

Wisdom, Vision and Dedication

Independent College Bookstore Association Nominating Committee thanks everyone who nominated candidates for its Board of Directors. Once again, ICBA has an excellent group of nominees.

The Nominating Committee is pleased to submit the following slate of candidates for your approval during the 2005 Owners Meeting in Las Vegas.

Four-year terms:

Richard Hayes, North Carolina State University
 Brenda Pace, Linn-Benton Community College
 Sherry Pollard, University of Missouri

Two-year, non-director term:

Jim Kyle, University of Minnesota

Treasurer, one-year term:

Jim Williams, University of Oregon

Independent College Book Store Association is strengthened by the dedicated and generous efforts of its Board members, who serve ICBA stores with wisdom, vision and dedication.

If you are interested in volunteering to serve ICBA on its Board of Directors, committees, or one of the many other opportunities available, we encourage you to contact any of our Board members, or ICBA staff to find out how you can become more active in ICBA.

2004 ICBA Nominating Committee:

Lara Mann, Chair, Western Washington University

Denis Snyder, Olympic College

Richard Hayes, North Carolina State University

Meet the 2005 Board Nominees



Richard Hayes, Director
 North Carolina State
 University Bookstore

Richard Hayes has worked in the retail environment, both corporate and institutional, for 28 years. Before being promoted to director of North Carolina State University Bookstores in 1988, he was their merchandise and marketing manager for three years.

As a leader in the college bookstore industry, Richard has been the President, an Officer and on the Board of Directors for College Stores Association of North Carolina between 1991 and 1996. In 1995, Richard served as Chair of the Southeast Regional planning committee. He has also been a NACS Institutional Stores Committee member, and on the NACS Nominating Committee twice. Additionally he took an active role in the Campus Computer Resellers Association.

Between 2000 and 2003, Richard

served on the ICBA Board of Directors, and was ICBA Vice Chair for 2002-2003 and 2003-2004.



Brenda Pace, Manager
 Linn-Benton Community
 College Bookstore

Brenda Pace, bookstore manager for Linn-Benton Community College (LBCC) in Albany, Oregon, has been in the bookstore industry for more than 14 years. She began her career in 1990 at the LBCC Bookstore as the lead cashier hiring, training and supervising part-time employees. In this role she began implementing the customer-focused philosophies the store uses today.

In 1994, Brenda was promoted to merchandise buyer, and quickly assumed additional responsibilities purchasing the apparel and gift items for the store.

In 1999, Brenda was promoted to LBCC Bookstore manager. She not only

supervises a staff of 7 full-time and 26 part-time employees, she continues to serve as the buyer for the Clothing and Gift departments. When the opportunity to open and manage a second store presented itself, Brenda accepted the challenge. The satellite store opened in March 2004.

During Brenda's tenure as manager, the LBCC Bookstore has been the recipient of several awards including two consecutive awards for Campus Hub's Highest Online Sales in the Small School Category, and two ICBA Marketing Gallery awards. Brenda is always striving to find new and creative ways to do business.

Brenda is active on campus, serving on many committees including chairing the Bookstore Advisory Committee, the Textbook Exception Review Committee and a Textbook Pricing Focus Group. She is also the president-elect for the LBCC Management Association.

Continued...

Meet the 2005 Board Nominees *continued*



Sherry Pollard,
Associate Director
Regional Retail Operations
University of Missouri

Sherry Pollard serves as the associate director of Regional Retail Operations for the University of Missouri Bookstores, the 12th most profitable college store operation in the United States generating over \$31 million in sales. Sherry oversees four retail locations: Mizzou Connection in St. Louis, the University of Missouri-Rolla Bookstore, TigerTech on the MU campus, and order fulfillment (e-commerce functions). She also manages an off-site distribution center.

A strong proponent of industry education, Sherry believes that college store professionals must possess a firm grasp of retail theory and practice. Sherry readily shares her expertise throughout our industry by presenting at Independent College Bookstore Association annual meetings as well as NACS annual meetings.

Prior to her position at the University of Missouri, Sherry served as the store manager of a Barnes & Noble campus bookstore at Truman State (formerly Northeast Missouri

State University). As the manager of both a contracted and an institutional college store, Sherry possesses a depth of experience and knowledge beneficial to the ICBA Board of Directors.



Jim Kyle, Supply Buyer/Manager
University of Minnesota
Bookstores

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

Jim is the ultimate taskmaster, and as buyer/manager he wears many hats. Under Jim's leadership, the bookstore co-founded the University of Minnesota Bookstores GradFest, the nation's largest College Graduation Fair event. He also developed an on-line solution for custom graduation announcements and collaborated with the University Purchasing Department to fulfill the entire University's computer media storage and writing instrument needs.

Jim has managed to move warehouses across the Mississippi River to improve efficiency, design custom display/floor fixtures, and was part of the design and moving team for the new 46,000 square foot University of Minnesota Bookstores that opened in March 2003. He was recently elected to the University of Minnesota Federal Credit Union's Board of Directors.

Jim enjoys the freedom he has in the college 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 professional organizations such as ICBA.

Jim has served on the ICBA Supply Products Evaluation Team, the Technology Products Evaluation Team, and the NACS Large Store Group Team. He is a staunch supporter of ICBA and is proud to be one of the first schools to become a full member when ICBA (formerly WCBA) opened its membership to independent college bookstores east of the Mississippi River.



Jim Williams, Director
University of Oregon
Bookstore, Inc.

Jim Williams has been the general manager of the University of Oregon Bookstore, Inc., since 1976.

Over the years he has been active on a number of NACS committees but his primary focus has been helping make WCBA, and now ICBA, a member driven association. Jim served as WCBA President 1989-90 and is currently serving as ICBA's Secretary-Treasurer.



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

Maximize Your Opportunities With ICBA

Independent College Bookstore Association provides Member and Guest stores with more than 75 supplier programs designed to save money and increase financial performance. ICBA's programs are negotiated using the strength of ICBA's 150 institutional college bookstores. This purchasing power gives ICBA the leverage needed to provide advantageous pricing and programs for its members.

ICBA programs have a long history of strong buyer support. This strength stems from ICBA Members and Guests committing to the success of their cooperative because it reflects their own business process and values.

Checklist to success

The following provides easy-to-understand information about how to use the ICBA Program Catalog and how to take advantage of all pricing and programs offered by ICBA vendor partners.

1. Use the ICBA Program Catalog.

January and May are the major release dates for ICBA programs. Throughout the year, ICBA continues to look for new products, programs and vendors, and sends updates as they are finalized. In January, stores receive the Program Catalogs for Soft Goods (Apparel, Giftware, Rainwear, and Backpacks & Bags) and School & Office Supplies. In May, stores receive Program Catalogs for Fine Art Supplies and Technology Products.

- Familiarize yourself with the product categories and current program offerings.
- Compare current ICBA product offerings to products presently stocked in your bookstore.
- Identify what fits your needs. The ICBA Program Catalog arrives in CD format, with programs listed alphabetically by vendor.
- Get to know your vendor. Vendor contact information is at the top of each vendor cover sheet.
- Know your terms. Terms are listed on each vendor cover sheet including payment terms, minimum orders, free freight allowances, etc.

2. Review the performance of your vendors periodically.

Review fulfillment (on-time and complete delivery), customer service, graphics and product quality. For your reference, the ICBA Vendor Performance Survey results for all stores are included in the ICBA Program Catalogs.

3. Plan to commit 75 percent of your purchases to the ICBA Commodity Products.

Not only does your store benefit from the purchase, but your support of these products and vendors ensure ICBA will continue to receive the best pricing available in our industry.

Independent College Bookstore Association is committed to its owners' success. ICBA constantly strives to improve sales, profitability and traffic for every product line, program and service. ICBA's mission is to provide everything you need to remain the best college bookstore serving your campus.

Should you have any questions about Independent College Bookstore Association, its programs or services, please contact Marty Duncan, ICBA Program Manager, at 866-841-4222 or MartyDuncan@ICBAinc.com

4. Attend the ICBA Retail Conference and Exposition.

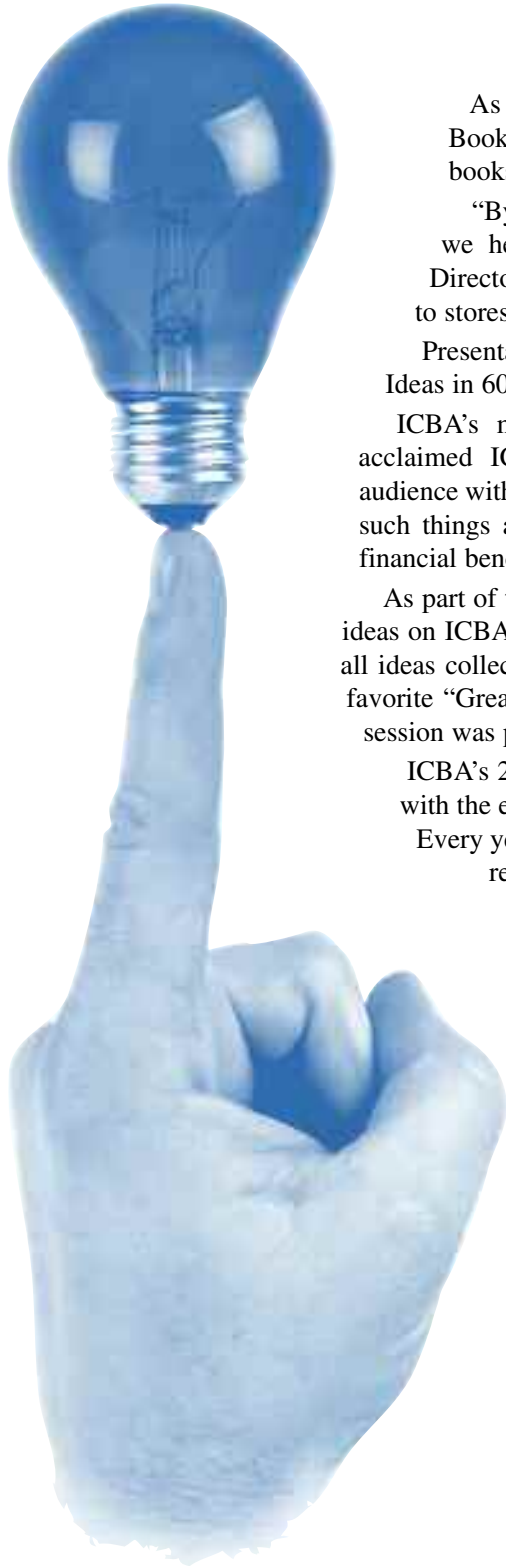
Attending the conference allows you to see and hear presentations about various product categories for the coming buying season; and gives you the opportunity to interact with corporate leaders and representatives from many companies participating in ICBA programs.

- Network with other Buyers and Managers about current trends and opportunities—before, during and after the ICBA Retail Conference and Exposition.
- Use the ICBA List Serve. It is an excellent tool to keep in touch with co-owners throughout the year.
- Come to the Retail Conference and Exposition prepared with:
 - ICBA Program Catalog
 - Product sales reports
 - Current Open-to-Buy reports
 - Advertising/Marketing plans
 - Camera ready artwork of school logos and mascots
 - Purchase Orders. Pre-write orders before you arrive. This enables you to spend time with vendors designing marketing programs and exploring new vendors for your store.
- During the Retail Conference and Exposition:
 - Compare products, quality and graphics in each category
 - Review vendor pricing, terms, minimums, art/setup charges
 - Plan product marketing opportunities/promotions with vendor representatives
 - Provide vendors with the year's sales history for products carried at your store
 - Place product orders

5. Take advantage of the program offerings from the ICBA vendor partners—year-round.

If you are unable to attend the ICBA Retail Conference and Exposition, you can still take advantage of the programs throughout the year.

Great Ideas Everywhere!



Benefits of ICBA Membership

“If you have an apple and I have an apple and we exchange these apples then you and I will still each have one apple. But if you have an idea and I have an idea and we exchange these ideas, then each of us will have two ideas.”

~ George Bernard Shaw

As the provider of industry leading education, Independent College Bookstore Association presented ten educational sessions during eight regional bookstore association conferences this past fall.

“By providing state and regional associations with industry leading education we help the organization and the stores,” says Stacy Waymire, Executive Director. “In addition, we are able to meet with ICBA stores, and introduce ICBA to stores who are not yet familiar with our programs and services.”

Presentations included Survivor Leasing, Fun with Retail Math, and 20 Great Ideas in 60 Minutes.

ICBA’s most commonly presented session, 20 Great Ideas, draws from the acclaimed ICBA Professional Development Institutes. The session provides the audience with 20 ideas they can start using in their store right away. Great ideas include such things as markdown and promotion management, key performance indicators, financial benchmarks, colleague networking and customer service.

As part of this interactive session, participants write down and share their own great ideas on ICBA Idea Cards. Those who fill out an Idea Card receive a complete copy of all ideas collected during the fall. They are also given the opportunity to vote on their favorite “Great Idea.” Favorite “Great Ideas” will be used in future presentations. The session was presented at seven regional conferences.

ICBA’s 20 Great Ideas session was so well-received that ICBA is already working with the education chairs of several associations to present 20 Great Ideas next fall.

Every year ICBA will incorporate new ideas that were collected from the industry, retail professionals and past participants.

ICBA’s mission is to provide programs and services that will establish the institutional store model as the preferred management solution for higher education. Collecting and sharing great ideas at state and regional meetings is just one way that ICBA is able to support colleagues and bring ICBA’s industry leading education to institutional college bookstores.



(L) Sadja, ICBA Member Services Manager presents at the Northwest College Bookstore Association (R) NCBA participants share great ideas

Happy New Year from ICBA!

IS THIS THE YEAR YOU'VE MADE THE RESOLUTION TO TAKE A MORE ACTIVE AND STRONGER STANCE AT YOUR STORE?

ICBA 2005 Conference & Expo

February 7-12, 2005

*Mirage Resort
Las Vegas, Nevada*

- **Textbook Summit & Conference Program**
- **Advanced Apparel Institute**
- **Advanced General Merchandise Institute**
- **PRIMEtime Buyer & Vendor Exchange**
- **ICBA Exposition**
- **Marketing Institute**



To register, visit us online at www.icbainc.com/annual.html or call 800-888-9222.

Independent College Bookstore Association remains the only organization in the college store industry dedicated exclusively to institutional stores. No lease and no private stores. You benefit. Your competition does not.

REGISTER TODAY!

A Week in the Life of a Supply Evaluation Team Member



John Parry, Director
Colorado State University Bookstore

One of the most vivid images I have of ICBA comes from one of the first meetings I attended. I am sure it comes as no surprise to many of you that it involves Val Ross, Director of Arizona State University Bookstore.

Val had served with a number of other ICBA members on the Soft Goods Evaluation Team, and he was presenting the awarded vendors for the upcoming year's program. Val talked about the process, how much time he and his team spent on the stores' behalf evaluating products and proposals, and how the Evaluation Team had made their decisions.

The reason I still remember Val's presentation after many years is because Val had chosen to "wear" some of the samples that had been sent for the evaluation team to test. The shirt he wore had faded and shrunk terribly when it was washed, the bill of the hat had been cut to see what it was made of, and everything had been abused under the "freshman laundry" test. Needless to say, his presentation made a lasting impression on me. If only I had pictures....

I bring this memory up because I recently had the opportunity of representing the ICBA Board (and my store) on the Supply Evaluation Team. What could be better than spending a couple of days in November hanging out in Portland, Oregon? The weather was great, the city was beautiful, and the other team members were fantastic. Now, I had been warned that this was not fun and games. Marty Duncan, ICBA Program Manager, told me very clearly that I could not bring my golf clubs, but that I should be prepared to work, and to work hard. I guess I didn't fully understand what I was in for.

"I found my experience on the ICBA Supply Evaluation Committee very educational and certainly eye-opening when it came to the amount of time and work that is put into making decisions that affect the ICBA stores. The last day when we all had to come to agreement on the proposed items was especially long and brutal. I personally will have much more respect for all the work that the Evaluation Team members do. Every buyer should have the chance to experience being on the Team. I look forward to doing it again next year. I think we had a great group. Thanks."

David Boyd, Buyer – Art, Engineering, Computer and General Supplies, ASU Bookstore, Arizona State University

We met from November 11 to 16 to review the 2005-2006 ICBA Supply Program proposals, evaluate products, meet with several of our vendor partners, and make decisions (hopefully the right ones).

What do you get when you put 6 people in a room that is just a little too small, add 12 pallets of samples (okay it felt like 12 pallets, but was probably a little over 1), mix in the results from the member based Vendor Performance Surveys and then try to figure out the best product at the best price? First you get a little goofy, then you get cross-eyed, later you just get cross, and finally you get the official ICBA Supply Program for the coming year.

I now have a far better appreciation for the work that goes on "behind the scenes" by the members of the ICBA Evaluation Teams each year and by our Program Manager, Marty Duncan. We spent all day Friday, Saturday, Sunday, and Monday (until 8:00 p.m.) trying to determine what spiral notebook had the brightest paper with the most consistent lines at the best price with the best sales reps, delivery times, prepaid freight and payment terms.

As anyone who has served on one of these teams can attest, we didn't always agree on what the best value would be for our membership, but I guarantee we took into account every survey that was sent in and every member store we were representing. As a result, when you receive your buying program you can rest assured that what is presented is done so because it was the best decision for the ICBA stores.

So, when the ICBA Retail Conference starts in Las Vegas in February, your Supply Evaluation Team will be ready to make our presentation and to answer your questions. Don't worry, we don't plan on modeling any of our samples.



Team Members: Natalie Brehm, Portland State University, John Parry, Colorado State University, Angie Clark, University of Puget Sound, Paul Buss, Brigham Young University, David Boyd, Arizona State University

Soft Goods Evaluation Team Meeting

The ICBA Soft Goods Evaluation Team Meeting was held in Nashville, Tennessee, from December 1 to 4.

Day 1

After the team defined what standards, expectations and characteristics make for a “good company,” they split into groups of two. Using information supplied by ICBA stores from the Decision Making Model Survey and 2004 ICBA Vendor Performance Surveys, the two-person teams evaluated sample garments by examining quality, and comparing proposal prices and terms. The ICBA Soft Goods Evaluation Team also met with two key vendors.

Day 2 & 3

Throughout the day, the Evaluation Team met with key industry vendors to find out what to expect for the 2005 back-to-school season. A few things were evident:

Pink will continue to be a success. New colors emerging (and some already in college bookstores) include kelly green, aqua blue and coral. One company even mentioned purple.

Hood sales should continue to be strong throughout 2005. Some vendors reported that in their lines, hoods outsell crews as much as six to one.

The distressed, retro and preppy looks will be popular trends for 2005. Distressed looks include garments with a washed look, exposed seams and unfinished edges. The retro look takes us back to the 70’s and 80’s in sweatshirts and jackets. Look for the old baseball style jackets to make a comeback in 2005. Finally, the preppy look features bright colors in a clean and finished look.

Day 4

On the final day, the two-person teams finished reviewing and analyzing vendor proposals and product

quality. The teams then made recommendations to the Evaluation Team, as a whole. Recommendations were discussed and final decisions were made.

Final decisions of the Soft Goods Evaluation Team will be release to ICBA stores in January 2005 in the ICBA Soft Goods Program CD.

“Thank you for making us all work so hard. Being a part of the ICBA Soft Goods Evaluation Team is as important as attending the Apparel Institute. Taking advantage of the tremendous learning opportunities available there, and committing to put the knowledge to use makes you a better buyer and your store more profitable, therefore insuring the continued growth and success of ICBA. I encourage all of you out there to attend the Las Vegas Retail Conference—excited and ready to share, listen, learn and participate actively in our future.”

Dave Petelin, Buyer

The Bookstore at the University of Montana



The Team: Monte Bisson, Central Washington University, Abby Coan, Auburn University, Jen Skebba, San Jose State University, Carol Nel, Northern Arizona, Dave Petelin, University of Montana, and (taking photo) Marty Duncan, ICBA Program Manager.



Independent College Bookstore Association is more than a buying group. In fact, 100 percent of the stores that attended the 2004 ICBA Retail Conference and Expo agreed that networking and sharing of ideas is an important part of ICBA.

In fall 2004, to support networking and sharing, Independent College Bookstore Association launched “ICBA 10 Buyers Group.” The ICBA 10 Buyers Group is designed to keep owner stores informed about emerging and declining trends.

Throughout the year the ICBA 10 Buyers Group, composed of buyers for soft goods, supplies and technology products, share successful and not-so-successful products with their fellow buyers by responding to four questions:

1. What one product is the best seller in your department?
2. What one NEW item (i.e. imprint, color, brand) is the best seller in your department?
3. What one item would you caution other ICBA buyers about (declining sales trend, customer problems, learn from my mistake, etc.)?
4. What one idea or issue is of high interest in your store (not just your department)?

Responses to these questions were sent via e-mail to all ICBA buyers on November 29, 2004.

If you did not receive a copy of the 10 Buyers Group responses, and would like to (via e-mail), please contact the ICBA Program Manager, Marty Duncan, at MartyDuncan@ICBAinc.com.

Please Join us in welcoming to ICBA:

NEWEST MEMBER/OWNER

California State University,
San Bernardino

Coyote Bookstore

Kim Ball, Director

909-880-7421

kim@bookstore.csusb.edu

Previously a Guest store

NEWEST GUESTS

Broward Community College
College Bookstores

George G. Masforroll, Director

954-201-6765

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Hesston College

Hesston College Bookstore

Melissa Unruh, Director

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Kennesaw State University

KSU Bookstore

Jamie Burns, CSP, Director

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jburns28@kennesaw.edu

Malasapina University-College

Malasapina University-College
Bookstore

Carol Tyre, Director

250-740-6303

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New York University

NYU Bookstore

Keith Penner, Director

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Palmer College of Chiropractic

Palmer Chiropractic Bookstore

Carol Hoyt, Director

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Salish Kootenai College

SKC Bookstore

Mary Rose Bacon, Director

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Samford University

Samford University Bookstore

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University of Louisiana, Lafayette

University Bookstore

Robert A. Richard, Manager

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Whitworth College

Whitworth College Bookstore

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