

Southwest College Bookstore Association

October 2024

NEWSLETTER

OFFICERS

President: Kathryn Vanover
kathryn.vanover@neo.edu

President Elect: Mike Kelly
mkelly@texasbook.com

Past President: Terri Mitchell
terri.mitchell@navarrocollege.edu

Arkansas Trustee: Kellie Ranum
kellie.ranum@vitalsource.com

Louisiana Trustee: Beverly Constable
bconstable@firesideind.com

New Mexico Trustee: Julie Buchanan
jbuchanan@nmjc.edu

Oklahoma Trustee: Dave Mulberger
dave.mulberger@okstate.edu

Texas Trustee: Beth Ann Kidd
bkidd@tvcc.edu

At Large Trustee: Melissa Nieto
melissa.nieto@victoriacollege.edu

Associate Trustee: Kerry McCorkle
kmccorkle@mbsbooks.com

Associate Trustee: Jody Danaher
jody@thefanaticgroup.com

Secretary/Treasurer:

Administrative Assistant: Starla Marshall
swcba@swcba.com

Site Selection Chair: Cherry Bailey
cherry.bailey@okstate.edu



Just one way NEO Bookstore partnered with the nursing program, by helping secure shirts for their fundraiser & then the store sold the excess.

President's Final Update

Dear Members,

This will be my last update as your President, as we'll soon welcome a new slate of officers. I hope to see many of you in Stillwater this October. If you haven't registered yet, there's still time! Simply send an email to swcba@swcba.com for the details.

Being a part of SWCBA has given me the opportunity to form lasting friendships and valuable connections with fellow store managers and vendors. I've also learned how to clearly demonstrate the value our campus store brings to both students and the wider community.

If you need one great reason to attend the annual meeting, it's this: you'll learn how to be the voice of your store and align your efforts with your administration's goals.

Looking forward to seeing you there!

Warmest Regards

**Kathryn Vanover
President SWCBA
2023-2024**



CONFERENCE NEWS

**FREE
REGISTRATION
FIRST
30 STORES
TO REGISTER!**



**NEW TO SWCBA?
ANNUAL MEMBERSHIP
FOR 2024
IS WAIVED!**

**OCT. 20-22, 2024
STILLWATER, OK**



CURRENT BOARD MEMBERS & VENDORS ARE EXCLUDED

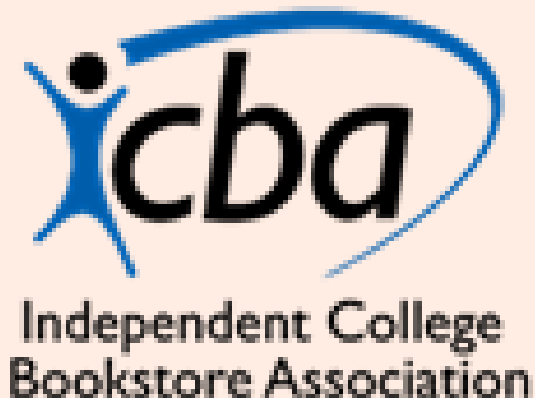
CONFERENCE NEWS



***Creative Marketing Strategies on a Shoestring Budget,
NACS presentation by Jill Ayres***

Tailored for campus stores operating on a tight budget, this session will focus on out-of-the-box marketing strategies and cost-effective tactics to help your store stand out and engage your student community. Learn how to capture attention and spark conversation through impactful, low-cost guerilla marketing techniques; collaborate with campus influencers to amplify your reach and credibility; and plan and execute events that can help generate sales. Equip yourself with innovative strategies to elevate your store's marketing efforts—all while keeping costs in check!

With over a decade of experience in strategic marketing and communications, Jill Ayres is a seasoned professional dedicated to driving brand growth and engagement. As the Marketing Communications Manager at the National Association of College Stores (NACS), Jill leads the development and execution of comprehensive marketing strategies. Prior to joining NACS, she successfully managed marketing initiatives for Tivity Health's SilverSneakers program, a multi-million dollar mall, and Wendy's-owned DiBella's Old Fashioned Submarines, where she played a pivotal role in expanding brand presence and customer engagement across multiple regions. She specializes in creating impactful marketing campaigns that resonate with target audiences and deliver measurable results.



Maintaining Your Independence: Strategies & Tactics To Limit/Prevent College Store Outsourcing

In this session, we will provide and review a detailed "Healthy Store Checklist" ICBA has developed for independent stores to use as a self-assessment tool to help encourage administrators appreciate your efforts and discourage them from even considering outsourcing. The session will help you to gain a competitive advantage by identifying key areas that the college store chains tend to focus on when making their case to campus and how you can make a great case for self-operation.

CONFERENCE NEWS



Digital Learning Opportunities, Tom Hirtzel, Verba Vital Source Council

Beyond Access and Affordability: The New Role of the Campus Store
The frontier keeps shifting. Student Engagement and Academic Support are quickly eclipsing the focus on Affordability as they become the latest steppingstones toward successful student outcomes.

This session explores how college bookstores can transcend their current roles to become vital hubs of academic support, significantly impacting students' learning experiences and outcomes.

By the end of this session, participants will be able to:

- Recognize the continuing importance of accessibility and affordability in course materials, and how these factors influence student engagement.
- Develop initiatives that align bookstore operations with broader academic success goals.
- Identify key strategies for transforming college bookstores into central hubs of academic engagement and support.
- Explore technological advancements that can significantly enhance the delivery and use of course materials, while providing access to engagement data
- Recognize future trends and prepare for their impact on college bookstores.

By embracing innovative practices and aligning with institutional goals, bookstores can become vital partners in the academic journey of students, ensuring that they have the resources and support needed to thrive in their studies.

CONFERENCE NEWS



Creative ways to bring awareness to your store and create foot traffic to achieve your goals, presented by Vicki Marvel.

With 31 years of experience in the college bookstore business, I have dedicated my life to the world of books. As a children's book author, I embrace my passion for bringing stories alive for little ones. My work as a motivational speaker allows me to bring energy and ideas to my audience. My greatest achievement is being a great grandmother to two sweet babies. We read every day and they have inspired me in my writing! Life is good!!



Innovation in Education: The Impact of Surface, AI, and Copilot+PC." - Microsoft – Reginald Benjamin

This session will explore the integration of Surface devices with advanced AI capabilities, highlighting the benefits for educational environments and showcasing the seamless interaction between Copilot and PC for an enhanced learning experience.

Reginald Benjamin began his career in Technology Sales in 2008 with Leap Wireless, transitioning to AT&T in 2010. During his time in telecommunications, he helped launch some of the first smartphones, as well as pioneering streaming music and TV services. Since joining Microsoft in 2017, Reginald has held various roles across sales, management, and community development in the Education, Enterprise, SMB, and Non-profit sectors. An AI enthusiast, he spends his spare time working with small business owners and real estate professionals, helping them leverage AI to improve their operations. Currently, he serves as a Surface Sales Specialist, supporting End Point (Surface) and AI strategies for Higher Education Institutions.

KEYNOTE SPEAKER



Refresh, Renew, and Recharge

Welcome to our session on "How to Refresh, Renew, and Recharge"! In today's fast-paced world, it's easy to feel overwhelmed and burnt out. Whether you're balancing a demanding career, personal commitments, or both, finding time to take care of yourself can seem like a daunting task. This workshop is designed to provide you with practical strategies and tools to help you rejuvenate your mind, body, and spirit. By focusing on self-care, stress management, and personal well-being, you'll leave this session feeling more energized, focused, and ready to tackle your daily challenges.

objectives

1. Understand the Importance of Self-Care:

- Gain insights into why self-care is essential for overall well-being and productivity.
- Learn about the long-term benefits of regularly taking time to refresh, renew and recharge.

2. Identify Personal Stressors and Energy Drainers:

- Recognize the common sources of stress in your life.
- Understand how certain habits and behaviors can drain your energy.

3. Develop Personalized Self-Care Strategies:

- Explore various self-care techniques and activities.
- Create a personalized self-care plan that fits your lifestyle and needs.

4. Learn Practical Relaxation and Mindfulness Techniques:

- Practice mindfulness and relaxation exercises that can be easily incorporated into your daily routine.
- Discover the benefits of meditation, deep breathing, and other relaxation methods.

5. Enhance Physical Well-Being:

- Understand the role of physical activity in maintaining energy levels and reducing stress.
- Learn simple exercises and stretches that can be done at home or in the office.

6. Create a Sustainable Self-Care Routine:

- Develop strategies to incorporate self-care into your daily life consistently.
- Identify ways to overcome common barriers to maintaining a self-care routine.

7. Build a Supportive Environment:

- Learn how to cultivate a supportive network of friends, family, and colleagues.
- Explore ways to create an environment that promotes well-being and reduces stress.

By the end of our time together, you will have a comprehensive understanding of how to effectively refresh, renew, and recharge. You'll be equipped with practical tools and techniques to manage stress, improve your well-being, and maintain a healthy balance in your life. Let's embark on this journey together towards a more refreshed, renewed, and recharged you!

Edie Ingram

Wyandotte Tribe of Oklahoma

Manager of Training and Organizational Development

Edie wants to live in a world where work is not a dreaded evil, everyone has access to learning, people are connected and engaged and the beach is only steps away.

As a training professional with more than 20 years of experience, Edie's experience includes working as a high school English teacher, a non-profit fundraiser, a Human Resource Director for a franchisee that owned more than forty Sonic Drive-in's, and is currently the Manager of Training and Organizational Development for the Wyandotte Tribe of Oklahoma.

In her current role, Edie led a team that designed and implemented her organization's online employee recognition program. She is also responsible for the design and implementation of Wyandotte YOUNiversity, WTOK's Leadership Development Training Program. This program won recognition from Brandon Hall for Best Launch of a Corporate University. Edie was recognized by BizLibrary as the 2020 Training Professional of the Year. In addition, Edie is a certified trainer for Jon Gordon's Power of Positive Leadership Program and has served as a keynote speaker, facilitator, and consultant for businesses and organizations in her local community.

When she is not working to help others achieve their goals, you can find her in her sunroom drinking coffee surrounded by four very furry cats, designing bohemian jewelry for a local craft show, or contemplating a way to become a highly over-paid receptionist at a beachfront hotel on Sanibel Island, Florida.

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AB STUDENT SERVICES

MBS SERVICES

SAVE THE DATE

SWCBA 2024

October 20-22, 2024

Stillwater, OK

Sports Licensing & Tailgate Show

January 22-24, 2025

Las Vegas Convention Center

ICBA 2025 Conference &

PRIMEtime

Feb 2-7, 2025

Sheraton Grand Chicago

Riverwalk

CAMEX 2025

February 19-23, 2025

Fort Worth, TX

SWCBA COMMITTEES

Education Committee

Jody Danaher-Co-Chair (jody@thefanaticgroup.com) Fanatic Group
Terri Mitchell- Co-Chair (terri.mitchell@navarrocollege.edu) Navarro College
Dave Mulberger (dave.mulberger@okstate.edu) Oklahoma State University
Sherri Dykes (s.dykes@sscok.edu) Seminole State College
Maudley Clermont (mclermont@hbu.edu) Houston Christian University

Marketing & Technical Committee:

Kathryn Vanover-Chair(Kathryn.vanover@neo.edu) Northeastern Oklahoma A&M College
Debbie Cottrell (dcottrell@umhb.edu)The University of Mary Hardin- Baylor
Starla Marshall (swcba@swcba.com) Admin. Asst. retiree Oklahoma University
Paula Lein (paula.lein@tvcc.edu) Trinity Valley Community College

Nomination Committee:

Terri Mitchell- Chair (terri.mitchell@navarrocollege.edu) Navarro College
Julie Buchanan (jbuchanan@nmjc.edu) New Mexico Junior College
Starla Marshall (swcba@swcba.com) Admin. Asst. retiree Oklahoma University
Kerry McCorkle (kmccorkle@mbsbooks.com) Missouri Book Services

Annual Meeting & Site Selection Committee:

Cherry Bailey-Chair (cherry.bailey@okstate.edu) Oklahoma State University
Starla Marshall (starla.marshall@okstate.edu) Admin. Asst. retiree Oklahoma University
Kathryn Vanover-Chair(Kathryn.vanover@neo.edu) Northeastern Oklahoma A&M College

Budget & Finance Committee:

Terri Mitchell - Chair (terri.mitchell@navarrocollege.edu) Navarro College
Beth Ann Kidd (bkidd@tvcc.edu) Trinity Valley Community College
Reggie Coleman (woodie.r.coleman@occc.edu) Oklahoma City Community College

Strategic Planning Committee:

Mike Kelly- Chair (mkelly@texasbook.com) Texas Book Company
Terri Mitchell (terri.mitchell@navarrocollege.edu) Navarro College
Kellie Ranum (kellie.ranum@vitalsource.com) Vital Source
Starla Marshall (starla.marshall@okstate.edu)Admin. Asst. retiree Oklahoma State University

Membership Committee:

Beverly Constable- Co-Chair (bconstable@firesideind.com) Fireside Industries
Heidi Morris- Co-Chair (heidi.morris@eac.edu) Eastern Arizona College Campus Store
Erin Green (erin.green1982@navarrocollege.edu) Navarro College
Kami Morgan (kami.morgan@navajotech.edu) Navajo Technical University
Melissa Nieto (melissa.nieto@victoriacollege.edu) Victoria College Bookstore
DJ Bauck (djb@cisport.com) CI Sport
Bryan Curry (bryan@cisport.com) CI Sport

HAPPENING NOW

IN THE
NEWS!



DEBBIE COTTRELL, NACS PRESIDENT will be presenting an NACS update during our lunch business meeting.

Resources

NACS Foundation – <https://www.nacsfoundation.org/>
Arkansas Department of Higher Education – <https://adhe.edu/>
Louisiana Board of Regents – <http://www.regents.la.gov/>
New Mexico Higher Education Department – <https://hed.nm.gov/>
Oklahoma State Regents for Higher Education –
<https://okhighered.org/>
Texas Higher Education Coordinating Board –
<https://www.highered.texas.gov/>

DUES

Have you paid your annual dues yet? Your dues help SWCBA to stay active as an association. Have you paid yours?

Contact Starla Marshall at SWCBA@swcba.com to receive an invoice.

Stay in Touch



Follow SWCBA on Facebook!

Like our page & stay connected!

<https://www.facebook.com/swcba>

Got News?

Reach out to our team and let us share what you have with our store members.

E-MAIL US



kathryn.vanover@neo.edu

paula.lein@tvcc.edu

swcba@swcba.com