

# Southwest College Bookstore Association

April 2025

## NEWSLETTER

### OFFICERS

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MIKE & KELLY KELLY

### **USING INTERACTIVE AI IN OUR MARKET**

I continue to be amazed and a little frightened by the pace at which business and the college markets are changing. In this rapidly evolving digital economy, we should be constantly seeking ways to optimize operations, improve customer experiences, and drive profitability. One of the most transformative advancements in recent years is the application of iterative artificial intelligence (AI). Iterative AI is a method that continuously refines algorithms and models based on real-time data and feedback. I liken it to having a conversation with an analyst who is using technology to give me the answers I am looking for.

### **Understanding Iterative AI**

Iterative AI is a process-driven approach where AI models are trained and improved through multiple cycles of learning and refinement. Unlike static AI models that remain unchanged after initial deployment, iterative AI continuously updates itself based on new inputs, feedback, and performance metrics. This self-improving mechanism allows businesses to adapt to changing market conditions, customer behaviors, and operational challenges with greater agility.



The iterative process typically involves:

1. **Data Collection:** Gathering real-time or historical data from various sources.
2. **Model Training:** Using machine learning algorithms to process the data and create predictive or decision-making models.
3. **Implementation:** Deploying the AI models in business operations.
4. **Feedback Integration:** Collecting insights on model performance and user interactions.
5. **Reiteration:** Updating and refining the model to improve accuracy and effectiveness.

This cyclical learning pattern allows AI systems to become smarter and more efficient over time, making them invaluable assets in business strategy.

## **Key Benefits of Iterative AI in Business**

### **1. Enhanced Decision-Making**

Iterative AI enables businesses to make data-driven decisions with high accuracy. By continuously analyzing trends and patterns, AI helps executives and managers anticipate market shifts, optimize resource allocation, and mitigate risks. For example, consider loading a full year's worth of inventory purchases and sales to have AI point out sales, margins, and then show where there were needed markdowns and the opportunity lost cost of not enough inventory in heavy sales cycles. As these patterns change, having a predictive analysis done every cycle could well save over or under purchases and protect the margins.

### **2. Improved Customer Experience**

Personalization has become a cornerstone of customer satisfaction, and iterative AI plays a crucial role in enhancing user interactions. E-commerce platforms, for example, use AI-powered recommendation engines that refine suggestions based on past purchases, browsing behavior, and user feedback. This continuous learning improves the relevance of recommendations, increasing customer engagement and conversion rates.

### **3. Enhanced Marketing Strategies**

Marketing teams benefit significantly from iterative AI, as it helps refine advertising strategies and content targeting. AI-driven ad platforms analyze user interactions and adjust campaigns in real time to maximize effectiveness. Businesses can A/B test different messaging approaches and automatically optimize for the best-performing content, ensuring higher engagement and return on investment.

## **Real-World Applications of Iterative AI**

**Retail and E-commerce:** Consider using iterative AI-driven dynamic pricing models that adjust your prices in real time based on demand, competitor pricing, and purchasing behavior. These models iteratively learn from customer interactions to enhance profitability and customer satisfaction.

**Challenges and Considerations:** While iterative AI offers numerous benefits, we have to address several challenges to fully capitalize on its potential.

**Human Oversight:** AI should complement human decision-making rather than replace it. Businesses must ensure proper monitoring and ethical use of AI systems.

## **Conclusion**

Iterative AI is revolutionizing the way businesses operate by enabling continuous learning and optimization. From enhancing decision-making and customer experience to improving efficiency and innovation, iterative AI provides you a competitive edge in today's data-driven world. As AI technology advances, its iterative capabilities can play an increasingly vital role in the higher education markets. We are planning a demonstration of the power of iterative AI at our next SWCBA meeting in October. I hope you can make it.

Michael J Kelly

President, Southwest College Bookstore Association



# CAMEX MEET & GREET

SWCBA members met at The Flying Saucer during CAMEX25 for a relaxed get together.



CAMEX25 was an invaluable experience for both me and my store. I successfully recouped my expenses by leveraging show specials, free freight orders, and the cashback program. The trip to CAMEX was absolutely worthwhile; I completed all my ordering and had the chance to learn from and enjoy industry discussions with peers. I gain the most insights from fellow bookstore industry professionals and love discovering new trends from various vendors. The SWCBA meet and greet was another fantastic opportunity to reconnect with friends and meet new vendors. Thank you, SWCBA, for consistently organizing events that allow independent stores to connect.

**Melissa Nieto, Victoria College Bookstore, Victoria, TX.**



# CAMEX25

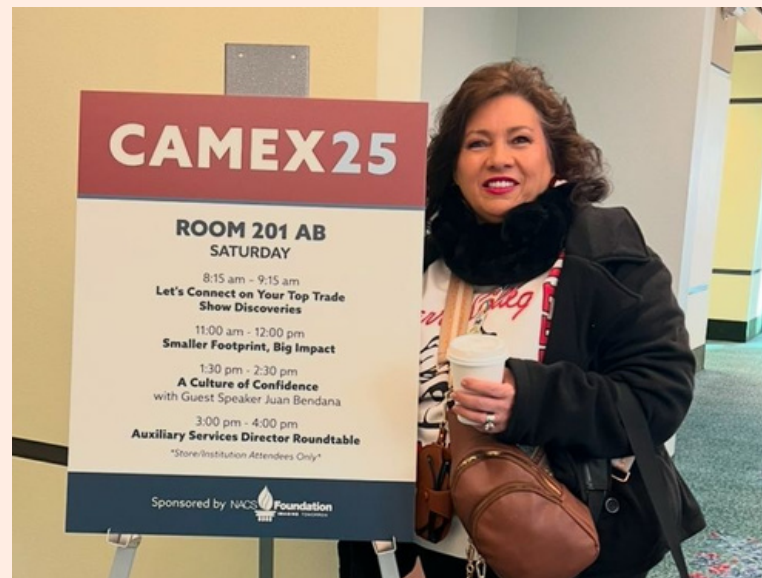
## SWCBA members representing at CAMEX25



Debbie Cottrell  
SWCBA President 2019-2021  
NACS President  
University of Mary Hardin-Baylor



Erin Green  
SWCBA Trustee  
Chair for SWCBA Education Committee  
Navarro College



Terri Mitchell  
SWCBA President 2021-2022  
NACS Trustee-at-Large  
Navarro College

# CAMEX25 Sessions



## **Let's Connect on Your Top Trade Show Discoveries**

Terri Mitchell, the Director of College Stores at Navarro College, led a session titled "Let's Connect on Your Top Trade Show Discoveries." In her presentation, she highlighted the latest trade show trends and showcased standout new products from the event. Additionally, Terri shared insights on what other bookstore colleagues plan to implement in their stores.



## **Traditional Retail, Online, Hybrid or Managed: Discussing Today's Course Material Program Options**

Erin Green, the Assistant Director at Navarro College-Waxahachie Bookstore, took part in a panel discussion titled "Traditional Retail, Online, Hybrid or Managed: Discussing Today's Course Material Program Options." Erin addressed common questions about course materials and shared what has been effective for her store. She provided valuable insights into the strengths and challenges of selecting the right course materials program for different schools.

# SAVE THE DATE

# 2025

SWCBA Annual Conference

LET'S GET  
*Fired Up* FOR *Education*

 OCT. 19-21

Join us as we get Focused, Inspired, **STILLWATER, OK**  
Resilient, Engaged, Determined,  
Unified, and Passionate about our  
college store industry.



**Stay tuned for registration information.**

We are looking forward to seeing all of you at this year's Annual SWCBA Conference being held in Stillwater Oklahoma, October 19-21, 2025. The meeting will be fun, interactive, and informative. We will have great networking and buying opportunities with vendors and other colleagues in the bookstore industry.

# 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  
Sara Hays (shays@prismrbs.com) Prism Retail Business Solutions



# HAPPENING NOW

IN THE  
NEWS!

SWCBA wants to remind you to keep your WHAT WORKED WEDNESDAY submissions coming in. We have had some great ones, but we need more. Let us know if you ran a great sale, sold a great garment, picked an amazing graphic, found a new vendor, got traction from a social media post. Anything that your SWCBA community can use, we want you to share. Remember, only 1 idea per submission please.

## WHAT WORKED *Wednesday*

Pastel supplies have been **HOT** this year! Journaling kits can be purchased from Pens, etc. and they come with 5 gel pens and 2 highlighters and are available in 5 different color palettes. Also, Ticonderoga pre-sharpened pencils in pastel. Bazic Products is a vendor that have mini highlighters and permanent markers in brites and pastels. Prices are amazing!

Erin Green  
Navarro College - Waxahachie



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

Haven't received your invoice?  
Contact Starla Marshall at [SWCBA@swcba.com](mailto:SWCBA@swcba.com) to receive an invoice.  
Your dues help SWCBA to stay active as an association.



# 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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