for our students, and fully embrace this change. I should have directed my thoughts to considerations as to what we might gain or a positive end result, but instead I looked at the situation with dread and a negative outlook. This is how we all react, how human nature drives us, and it takes work and diligence to always look at the big picture and watch for the positive impacts.

We all have the fear of the unknown and the loss of control because we find comfort in our normal, everyday routines. The fear of failure, having to release our emotional attachments, and the impacts on our sense of identity are all deterrents to adapting to change. But an understanding the reasons for resisting change is the first step to overcoming our reluctance.

You may be wondering why this conversation is about change, and it has become clear to me that to continue to grow our organization we need to make decisions that involve facing new experiences and moving out of our comfort zones. I challenge you to consider new roles with the SWCBA as an active member. Perhaps the change for you will be to volunteer on a committee or possibly consider stepping into a board role. To move forward in our organization, I challenge you to jump off the cliff, get involved, face the changes, and embrace the new opportunities. Our industry is constantly changing and shifting, and we need to be positioned to move with it.

Kathryn Vanover
President SWCBA
2023-2024



CONFERENCE HIGHLIGHTS

CAMEX24



SWCBA current & future members, having dinner their last night at The Lady and Sons in Savannah.

Dillon from Partnership lending a hand to shipping out those valuable Freebies! Is that really Dillon?



CONFERENCE HIGHLIGHTS

CAMEX24



Our own Mike Kelly
on stage with
featured
speaker, Joel Zeff
presenting
The Ta Da of
Teamwork.

CAMEX Celebration
on the patio on
Sunday evening.
The sunset was
beautiful.



CONFERENCE HIGHLIGHTS

ICBA



UT Austin Team

**Jody Danaher,
The Fanatic Group**



Mike Kelly, Texas Book Co.

CONFERENCE HIGHLIGHTS

ICBA



Matthew Caldwell, Northern Oklahoma University

Dahlia from Lee College



Brad Henderson, Western Baptist

Carol Pounds and Mark Simpson, Alvin Community College



SAVE THE DATE

SWCBA 2024

October 20-22, 2024

Stillwater, OK

Sports Licensing & Tailgate Show

January 22-24, 2025

Las Vegas Convention Center

ICBA 2025 Conference &

PRIMEtime

Feb 2-7, 2025

Sheraton Grand Chicago

Riverwalk

CAMEX 2025

February 19-23, 2025

Fort Worth, TX

GET INVOLVED!

SWCBA

is looking for a

Treasurer!



contact

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SWCBA COMMITTEES

Education Committee

Jody Danaher-Co-Chair (jody@thefanaticgroup.com) Fanatic Group
Terri Mitchell- Co-Chair (terri.mitchell@navarrocollege.edu) Navarro College
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:

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

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

PAUSING LUNCH & LEARN

Taking a moment to make sure we are serving our membership with the Zoom Sessions. We will always look for ways to engage and educate our members and we encourage you to make suggestions of ways to accomplish that task.

HAPPENING NOW



IN THE NEWS!

NACS Board of Trustees has been approved by NACS members. The newly elected officers and trustees will be sworn in at the board's June meeting. It will include a couple of past SWCBA Presidents.

Trustee-at-Large Terri Mitchell, director, Bulldog Bookstore, Navarro College, Corsicana, TX.

Continuing on the board will be:

President Debbie Cottrell, manager, UMHB Campus Store, University of Mary Hardin-Baylor, Belton, TX.



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.

E-MAIL US



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