

Canadian Campus Retail Associates and ICBA Announce Joint Developments



CCRA President Chris Tabor (left) and ICBA Chair Mark Frisby celebrate the agreement in Quebec, April, 2004



Independent College Bookstore Association Chair of the Board Mark Frisby (Montana State University) and Canadian Campus Retail Associates President Chris Tabor (Queen's University) have announced new joint developments. New features of their

store exchanges of marketing, advertising and obsolete book inventories. In exchange CCRA stores gained access to ICBA educational programming and Institutes at ICBA member rates.

Future combined developments for CCRA and ICBA include web and internet services for enhanced store operations, the exchange of information and inventory among stores and for individual store's customers, the launching of the first Canadian Institutes for professional development, and the sharing of successful elements of each other's buying programs.

"There is really no limit to what can be accomplished in the spirit of shared success that is the institutional store culture," remarked Frisby. "This unique partnership of CCRA and ICBA represents the kind of imagination and commitment that can propel institutional stores to higher levels of performance."

"The services, and equally important, the ideas we are exchanging are aggressive and precedent-breaking and demonstrate a true commitment to our schools and our students," added Tabor.

partnership include the expansion of web-based services, professional development institutes, and group buying models.

"These new and exciting developments are the natural outgrowth of the partnership between the leading institutional store organizations of Canada and the United States," said ICBA Chair Mark Frisby. "ICBA stores and the schools we serve will benefit from the pioneering work done by CCRA in utilizing the web to deliver new and promising services."

"CCRA looks forward to exchanging 'proof of concept' experiences of the web technology platform which will allow for a fast track deployment of USA based resources for ICBA," added Chris Tabor, President of CCRA. "The ICBA Institutes are clearly the premiere venues for professional development in the industry and CCRA stores look forward to benefiting from our use of them. We are also excited about investigating the mature buying systems which have been so successful for the members of ICBA."

Both CCRA and ICBA are organizations that serve institutional stores exclusively, are store driven, and share a commitment to delivering the highest level of collegiate retailing to their campus communities. The CCRA and ICBA partnership began in 2001 when CCRA provided ICBA with web services that allow for store-to-

What Does All of This Mean?

A message from ICBA Chair Mark Frisby



The ICBA Board is pulling together a small group of stores who will be test driving the new resources developed by CCRA. The promise these resources hold for ICBA stores are in the exchange of information, marketing, and inventory in your textbook, and trade books departments. Customer research, and customer service features are also integrated into these web applications. This pilot group of ICBA stores will be looking to identify the maximum value of application and to work out any kinks in the systems as they migrate to ICBA administration. I invite you to look forward to an announcement and roll out at our 2005 Conference in Las Vegas.

Why Do You Belong to ICBA?

This is the subtitle of the annual ICBA Membership Satisfaction Survey. This May we will again ask you to complete a survey about your level of satisfaction with our organization. The survey is designed around six elements: Store Information, Savings, Customer Service, Annual Retail Conference & Exposition, Improvements, and Overall. Here are some highlights from the 2002-2003 survey completed by 47 percent of ICBA members.

Store Information

ICBA member stores dues are determined by sales volume and are divided into five groups.

School Size	Responding	Membership
< \$1 million	0%	9.5%
\$1 - \$3.9 million	30.6%	29.3%
\$4 - \$6.9 million	22.4%	18.1%
\$7 - \$9.9 million	24.5%	14.7%
Over \$10 million	22.4%	28.4%

Savings

64.6 percent rated their store's savings through ICBA as Good to Excellent.

75.5 percent of stores said that a savings report supplied by ICBA would be very valuable for them. The first ICBA savings reports are being produced this year, based on stores purchases in 2003, as reported by our vendors.

Customer Service

ICBA received high marks for Customer Service in three areas: Access, Response and Quality – all having combined ratings for Excellent and Good of over 90%. The highest excellent rating (71.4%) was for courteous, knowledgeable and professional service.

Annual Retail Conference and Exposition

Over 50 percent of those responding had attended the 2003 Retail Conference in San Antonio. Of stores who participated in the survey, by size the most common attending the Conference were stores over \$10 million, followed by stores with sales between \$1 and \$4.9 million. The most common reason given for not attending was budget constraints.

Improvements

The most common suggested improvements were to continue to expand services and participation. Among the areas cited for expansions were buying programs, education, membership, financial survey participation, and store sharing.

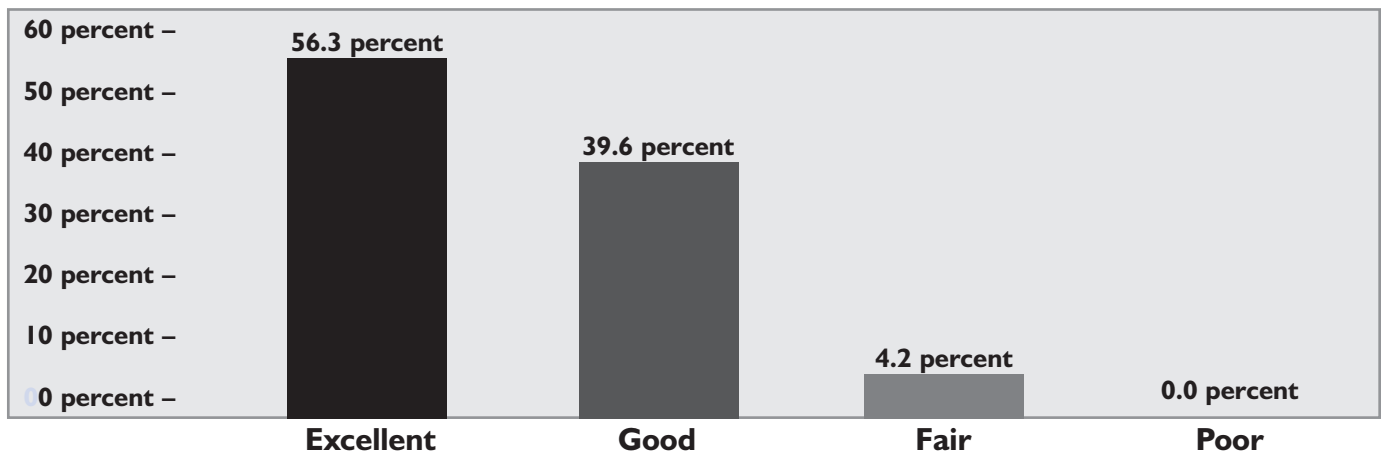
When asked what is happening in your store with which you would like ICBA help, answers included smaller minimums, more Apparel Institute, sharing of store remodel and construction experiences, financial management training, start a General Merchandise Institute, continue to advocate the institutional store, enhance trade book performance, ideas for store expense containment.

Overall Satisfaction

95.6 percent rated their overall satisfaction with ICBA as Good to Excellent.

The future success of our cooperative efforts is founded on communication between you and your Board of Directors. We rely on, and appreciate your participation in this annual survey. Your store will soon be receiving your 2004 Membership Satisfaction Survey. Please take the time to complete and return it.

Question 13: In terms of your overall satisfaction, please rate ICBA's performance:



The Results Are In!

The Retail Conference & Expo 2004 in San Diego was a great success. Conference and Institute attendees were asked to complete an evaluation to determine what they liked, what they disliked, and what they would like added to future Conferences and Institutes.

Thank you to all who took the time to return the evaluations. We will use this information to design next year's Conference.

Below are highlights from all four surveys: The Retail Conference Program, the Introductory Apparel Institute, the Advanced Apparel Institute, and the General Merchandise Institute.

General Conference Program

The biggest difficulty I had at the Conference ...those darn elevators, and other hotel related issues!

Compared to previous ICBA Conferences, the biggest improvement I noticed in San Diego was...the education. We seem to receive this comment every year.

If you could make one improvement for the 2005 Conference, what would it be? No one item stood out, but most had a suggestion for the education sessions: More!

What one topic/issue would you like to have a session on at the 2005 Conference? Direct Import and Organizational Issues were cited most often.

What one thing would you like repeated at the 2005 Conference? Bookstore Innovation, Marketing Gallery, and Networking opportunities (e.g. Forums).

The Institutes

The comments below are compiled from all of the Institute evaluations.

The biggest value I received from the Case Study or Homework was...Teamwork and understanding how the dreaded Retail Math works.

The biggest difficulty I had with our Case Study or Homework was...The math.

The biggest difficulty I had at the Institute was...Long hours, and not enough time in the warm San Diego sunshine.

If you could make one improvement for the 2005 what would it be? We had many, many suggestions, but shorter days (at least no night sessions) and more networking opportunities were cited often.

What one thing about the 2004 Institute would you suggest be repeated at the 2005 Institute? The four most frequently asked for were Retail Math, Vendor Relations, Assortment Planning, and Garment Construction.

We asked for quotes that may be used to promote next year's Conference, while we received many, the ICBA staff's personal favorite is

"ICBA means Intelligent Communication Between Associates."

*-Danny Kane, Merchandising Manager,
Concordia University Bookstore*

Thank you to everyone!

Here's what you said about the Institutes:

Survey Results:	Introductory Apparel	Advanced Apparel	General Merchandise
<i>I would recommend the Institute to other buyers...</i>	100%	100%	100%
<i>It was the best industry education I have attended...</i>	100%	95%	90%
<i>I would attend an advanced version of the Institute...</i>	100%	*	90%

*Over 30 classes were suggested for next year.

The 2004 ICBA Technology Product Team 2004-2005

The ICBA Technology Products Evaluation Team met May 4 to 5, 2004, at the NCSU Bookstore on the campus of North Carolina State University. The Team reviewed vendor product/price proposals, terms, new product and promotional opportunities, and vendor performance.

In addition, the Team met with several key vendors in this product channel—D & H Distributing, Douglas Stewart Company, El Dorado Trading Group, NACS-CORP and TechMart. We discussed opportunities to expand and improve the ICBA Technology Products Program for 2004-2005.

At the CCRA Conference and Expo held April 15 to 17, two key topics were on everyone's mind: "convergence" (the interconnecting of broadcasting, computers, telephones, video and more) and wireless technology. The ICBA Technology Products Team will be working with our vendors to build programs around these trends.

Sales in consumer electronics and computer accessories continue to grow nationwide. Companies like Best Buy have seen significant sales growth during fiscal year 2003. Wal-Mart is going to make a bigger bet on consumer electronics, going after Best Buy, according to the National Retail Federation. Competition for ICBA stores to capture sales in this product category will be tougher in 2004-2005. The ICBA Technology Products Evaluation Team goal is to provide you with a program that will enable you to reach your sales goals and compete against these "big box" retailers.

Members of the 2004-2005 Technology Products Evaluation Team are:

- Jerry Balmer**, Iowa State University
- Bill Blades**, North Carolina State University
- Mark Frisby**, Montana State University
- Gavin Jensen**, University of Utah
- Jim Kyle**, University of Minnesota
- Marty Duncan**, ICBA Program Manager

We invite you to contact any member of the Team with your suggestions of new products and vendors we should explore or any improvements we should make to the program.

The 2004-2005 Technology Products Program Catalog will be available on CD and will be released to the ICBA stores by May 31, 2004.



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Spotlight On Team Members Bill and Jim



Bill Blades

*Merchandise Division Manager
NCSU Bookstore*

Bill Blades has over 16 years of experience in the college bookstore industry. He graduated from North Carolina State University in 1984. After graduation, Bill worked for Frito-Lay for 2 years before returning to the university where he served as shipping-receiving manager, school supplies buyer, and computer buyer. Bill then left the NCSU Bookstore for 2 years to be the technology purchasing agent at University Purchasing Office. Two years ago, he returned to NCSU Bookstores to assume position of merchandise division manager. Bill looks forward to serving again on the ICBA Technology Products Evaluation Team.



Jim Kyle

*Electronics and Computer Products Buyer
University of Minnesota Bookstores*

Jim Kyle joined the University of Minnesota Bookstores as a supply buyer in June of 1990. He came to the University with years of diverse retail experience including employment with Wards, Dayton Hudson Corporation (now Target), and as the owner of a custom furnisher business.

Jim is the ultimate taskmaster and is a supply buyer who wears many hats. Under Jim's leadership the University of Minnesota Bookstores founded GradFest, the nation's largest Graduation event, developed an online solution for custom graduation announcements, collaborated with the University Purchasing Department to meet the entire university's needs for computer media storage and writing instruments. In his spare time, he's managed to move warehouses across the Mississippi River, design custom display fixtures, and worked as part of the design and moving team for the U of M's new 46,000 square store that opened in March of 2003.

Jim enjoys the freedom he has in the bookstore industry to be an entrepreneur and to develop new businesses. He enjoys creating new sales programs, introducing new products to the college market, and working to be ahead of emerging national trends. He also appreciates the opportunity to network and get new ideas from member stores through such professional organizations as NACS and ICBA. Jim is widely recognized in the industry for being a champion of the independent store and the college students he serves.

Jim is looking forward to implementing a strategic partnership between the college industry and the leading technology manufacturers/vendors. As part of the ICBA Technology Products Evaluation Team, he plans to help introduce the major technology manufacturers to the college industry, educate them on the value of the college market, and work to bring competitive pricing to our channel.

Store Directors!

Your 2004-2005 ICBA Member Directory was mailed the first week in April.

If you have not received yours, please contact Kathy Griffin at office@ICBAinc.com. She will arrange for another copy.

Welcome & Contact Information



Join us in welcoming Our Newest Guest and Member/Owner Stores

NEWEST MEMBER/OWNERS

College of St. Catherine
College of St. Catherine Bookstore
Julie Balamut, Director
651-690-6855
jjbalamut@stkate.edu
Previously a Guest store

Dominican University
Stepan Bookstore
Lori Filby, Director
708-524-6892
lfilby@dom.edu
Previously a Guest store

Grinnell College
Grinnell College Bookstore
Cassie Wherry, Director
641-269-3424
wherry@grinnell.edu
Previously a Guest store

Southeast Missouri State University
Southeast Bookstore
Jan Chisman, Director
573-651-2465
jchisman@semo.edu
Previously a Guest store

NEWEST GUESTS

Bucknell University
Bucknell University Bookstore
Vicki Morris Benion, CSP, Director
570-577-1128
benion@bucknell.edu

Rowan University
Rowan University Bookstore
Eileen Morrow, Director
856-256-4669
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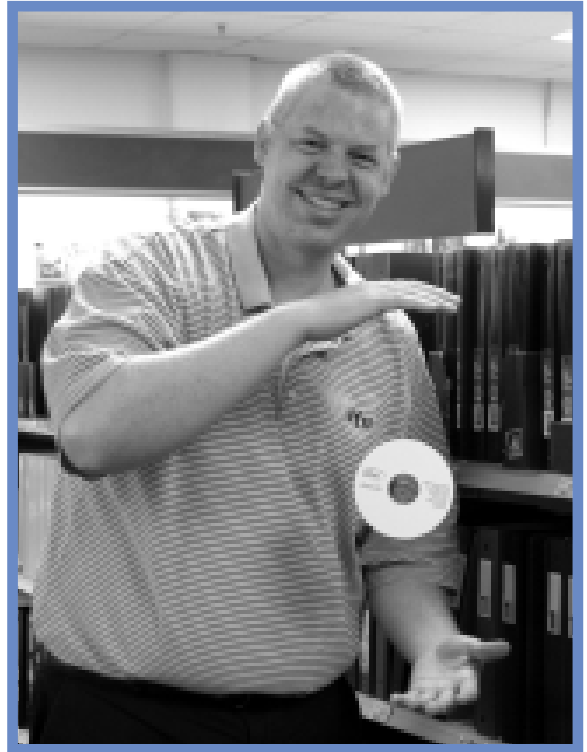
The Fourth Annual ICBA Marketing Gallery Awards

From its beginning in 2001 the ICBA Marketing Gallery has been a highly anticipated and fun-filled event. This year over 30 stores participated, many with multiple entries. In the Marketing Gallery we all share some of our store's marketing, advertising or promotional campaigns. This offers each of us an exciting and fresh guide to state-of-the-art marketing in the college store. All store attendees at the Retail Conference selected the following awards:

- **Most Original and Creative**
Linn Benton Community College
- **Best Branding Campaign *A two-way tie!***
University of New Mexico
University of Oregon
- **Best of Gallery *A three-way tie!!***
Northern Arizona University
University of New Mexico
University of Oregon

Congratulations to the awarded stores.

Watch for a new and exciting 2005 Marketing Gallery. Due to the Gallery's popularity it will evolve into a new electronic format for entering, a new approach to exhibiting and some live presentations. Start preparing now to be part of next year's Gallery.



Look - It's Magic!

BYU Buyer Paul Buss enjoying the new CD version of his ICBA Supply Program Catalog.

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

Thank you.

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

ICBA Program Updates

ICBA e-mails changes, additions, and improvements to our merchandise programs directly to buyers. During the past two months you should have received the following updates to the ICBA merchandise programs:

SCHOOL & OFFICE SUPPLY

New Programs

- Southworth Company, e-mail sent to Supply Buyers on March 10, 2004

Program Updates

- AMPAD Recycled Index Card Deletion, correction made on ICBA Supply Catalog CD
- Esselte Recycled Index Cards Addition, correction made on ICBA Supply Catalog CD
- Roaring Spring Filler Paper and Wireless Notebook Price Adjustments, e-mail sent to Supply Buyers on March 19, 2004

We want to make sure you have the latest information about the ICBA Programs. Do we have your correct e-mail address? If you have not received these updates and additions, please contact ICBA Program Manager Marty Duncan at MartyDuncan@ICBAinc.com or 866-841-4222 (toll free).