

Southwest College Bookstore Association

January 2025

NEWSLETTER

OFFICERS

President Mike Kelly
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President Elect: Kellie Ranum
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Past President: Kathryn Vanover
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Oklahoma Trustee: Dave Mulberger
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Texas Trustee: Erin Green
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At Large Trustee: Melissa Nieto
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Associate Trustee: Heidi Ellingboe
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Associate Trustee: Jody Danaher
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Secretary/Treasurer: Tom Fox
tfox@gotextbooks.com

Administrative Assistant: Starla Marshall
swcba@swcba.com



MIKE & KELLY KELLY

A Warm Welcome from the President

Dear SWCBA Members,
I am both honored and excited to announce my new role as President of the Southwest College Bookstore Association for this upcoming year. I still remember my first day in the industry in November of 1999. I have grown to love this industry for our commitment to the success of college students and college bookstores. As we think about this next year and the years after it, I want to take a moment to reflect on the incredible potential we have as a community. The key word here being "community"

The landscape of college bookstores is evolving rapidly, shaped by advancements in technology, shifts in student preferences, and new educational models. As we face these changes, our commitment to adapting and innovating will be essential. The importance of our role in supporting students and faculty through accessible resources and services cannot be overstated. This is why the community is so important. No one has all the answers.

In the coming year, we will need to remain vigilant in our efforts to understand these trends and respond proactively. This will require collaboration, creativity, and an openness to new ideas. I encourage each of you to share your insights and experiences



as we explore innovative solutions that not only enhance our operations but also enrich the student experience. The more we can share our successes and failures, the better we will all be at answering the challenge.

Together, we can navigate these changes and seize the opportunities that arise. I am eager to work alongside all of you, fostering a spirit of cooperation and support as we strive for excellence in our mission. We all need the collaboration of as many leaders as we can find. We have a strong, committed board for your association and I am honored to be working with them for the benefit of all our members and those who are not yet members.

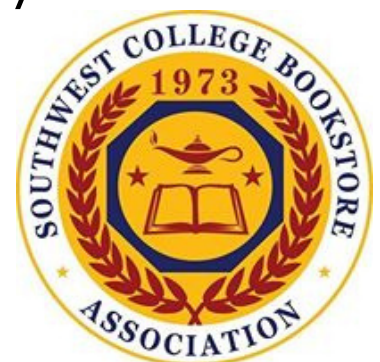
Thank you for your trust and support as we embark on this exciting year. Let's make it one filled with growth, learning, and success!

Michael J Kelly

President, Southwest College Bookstore Association



Our President
with his
Gavel & Ring
Mike Kelly



CONFERENCE NEWS



2025 Officers



Lifetime Achievement Award Recipients

Cherry Coker &
Terri Mitchell



CONFERENCE NEWS



Seasons of Success
presenter Vicki Marvel
retiree from
Alvin Community
College



Social Hour
in the
Hospitality
Room

CAMEX25

CAMEX

CAMEX25

February 19–23

Fort Worth, Texas

Hosted by the National Association of College Stores (NACS), the Campus Market Expo (CAMEX) is the largest educational conference and buying expo for campus retail.

Why Attend CAMEX?

- Gain valuable insights through expert-led educational sessions.
- Expand your professional circle with networking opportunities.
- Shop the premier buying event for campus retail.

Plus: With CAMEX Cashback, earn up to \$725 in rebates and Bonus Bucks on qualifying trade show orders!

Don't Miss the CAMEX Celebration at Billy Bob's Texas

Thursday, February 20

Billy Bob's Texas – The World's Largest Honky Tonk

Join your colleagues for a night of live music, great food, cocktails, and plenty of networking at this iconic venue!

Plan your CAMEX experience today at camex.org!

Need more info? Visit NACS at the Sports Licensing and Tailgate Show:

Booth #8116

You can also get your quick start guide to the latest trends in campus retail!

ICBA NEWS

ICBA is excited for our 2025 Annual Conference, in Chicago this coming February. We are again trending towards record attendance, with attendees from at least 127 independent college retail Member Stores, as of this writing. **The theme of the 2025 ICBA Conference is Magnificent Miles of Ideas.** Our Conference is just steps away from the Magnificent Mile here in Chicago, which is a stretch of Michigan Avenue known as a global retail and cultural destination.

We're also offering a specialized, day-and-a-half **ICBA Visual Merchandising Institute** for Members (co-located and just prior to the Conference). We also have an optional, free bonus tour for Store Attendees of the production facilities of three of our General Merchandise Vendor Partners in the area.

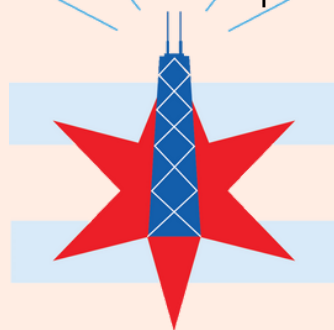
Elsewhere soon, ICBA continues its presence at the **Sports Licensing and Tailgate Show** in late January in Vegas, with a booth (8144) as well as an ICBA Member Reception offsite on the Strip. Scores of ICBA Members have been attending Tailgate, with that number continuing to grow. Many also take great advantage of the show's popular "License to Buy" discount program (which has updated processes for this year) when it comes to the latest in licensed apparel, accessories, toys, souvenirs, and tailgate gear. For the second year, we offered the webinar "How to Maximize the Tailgate Show Experience."

Looking further ahead, we'll be attending three different NACAS Regional Events (National Association of College Auxiliary Services), which is a new, higher volume for us, as attendees there are receptive to our message of independent operation and sessions on bookstores and retail have previously been well-attended.

This past fall, we were excited to attend as many of the fall state & regional association meetings as we could to provide educational presentations. We also expanded our staff in September, creating the new position of Director of Education and bringing industry veteran Kevin Leitner into the role, as we recognized the need for more professional development education across our Membership and as we anticipate continued record growth in Membership. Kevin's experience includes roles at Follett, Kent State University – Stark Bookstore, NACS, and most recently, as Director of Retail Operations at the Mayer Bookstore at The College of Wooster in Ohio.

We always look forward to networking with stores and vendors across our independent retail channel, connecting with institutions looking to return to self-operation, and serving ICBA Members in whatever ways we can!

ICBA wishes you all a happy, healthy, and safe New Year!



ICBA 2025 ★ Chicago
Magnificent Miles of Ideas

SAVE THE DATE

SWCBA 2025

October 19-21, 2025

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

Erin Green- Chair (erin.green1982@navarrocollege.edu) Navarro College
Heidi Morris (heidi.morris@eac.edu) Eastern Arizona College
Eric Browning (eric@goresero.com) Resero Retail
Sherri Dykes (s.dykes@sscok.edu) Seminole State College

Marketing & Technical Committee:

Melissa Nieto (melissa.nieto@victoriacollege.edu) Victoria College Bookstore
Kathryn Vanover (kathryn.vanover@neo.edu) Northeastern Oklahoma A&M College
Shelly Ann Schrimpf (shelly.schrimpf@gcu.edu) Grand Canyon University

Nomination Committee:

Kathryn Vanover- Chair (kathryn.vanover@neo.edu) Northeastern Oklahoma A&M College
Julie Buchanan (jbuchanan@nmjc.edu) New Mexico Junior College
Gene Widder (widderg@tamug.edu) Texas A&M University at Galveston
Starla Marshall (swcba@swcba.com) Admin. Asst. retiree Oklahoma State University

Annual Meeting & Site Selection Committee:

Starla Marshall (starla.marshall@okstate.edu) Admin. Asst. retiree Oklahoma University
Dave Mulberger (dave.mulberger@okstate.edu) Oklahoma State University

Budget & Finance Committee:

Erin Green- Chair (erin.green1982@navarrocollege.edu) Navarro College
Carol Pound (cpounds@alvincollege.edu) Alvin Community College

Strategic Planning Committee:

Kellie Ranum- Chair (kellie.ranum@vitalsource.com) Vital Source
Starla Marshall (starla.marshall@okstate.edu) Admin. Asst. retiree Oklahoma State University
Kevin Lightner (KevinLeitner@icbainc.com) Director of Education ICBA
Brand Henderson (brad.henderson@wbu.edu) Wayland Baptist University
Tom Fox (tfox@gotextbooks.com) Go Textbooks

Membership Committee:

Heidi Ellingboe- Chair (hellingboe@mbsbooks.com) MBS Books

HAPPENING NOW

IN THE
NEWS!

SWBCA would like to have our stores start idea sharing. There is no source as valuable for ideas then your other SWBCA schools. We are going to start "WHAT WORKED WEDNESDAY". On Wednesdays SWBCA will e-mail out a sale, a garment, a graphic, a new vendor, a social media post, anything that WORKED in your store. How often we send out WHAT WORKED WEDNESDAY depends on how many submissions we get. Our goal would be weekly. We know that our stores are full of the best ideas, and you can submit more than one idea. But one idea only per submission please.

WHAT WORKED *Wednesday*

The Lope Shop set up the Christmas display by putting GCU wrapping paper on the backs of the fixtures. Wrapping paper available through Spirit Products. We wrote off 2 rolls. We love the look and have received many compliments. Then we put "stocking stuffers" and ornaments on the fixtures.

Shelly Schrimpf
Assistant Director
Grand Canyon University



What is working or worked for your store? Submit to melissa.nieto@victoriacollege.edu, kathryn.vanover@neo.edu, or shelly.schrimpf@gcu.edu.

We look forward to hearing from you!

Thank you in advanced for your continued support and participation.

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

Invoicing for your Annual Dues will be happening soon.
Your dues help SWCBA to stay active as an association.

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

www.swcba.com

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.

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