



MEETING AGENDA

DATE	TIME	EVENT				
Tuesday, 10/23/18	10:00am - 4:00pm All Day 1:00pm - 1:10pm 1:10pm - 2:15pm 2:15pm - 2:30pm 2:30pm - 3:45pm 4:00pm - 5:00pm 5:00pm - 6:00pm 6:00pm - ?	<p>Registration Booth OPEN All Events Held in Orchid Ballroom Welcome: Lawrence LaJoie Opening Keynote Speaker: Leigh Anne Jasheway - Growth Mindset Refreshment Break Panel Discussion: State of the Industry-hear from leaders as we peer into the crystal ball NACS: Industry Survey-what are the trends telling us Opening Night Reception-Sponsored by Nebraska Book Company Dinner on Your Own</p>				
Wednesday, 10/24/18	7:00am - 10:00am 7:00am - 9:00am 9:00am - 10:00am 10:00am - 3:00pm 12:00pm - 1:00pm 2:00pm - 2:15pm 3:15pm - 5:00pm 5:00pm - 6:00pm 6:00pm - 10:00pm	<p>Registration Booth OPEN Breakfast at Hotel Restaurant Vendor Showcase - OSU Room - Grand Hall Trade Show - Grand Hall Lunch on Trade Show floor. Trade Show floor closed. Refreshment Break Sponsored by Cengage Time in the Garden and/or Meet at the Lodge for Conversation Oktoberfest Beer and Wine Social Hour - Location TBA Sponsored by Verba/Vital Source President's Reception, Banquet and Entertainment</p>				
Thursday, 10/25/18	7:00am - Noon 7:30am - 9:00am	<p>Registration Booth OPEN Author Breakfast: - William L. Sullivan - Oregon Adventures - Orchid Room</p>				
		Sessions				
	9:15am - 10:15am	<table border="1"> <thead> <tr> <th>Course Materials - Trillium Room</th> <th>General Merchandise - Lotus Room</th> </tr> </thead> <tbody> <tr> <td> <p>Inclusive Access: Q & A - An in-depth session on Inclusive Access. Jenna will share information about some of the deeper integrations publishers are starting to offer, allowing for a more seamless student experience within Inclusive Access. This is an opportunity to share ideas and glean information on Inclusive Access. Presenter: Jenna Boswell, Redshelf</p> </td> <td> <p>The Value of Data: How Your Campus Store Can Win by the Numbers <i>Success in today's campus store is driven by many factors. One of the most important is knowing your data and how to use it to your advantage. Knowledge of your data can give you the ability to plan for your future and develop successful strategies that will positively impact your store and your institution. In this session you will learn how effective and impactful use of data can be an important tool. You will leave this session with ideas on how the use data can help your store meet the needs of today's college students. Your campus store will win if you play by the numbers!</i> Presenter: Mark Palmore, Managing Director Campus Advisory Services- a division of Nebraska Book Company, Inc.</p> </td> </tr> </tbody> </table>	Course Materials - Trillium Room	General Merchandise - Lotus Room	<p>Inclusive Access: Q & A - An in-depth session on Inclusive Access. Jenna will share information about some of the deeper integrations publishers are starting to offer, allowing for a more seamless student experience within Inclusive Access. This is an opportunity to share ideas and glean information on Inclusive Access. Presenter: Jenna Boswell, Redshelf</p>	<p>The Value of Data: How Your Campus Store Can Win by the Numbers <i>Success in today's campus store is driven by many factors. One of the most important is knowing your data and how to use it to your advantage. Knowledge of your data can give you the ability to plan for your future and develop successful strategies that will positively impact your store and your institution. In this session you will learn how effective and impactful use of data can be an important tool. You will leave this session with ideas on how the use data can help your store meet the needs of today's college students. Your campus store will win if you play by the numbers!</i> Presenter: Mark Palmore, Managing Director Campus Advisory Services- a division of Nebraska Book Company, Inc.</p>
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10:15am - 10:30am	Networking Break - Sponsored by Redshelf					



MEETING AGENDA

Thursday, 10/25/18
Cont...

	Course Materials	General Merchandise
10:30am - 11:30am	Selling Your Value to the College Campus: Interactive session discussing how you can better network with your campus departments and administration. Be noticed and appreciated on your campus. Show your administration how you bring value to the campus. Presenter: Nina Tall, Auxiliary Services Manager, University of Western States Campus Store	SNAP and Merchandising Tips: This question and answer session discusses the government nutrition assistance programs for low income families and how to merchandise those programs in the college convenience store. Learn more about making an informed decision on implementing and promoting the SNAP program for your campus. Presenter: Tony Sanjume, Director of Retail Services, Titan Store, Lane Community College
11:30am - 1:00pm	Lunch - Awards and Business Meeting - Orchid Balroom	
	Sessions	
	Course Materials - Trillium Room	General Merchandise - Lotus Room
1:00pm - 2:30pm	Process Improvement: Round Table Discussion. This is a chance to share something that works for you to improve the processes in place at your bookstore. This includes fulfilling online orders, special orders, adoptions, shelf setting, setting up your term by tasks, etc. Bring one idea that has made things better for your course material operations. Each table will have a chance to present their combined ideas, so we can all learn from each other. Presenter: Bonnie Perry, Course Materials Department Coordinator, Chemeketa College Bookstore	Social Media: Social Media marketing is a powerful way for bookstores to reach out to prospective customers. Your students already interact with brands daily through social media. If you are not seen branding your store through social media platforms like Facebook, Twitter, and Instagram, you are missing out on some great opportunities to develop new business! Learn from the experts on how to use social media to brand your store. Presenter: Jennifer Larsen Morrow, Leader of Strategy Planning and Business Development, Creative Company
	Course Materials - Trillium Room	General Merchandise - Lotus Room
2:40pm - 3:40pm	Inventory Management: Round Table Discussion. How to find the inventory management solution that works for you. This discussion will cover how different stores are finding ways to control textbook inventory and reduce dead inventory. Bring ideas and questions to share with the group. Presenter: Cary Ballew-Renfro, Textbook Specialist, Chemeketa College Bookstore	GM: Buying the Right Merchandise for Your Campus: This session is a discussion about the latest trends in general merchandise and how to decide what to choose for your own unique campus market. Is every hot seller right for your store? Bring one item you have had great success in selling—why do you think it sells on your campus? Presenter: Liz Rutledge-Shryock, General Merchandise Buyer, Reed College
3:50pm - 4:45pm	Joint Session - Course Materials and General Merchandise - Orchid Ballroom	
	Where do we go from here? Putting Your Ideas to Work. Maximizing your ROI. During this final joint session, we will discuss our take aways from the meeting. You will set your top 3-4 goals you would like to tackle over the next 4-6 months. Accountability worksheets will be provided to help you set your personal goals for you and your store. Presenter: Meredith Schreiber, Director, Chemeketa College Bookstore	
	PLEASE NOTE: Some session times and content may change prior to meeting.	