

Meet the Presenters



Tony Sanjume

Director of Retail Services
Titan Store - Printing & Graphics - Mail Services

Tony Sanjume has had the pleasure of working in the college bookstore industry for over 28 years. He began his career as a student employee at an off-campus bookstore at the University of California, Davis. He has a broad spectrum of experience in the college bookstore business; on-campus and off, having managed a store or the textbook department in three Community Colleges, two California State Universities, a University of California, and a private Jesuit University. Tony is currently employed at Lane Community College as the Director of Retail Services and runs the bookstore, two convenience stores; the mailroom and central receiving warehouse; Printing & Graphics; and Print Management.



Mark Palmore

Managing Director
Campus Advisory Services

Mark Palmore is currently in his 38th year working in higher education. The past 20 years has been with Nebraska Book Company. Prior to joining Nebraska Book Company, Mark worked in higher education publishing as a sales representative, sales manager and in college store relations. Mark is an industry veteran serving in several leadership capacities with regional and national industry associations including President of the NACS Foundation. A graduate of Texas Tech University, Mark and his wife Carla have two children and live in suburban Cincinnati.



Bonnie Perry

Course Materials Department Coordinator
Chemeketa Community College

Bonnie Perry started her higher education career in California in 1987. She has worked in several leadership and management capacities for both higher education and corporate retail stores. Bonnie's work at Chemeketa Community College allowed her to embrace the changes of the bookstore industry for the past eight years. Her team has worked together successfully implementing inclusive access, on time textbook adoptions, dynamic sourcing, multiple vendor rentals, compliance with HB2871, and consistent inventory accuracy.

- NCBA 2018 Education Committee Chair



Jenna Boswell

Director of Sales - West Territory
Redshelf

Jenna Boswell is the director of sales for the West territory at Redshelf. Jenna is on a mission to advance the ease of access to digital content on college campuses across the country. Jenna has been at Redshelf for two and a half years and has been instrumental in growing the amount of inclusive access programs, Redshelf oversees from 29 programs in 2016, to 175 this year.

- NCBA 2018 Education Committee Member



Cary Ballew-Renfro

Textbook Specialist
Chemeketa Community College

Cary has worked at Chemeketa Community College since 2008. His retail management career began in 1978. Having worked in both corporate retail management and higher education; Cary focuses on strict inventory control and finding required textbooks at the lowest cost for the student. As part of the textbook team at Chemeketa, Cary has been instrumental in successfully implementing inclusive access, on time textbook adoptions, dynamic sourcing, multiple vendor rentals, compliance with HB 2871, and consistent inventory accuracy.



Liz Rutledge-Shryock

General Merchandise Buyer
Reed College

Liz Rutledge-Shryock has been the General Merchandise Buyer at the Reed College Bookstore since 2016, and previously worked as the store's shipper/receiver starting in 2013 and as a student employee from 2010-2012. Her interests include stationery (useful for a college supply buyer!) and fiber arts, and spending time with her three dogs, cats, and three chickens.



Nina Tall

Auxiliary Services Manager
University of Western States

Nina Tall is the Auxiliary Services Manager at the University of Western States. Upon starting with UWS in 2014 as the Bookstore Manager, Nina found a fulfilling career in Higher Education Auxiliary Services. Nina's varied background includes owning a small business, managing for a major corporation, event planning and designing products for an education toy company. As a trained Servant Leader, Nina works to support her campus community by building relationships and being involved beyond her department. When not taking care of her campus community, Nina fills her time as a dancer, mother, costumer, and corgi mom.



Jennifer Larsen Morrow

President/Marketing Visionary
Creative Company/Marketing Brains + Creative Soul

Praised for her deep thinking, Jennifer's passion for the big idea and the right strategy comes through in each meeting and every presentation. Her customized half-day or full-day brand workshops provide leadership teams with focus and clarity to move their organizations forward.



Meredith Schreiber

Director - Auxiliary & Contracted Services
Chemeketa Community College

Meredith has been working at Chemeketa since July of 2012. She has embraced the changes of the industry and believes strongly that our independence only exists if we are interdependent with our vendors and colleagues. As a 2014 graduate of the NACS Leadership Institute, Meredith knows that giving back is an essential aspect of doing good work in the industry.

- NCBA 2018 Meeting Chair
- MEGA 2019 Education Committee Member
- NACS Community College Committee