

## ICBA Owners Elect 2004-2005 Board of Directors



**Mark Frisby**  
 ICBA Chair  
 Montana State  
 University, Bozeman



**Carol Nel**  
 ICBA Vice-Chair  
 Northern Arizona  
 University



**Jim Williams**  
 ICBA Secretary -  
 Treasurer  
 University of Oregon



**Ken Bowers**  
 ICBA Director  
 University of California  
 Santa Barbara



**Wendell Hagins**  
 ICBA Director  
 Georgia Southern  
 University



**Lara Mann**  
 ICBA Director  
 Western Washington  
 University



**John Parry**  
 ICBA Director  
 Colorado State  
 University



**Bryan Pearce**  
 ICBA Director  
 University of  
 Washington



**Thomas Steele, CPA**  
 ICBA Director  
 University of Texas at  
 Austin



**Bryan Thornton**  
 ICBA Director  
 University of  
 Montana

ICBA Member stores elected their 2004-2005 Board of Directors as part of activities at the 2004 Retail Conference and Expo in San Diego.

New members of the board are Ken Bowers, University of California Santa Barbara, and John Parry, Colorado State University. Departing from the Board in San Diego were Denis Snyder, Olympic College, and Richard Hayes, North Carolina State University. Thank you to Denis and Richard for their generous service to our association!

## A Message From ICBA Board Chair Mark Frisby

### *Wow! What a meeting!*

Three institutes, our ICBA general conference program, unequalled educational sessions, our largest Expo ever, great networking, and tremendous location and weather. I think we need to thank again all those who took part, the ICBA staff, the presenters, the instructors, the team coaches...there wouldn't have been the successes without your input and help. Now, we're going to try to do even better as we prepare for a new ICBA year. We will build on past successes and make this year even more memorable than the last.

This will be a year of examination of our relationship

with our vendor partners, a year of commitment to make our institutes an even more valuable experience for our member stores, and a year of making ICBA an even better resource for our owners (us!). We will continue to market ICBA to prospective member stores who can profit most from this relationship. I believe you will find this a year of increased outreach to our current member stores, ensuring ICBA is meeting member needs. ICBA is an organization designed to be fast and agile when confronting new challenges and opportunities. This will be evident as we examine a new format for our annual Expo.

*Continued next page*

## Message from ICBA Board Chair *continued from cover*



Mark Frisby

If you have come to value ICBA as a major part of your success as a bookstore as I have, you know that we need to move to an even higher level of service. The ICBA promise of *Together We Are Making Good Stores Better* requires the dedication of all stores to participate, to share, and to volunteer. To help the organization succeed, each store should re-examine its commitment to the buying programs, which are at the center of ICBA. It is through the participation of all of us that our vendor partnerships improve, we achieve better pricing, increase sell through, and receive better service. No single store can influence the industry as we can as a group. Through our joint efforts, we can make a difference.

What I ask is that each of you take a moment to reflect on how ICBA can help meet your needs and then communicate these to me. I welcome all comments, suggestions, and help as we move forward.

*"We will build on past successes and make this year even more memorable than the last."*

## Four Point Products Celebrates 50th Anniversary

Four Point Products and its parent company, American Thermoplastic Company, will celebrate its 50th anniversary on May 25, 2004. The company has grown from a humble beginning into one of the nation's largest manufacturers of custom-imprinted ring binders, index tabs, pocket folders and related loose-leaf products.

In 1954, Aaron Silberman opened a small company in Pittsburgh to provide businesses with foil-stamped vinyl products. At first he bought blank vinyl products to imprint. Eventually he decided that the best way to ensure that customers got top quality products in a timely manner was to manufacture them at his company. Heat-sealing and screen-printing machines were added and American Thermoplastic Company (ATC) was able to offer its customers even more custom design possibilities.

The company then started marketing its products to college bookstores through a new division called Four Point Products (as in 4.0 GPA). Today binders made by Four Point Products can be found in college bookstores across the United States and Canada.

Under the direction of Mr. Silberman's son, Steven, American Thermoplastic Company and Four Point Products continue to grow by adding new products and developing manufacturing innovations. American Thermoplastic Company is proud to serve American business and education while continuing to manufacture in the United States, working to protect the environment and help the community.



## 2003 AMPAD Back-To-School Marketing Contest Winners



From Iowa State University: Sadja, Marketing Supervisor and Lynette Seymour, Director

The results of the 2003 AMPAD Back-to-School Marketing Contest were announced during the Owner's Meeting at the ICBA Retail Conference in San Diego, California. Congratulations to the following winners:

- 1st Place - \$1,000 Iowa State University Book Store*
- 2nd Place - \$500 Spartan Shops, San Jose State University*
- 3rd Place - \$250 CU Book Store, University of Colorado at Boulder*

This year's winners showed a lot of creativity in their product displays—great signage, prominent product placement in their store, cross merchandising and more.

How can you "cash" in on this contest? Just show & tell us how you promoted AMPAD products in your store for Back-to-School 2004. All you need to do is write a brief description about how you promoted AMPAD products during your 2004 Fall Rush. Submit pictures of product placement, displays, signage, etc. that show how you merchandised the various AMPAD products carried in your store. If you need some help, simply go to the ICBA website at [www.ICBAinc.com](http://www.ICBAinc.com) and click onto Market Share, an on-line creative resource sponsored by ICBA. It is a password protected forum that includes AMPAD advertising, marketing and promotional material for your use. It's that easy!

More details will follow later this summer. Winners will be announced during the 2005 ICBA Retail Conference and Exposition. For more information contact Marty Duncan, ICBA Program Manager, at 866-841-4222 (toll free) or [MartyDuncan@ICBAinc.com](mailto:MartyDuncan@ICBAinc.com)

# Making Decisions That Serve Your Interests

## Reflections of a Supply Evaluation Team Member



John O'Brian

Washington State University

Everyone at the store was a bit jealous that I was going to Nashville for an ICBA Supply Evaluation Team meeting. I mean, Nashville, Tennessee—the stars, the history, the music, the places to see. I have to admit that I was excited myself. What neither they nor I knew was that the only music I would hear for the 5 days I spent in Nashville would come from the speakers inside the Holiday Inn conference room. I did not know that this was going to be such hard work. By the end of each day I was tired of looking at prices, terms, survey results, binders, spirals, and sheet protectors and was ready for an adult beverage and some light and pleasant conversation. I always got both.

Since I had never been involved with the Supply Evaluation Team, I had very little understanding of exactly what work was to be done and how we were to do it. It turned out to be a very professional process. In addition to reviewing the input the Team receives from ICBA buyers through the Vendor Performance Survey, we analyze vendors' pricing, payment terms, freight minimums, and imprint minimums and charges. Our work also included a lot of ripping, tearing, pulling of binder rings and spirals (and also some hair), and measuring and testing using calipers, rulers, water, touch and smell. There was even a bit of throwing and tossing product to see how it would hold up to our skilled and careful student helpers.

In the end, we came up with a score for each product and vendor based on the criteria determined from the Decision-Making Model designed by the ICBA buyers, our meetings with the key vendors, and our direct experience of the product and the proposals. For example, if one company's product was the best quality, it was given the top score. Then, other competing products were ranked incrementally lower based upon their comparative quality. We did the same thing with the other criteria, e.g., price, completeness of line, freight, imprints, delivery, etc. We were encouraged to use the "numbers" and also to know they were a guide not a rule for us. It is about more than adding up numbers — there is the human factor.

The numbers helped us differentiate products, price quotations, and your evaluation of vendors' performance. Other factors were taken into account like personal interaction with manufacturers' reps, cutting edge products that some of the vendors presented, and the dynamic imprints some vendors offer.

In addition, we came to realize that all stores are different. Some stores, like the one in which I work, do really well with imprinted products while some stores don't do as well with imprinted product. In some stores, in-store representation matters, while in others it does not matter to them at all. You can imagine the dilemma when we tried to make our decision. I wanted to award the category to the vendor with the innovative designs and a good product, even though the price was a bit higher; while others wanted to award it to the vendor with the best price and a good product with designs that I didn't feel were as good.

Our deliberations revolved around what was best for our members. We wanted the best price, on the best product, with the best designs from a vendor who has the best representation. We clearly understood that coming to that correct answer was not going to be easy. The best product for one store wasn't going to be the best product for all stores. The best representation for one store wasn't going to be the best representation for all stores. Even the best price on a product without good graphics would not be the best fit for all stores.

We could award a category based solely on price, but didn't think that would best serve all of our members. Could we compete with the big-box discounters of the world? There is no way that we could, or would want to, sell 18-cent spirals.

We cannot rely on educating our customers to know that the 18-cent spiral is a cheap and inferior product.

Is price important? Clearly, the answer is yes. However, I do not think it is most important. Since none of us can ever compete with the giant discounters on price, what do we do? We start carrying hip products with great eye appeal. We have to carry some products that they sell and we can try to carry as many products as possible that they don't stock. We need to "brand" our products as much as possible.

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# THANK YOU!

ICBA thanks the following vendors who contributed to the success of our 2004 Conference, Institutes and Exposition.

And we ask all ICBA members to personally thank them the next time they visit your store.

*AMPAD*

*Office Harbor*

*Art Carved / Balfour*

*Potter Manufacturing*

*Champion Custom Products*

*Reuel's*

*D&H Distributing*

*Roaring Spring*

*Davis Group*

*Russell Athletic*

*Esselte*

*Samsill*

*GEAR For Sports*

*Siriani and Associates*

*J. A. Majors*

*Spirit Products*

*Jansport*

*Storm Duds*

*Jones & Mitchell*

*TechMart*

*Legacy Athletic*

*The Cotton Exchange*

*MBS Textbook Exchange*

*TLC Sportswear*

*MeadWestvaco*

*TOPS*

*NACSCORP*

*Uphill Down*

*Nebraska Book Company*

On my campus, students could care less which company makes the binder or spiral I sell. However, what they do care about is having a spiral with my school's logo on it. It matters to them that they get the Cougar Mono plastered all over their binder. I am making loyal customers because I'm not only selling binders and spirals—I'm selling Cougar pride. Are my spirals and binders the cheapest in town? Not by a long shot!

I keep my product selection fresh by making sure I deal with vendor representatives who know what the college trends are. I walk the soft goods floor in my store to see what new designs are popular—what will sell on a shirt, will sell on a binder. Last year my rep convinced me (against my better judgment) to put Hawaiian flower designs on some of my spirals. They were the first to sell out. I purchased "Lady Bug" binders this year and they sold like hotcakes.

We can even compete on non-imprinted products by doing things that the major box retailers cannot do. I sell many of my bulk items in singles. They cannot do that. I try to carry retro products from small companies—ones that they are not likely to sell. By doing these things I am competing on a level at which they don't. I have not only leveled the playing field—I have tilted it my direction.

So, how does this all fit into the ICBA vendor awards? It was a huge part of our discussion. We pushed back and forth debating price versus freshness of product line, personal experiences with reps versus the voice of the membership in the VPS. What it came down to was that there was no easy way to make this decision, which is one reason why we have multiple vendor awards in some categories. I believe we are better serving all of our members.

Going forward I think we need to keep pushing our vendors to give us the best price on all products. We also need to push them to keep bringing fresh products to the market, to keep introducing products and designs that our customers will find hip, cool, gnarly or phat and give them a reason to shop us instead of the other guys.

## General Merchandise Innovation



**Gordon Brown**

Assistant Dean, ICBA General Merchandise Institute  
and Sales Manager, BYU Bookstore

On Monday, February 9, the students of the General Merchandise Institute gathered to participate in a session titled "General Merchandise Innovation." The session was billed as an open discussion and free exchange of ideas. However, as one of the last sessions together as an Institute, and after having been together for over 2 days, one might have wondered how much discussion would take place and how freely it would happen. Yet in spite of the allure of the wonderful warm California weather

*"...we will meet with success as we increase value, service and convenience for our customers."*

just outside the door, and our having been very involved for 2 1/2 days, the session was in fact well attended and full of great ideas to take home and try.

The session lasted an hour and a half, and although it would be impossible to relate all of the ideas generated in this forum, let me share with you some of the more memorable. It is regrettable that I cannot remember who shared each of these ideas. However, rather than miss some or not credit others, suffice it to say that everyone contributed, and even though your contribution may have been missed, all were valued and appreciated. Here are some of the great things that were brought to share.

One store talked about a wall calendar that it produced using images from campus and large squares for each day to facilitate noting appointments and events. Another school shared with us a successful campaign, which it continues to run, that features Fred and Vince—bookstore super-heroes—whose shared goal in life is to save the students and customers money. Others shared successes that they had had with custom printed campus planners, binders and notebooks. While talking, some great ideas for art supplies came up. One school has an art supply show where vendors are invited to come and share samples, techniques, and new products. Other stores explained how successful they had been in putting together art supply kits, which were custom assembled (often by the vendor) to the specifications of the professor or instructor. We had a good discussion about graduation and how to capitalize on diploma frames, stoles and regalia. And as one of the last things shared, the group was excited about the possibilities of great margins and products to be had at the ASD (Associated Surplus Dealers) show in Las Vegas.

This is certainly not all, but is a small sampling of the lively discussion that took place in our session. I'm sure that all of us who were there realized that this was a great example of what is good and of real value in our organization; separate, different stores, coming together to help each other to be better. Through it all came the message that we will meet with success as we increase value, service and convenience for our customers. Thanks to all who made it so positive and beneficial.



## ICBA Welcomes Our Newest Guest Stores

Join us in welcoming the following new ICBA Guest stores:

Cal State San Bernardino  
Store Director: Kim Ball  
909-880-7421  
kim@bookstore.csusb.edu

Grand Valley State University  
Store Director: Jerrod Nickels  
616-331-2451  
nickels@gvsu.edu

North Dakota State University  
Store Director: Carol Miller  
701-231-7763  
carol.miller@ndsu.nodak.edu

## ICBA Board Contact Info

### **Chair of the Board**

Mark Frisby  
Montana State University, Bozeman  
(406) 994-2811 • mfrisby@montana.edu

### **Vice-Chair of the Board**

Carol Nel  
Northern Arizona University  
(928) 523-6682 • carol.nel@nau.edu

### **Secretary-Treasurer**

Jim Williams  
University of Oregon  
(541) 346-4331 jwilliam@uoregon.edu

Ken Bowers  
University of California Santa Barbara  
(805) 893-4599  
ken.b@bkstr.ucsb.edu

Wendell Hagins  
Georgia Southern University  
(912) 681-5181  
whagins@georgiasouthern.edu

Lara Mann  
Western Washington University  
(360) 650-3745 • lara.mann@wwu.edu

John Parry  
Colorado State University  
(970) 491-3939  
jparry@otis.sc.colostate.edu

Bryan Pearce  
University of Washington  
(206) 634-3400 x392  
bdpearce@u.washington.edu

Thomas Steele, CPA  
University of Texas at Austin  
(512) 476-7211 x6315  
tsteele@universitycoop.com

Bryan Thornton  
University of Montana  
(406) 243-1234  
bthornton@umtbookstore.com

## ICBA Staff Contact Info

### **ICBA Business Office**

287 Fourth Street, Suite 4  
P. O. Box 951,  
Ashland, OR 97520-2091

Toll Free 800-888-9222  
541-488-2591  
FAX 541-488-4286  
office@ICBAinc.com  
www.ICBAinc.com

Stacy Waymire,  
Executive Director  
StacyWaymire@ICBAinc.com

Kathy Griffin,  
Admin. Assistant  
Kathy@ICBAinc.com

Judith Spelman,  
Admin. Assistant  
Judith@ICBAinc.com

### **ICBA East**

618 Sunnybrook Drive  
Brentwood, TN 37027-7867  
Toll Free 866-841-4222  
615-831-2050 • FAX 615-833-0807

Marty Duncan,  
Program Manager  
MartyDuncan@ICBAinc.com

## Stay Connected!

### **Has your e-mail changed?**

If you haven't been receiving information from ICBA electronically, it could be that we do not have a correct e-mail address. Please let us know by sending an e-mail to: [Kathy@ICBAinc.com](mailto:Kathy@ICBAinc.com)

Thank you.

## University Bookstores Honored By College Bookstore Industry



Pictured left to right: Dr. Richard Wallace, Chancellor, University of Missouri-Columbia; Dr. Cathy Scroggs, Vice Chancellor Student Affairs; Karen Jefferies, Assoc. Director, Student Auxiliary Services (MU Bookstore General Manager); Sherry Pollard, Assoc. Director, Student Auxiliary Services (Regional Retail Operations), Dr. Jeff Zeilenga, Asst. Vice Chancellor Student Affairs.

*“While we enjoy sharing our successes with the campus community, we look forward to using this award to recognize our staff for their hard work and dedication to the organization.*

*The ICBA Financial Survey is one of the tools that we use to communicate our successes to the campus community. This award validates those successes and the continued growth that we have enjoyed over the last 5 years.”*

—Karen Jefferies, MU Bookstore GM

one with the 2004 Program Catalogs for School & Office Supplies, Technology Products, Dorm Accessories, Health & Beauty Aids, and Greeting Cards.

We invite you to explore the information included on each of these CD’s. Each program vendor’s catalog section is a separate file on the CD. Our intention for the future is to distribute our Program Catalogs only on CD. You will still be able to print a hardcopy of the catalog vendor pages from your own computer. (Complete hardcopies of the ICBA catalog will still be available on request from the ICBA office.)

“I’m excited about having the ICBA Supply Catalog on CD. I have a lot of binders and vendor’s catalogs on my desk already, so I’m glad to be able to store the information on my computer and free up some space. I think this will save me time since I can now search electronically in a vendor’s catalog page to find the information I’m looking for. This is an exciting change, and a good move for our Association,” said Paul Buss, BYU Bookstore.

ICBA’s commitment to you is to make the ICBA Program Catalogs as accessible as possible. There will be updates to the catalog pages and new vendors and programs added from time-to-time. They are sent to you via email as attached files. The CD you received is a “read-only” but buyers can save these updates and additions directly to your ICBA folder on your computer.

The 2004-2005 ICBA Technology Products Program is currently in the works and will be sent to you only on CD during the first part of June 2004.

We would appreciate any feedback and suggestions you have about the CD version of the ICBA Program Catalog.

Comments and suggestions should be directed to Marty Duncan, ICBA Program Manager: MartyDuncan@ICBAinc.com or 866-841-4222 (toll free).

*Keeping the ICBA Promise of Unsurpassed Buying Programs*

Columbia, MO—The University of Missouri Bookstores received the “MVP Award for Overall Performance” as a national collegiate retailer from the Independent College Bookstore Association (ICBA). Criterion for the award included successful execution of business strategies, financial performance, and a demonstrated commitment to best practices in the collegiate retailing industry.

From 1998 to 2003, the University of Missouri Bookstores achieved unprecedented growth in total store sales. The University of Missouri Bookstores’ combination of retail expertise, strategic alliances, and talented staff has increased the availability of used textbooks (a 25% savings to students and parents) and provided financial support to the University of Missouri system through increased net revenue.

According to ICBA Executive Director Stacy Waymire, “The University of Missouri Bookstores is one of the most outstanding college store organizations in the country and has shown a significant commitment to serving student needs by keeping operating costs down and pricing competitive. This award recognizes University Bookstores’ role as a model collegiate retailer in our industry.”

The University of Missouri Bookstores include the MU Bookstore (Columbia), Mizzou Connection (St. Louis) and the UMR Bookstore (Rolla). As a self-supporting auxiliary within the Division of Student Affairs, the University of Missouri Bookstores receive no general operating funds and all bookstore profits remain on campus to support student facilities and programs.

### ICBA Program Catalogs Now On CD

ICBA buyers can now view the 2004-2005 ICBA Program Catalogs on CD and download them directly to your computer.

Two CD’s were recently mailed to all ICBA stores: one with the 2004 Program Catalogs for Soft Goods, Giftware, Backpacks, and Raingear; and

# The 2002-03 ICBA Best Practices and Top Performers Awards

At its annual Retail Conference and Exposition held during February 2004 in San Diego, California, the Independent College Bookstore Association announced the “Top Performers and Best Practices” award winners based on its 2002-03 Annual Operating Survey. The annual survey is just one of the resources ICBA provides to facilitate “Stores Helping Stores Succeed.”

The ICBA Top Performers and Best Practices Awards are based on the following criteria:

- The store must have participated in the ICBA Annual Operating Survey for each of the past 5 years.
- The store must achieve top performances in six areas demonstrating successful execution of business strategies over the 5-year period.
- The actual award categories are determined on a year-to-year basis.
- The awards emphasize the more challenging areas of the college store business.
- The store’s performance is influenced more by internal leadership than external factors such as sports team success, reduced competition, and so on.

Following are the award winners for 2002-03:

#### *Excellence in Student Supplies Management*

Arizona State University Bookstore  
Southern Oregon University Bookstore

#### *Outstanding Growth in the Ratio of Used Textbooks to Total Textbooks Sold*

Cabrillo Bookstore – Cabrillo College

#### *Rising to the Challenge: For Growth in Both General Books and Student Supplies Sales*

University of British Columbia Bookstore

#### *Excellence in Entrepreneurship – Custom Published Course Materials*

USC Bookstore – University of Southern California

#### *Excellence in Staff Productivity*

USC Bookstore – University of Southern California

#### *Excellence in Operating Expense Management*

Students Book Corporation – Washington State University

#### *The MVP Award for Overall Outstanding Performance*

University Bookstores – University of Missouri, Columbia

### **Congratulations to these college stores for their outstanding performances, best practices and college store industry leadership.**

The Independent College Bookstore Association (ICBA) is a retail cooperative owned by institutional and independent college and university bookstores. ICBA’s mission is to provide the programs and services that will establish the institutional store model as the preferred management solution for higher education. ICBA is the only organization in the college retail industry dedicated exclusively to institutional stores. As the organization that introduced group buying to the industry they remain the only professional cooperative. In addition to group buying, ICBA’s programs and services include professional development institutes, educational seminars, an annual Retail Conference and Exposition and other benefits for its member stores.

For More Information Please Contact:

Stacy Waymire, ICBA Executive Director  
StacyWaymire@ICBAinc.com or 800-888-9222  
www.ICBAinc.com

Bryan Pearce, Chief Executive Officer  
University Book Store, Inc – Seattle, Washington  
Chair, ICBA Operating Survey Committee  
bdpearce@u.washington.edu or 206-545-4392



To provide the programs and services that will establish the **institutional store model** as the preferred management solution for higher education.