



LET'S GET

# Fired Up FOR Education

2025 SWCBA Professional Development & Buying Show Conference

*Sunday*

OCTOBER 19, 2025

**11 a.m. - 1 p.m.** Jorns Room - 3<sup>rd</sup> Floor  
**Board Meeting**

**2 p.m. - 5 p.m.** Council Room 412  
**Registration**

**2:30 p.m. - 3:20 p.m.** Council Room 412  
**From Ideas to Impact: What's Hot & Trending in Campus Retail - Robb Faust, NACS**

Explore the latest trends reshaping collegiate retail. This interactive session highlights bestselling products, shifting student behaviors, and insights from OnCampus Research. Share your ideas and discover new ones to energize your store and region.

**3:30 p.m. - 4:20 p.m.** Council Room 412  
**The Knowledge Spark: AI Tools and Tips for Busy Campus Store Managers - Verba | VitalSource**

Learn how AI can simplify your daily tasks—from writing emails and creating social posts to analyzing sales trends. This session offers practical tools, real examples, and creative ideas to help your store run more smoothly, even if you're not tech-savvy.

**4:30 p.m. - 5:20 p.m.** Council Room 412  
**Round Table Discussion on AI  
Mike Kelly, Texas Book Company**

**6 p.m.** Meet in the Lobby  
**Opening Night**  
Meet in hotel lobby at 6 p.m. We will all walk to our destination nearby.

*Monday*

OCTOBER 20, 2025

**8 a.m. - Noon** Ballroom Lobby  
**Registration**

**8:30 a.m. - 9:15 a.m.** Council Room 412  
**Sparking Success: Fire Up Retail Sales with Mobile Pop-up Events - Andy Dunn, Lope Shops**

Learn how to take your college bookstore on the road and boost sales through mobile pop-up events! This session covers how to set up successful retail experiences using tables, tents, or trailers at school functions, athletic events, and community festivals. Discover which merchandise performs best in different settings—from spirit wear and accessories to seasonal items—and how to tailor your setup to engage each unique audience.

**8 a.m.** Ballroom 265  
**Buying Show Setup**

**9:30 a.m. - 10:30 a.m.** Council Room 412  
**Independent Store Innovators - Denise Walsh, ICBA**  
Hear mini-case studies on how independent college stores have developed innovative programs to grow sales, reduce expenses, and improve campus satisfaction. Leave inspired with ideas you can implement—no big budget required!

**10:45 a.m. - 11:30 a.m.** Council Room 412  
**Vendor Showcase**  
Hot items & show specials for 2026. Vendors will have 5 minutes each to highlight new products and promotions before the buying show begins.

**11:45 a.m. - 1 p.m.** Starlight Lounge 465  
**Business Lunch**  
Updates from Mike Kelly (SWCBA President), Denise Walsh (ICBA), and Robb Faust (NACS).

**1:30 p.m. - 4:30 p.m.** Ballroom 265  
**Buying Show**

**4:45 p.m. - 5:45 p.m.** Council Room 412  
**Wrapping Things Up: Where Do We Grow From Here? - Robb Faust, NACS**

By participating in a few hands-on activities in this last session, you can expect to have fun, laugh, reflect, recognize opportunities, and leave with actionable ways to keep the momentum going for yourself, your store, and your association.

*Monday cont.*

**6:30 p.m. - 10 p.m.** Starlight Lounge 465  
**Closing Night Celebration**

*Tuesday*

OCTOBER 21, 2025

**9 a.m. - 11 a.m.** Jorns Room - 3<sup>rd</sup> Floor  
**Board Meeting**

*Past Presidents*

Pete Plotts 1974-76	Bill Hart 1999-00
George Cook 1976-77	Bill Coulter 2000-01
Larry Templeton, CSP 1977-78	Mark Palmore 2001-02
Maybeth Johnston, CSP 1978-79	Sue Slater 2002-03
Gene Rainbolt 1979-80	Debby Brown 2003-04
Chester Banks 1980-81	Christy Clemons 2004-05
Henry Barker 1981-82	Dennis Baker 2005-06
Gary Thompson 1982-83	Anne Bullard 2006-07
Gerald Ritche, CSP 1983-84	Billy Hogue 2007-08
Merle Canfield 1984*	Eddie Turner 2008-09
C.A. Austin, CSP 1984-85	Rita Widder 2009-10
David Mize, CSP 1985-87	David Ritz 2010-11
Larry Minor 1987-88	Tom Fox 2011-12
Fern Foster, CSP 1988-89	Todd Cragg 2012-13
Shirley Evans 1989-90	Corrie Thibodeaux 2013-14
Wes Aldis, CSP 1990-91	Tammy Smith 2014-15
Marshall Rathbun 1991-92	Melanie Sparks 2015-16
Reynaldo Cadena, CSP 1992-93	Debbie Cottrell 2016-17
Gary Hoover 1993-94	Corrie Thibodeaux 2017-18
Ken Jones, CSP 1994-95	Beverly Constable 2018-19
Sandra K. Rodman, CCR 1995-96	Debbie Cottrell 2019-21
Alex Aragon, CSP 1996-97	Terri Mitchell 2021-22
Anthony Martin 1997-98	Kevin Hannegan 2022-23
Jacque Ochs, CCR 1998-99	Kathryn Vanover 2023-24

\*Passed away while in office.