



## RMSBA NEWSLETTER

### Message From the President

Ahh! Spring semester has begun, now it is time to start thinking about fall! No, not fall book rush, our 2009 fall RMSBA meeting. I am pleased to announce that the 2009 RMSBA meeting will be held at the new Embassy Suites Spa and Resort in Loveland. This facility is brand new and has all of the amenities that we need in order to host a successful show and Loveland provides a pretty convenient, mostly central location for both stores and vendors. The Embassy Suites is less than an hour from DIA and downtown Denver and includes over 35,000 square feet of meeting and show space.

The nightly rate is \$119 plus taxes, and it includes a free cooked to order breakfast and nightly manager's reception, which should help reduce the registration fee. So, instead of orange juice and sweet rolls you can have that omelet and French toast (unless, of course, you prefer the OJ and sweet roll) all for about the same overall cost as last year.

If you have driven north on I-25 lately you can't help but notice this new facility on the east side of the freeway. Allison and I had the opportunity to walk through it in November and we are excited to be one of the first groups to have a conference there.



As always, the RMSBA Board is working on putting together an excellent educational show and a first rate trade show. Thanks to Stacey Douglas for CSU Pueblo for his efforts to provide the best educational experience available to us and to all of our vendors who support our organization.

CAMEX is just around the corner. We have a great reception planned for RMSBA stores and vendors. Look for additional details in the newsletter. I hope to see you all there.

Have a great semester,

John

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### Volunteers Wanted!

Interested in getting involved?

Contact John Parry at

john.parry@colostate.edu

### **You are invited to the RMSBA reception at CAMEX!**

**When:** Saturday, March 14 from 5:00 pm– 7:00 pm.

**Where:** Bar Louie 321 West Katella Ave. (1/2 a mile for the convention center)

**RSVP Required:** [marlin.kinzer@sdsmt.edu](mailto:marlin.kinzer@sdsmt.edu) by **February 27, 2009.**

### **NACS Updates**

#### **Leadership and HR Webinar Available**

A free leadership and human resources webinar, *Engaging Employees: Creating a Culture of Service Where Everyone Wins*, compiled from a session at CAMEX 2008 in San Antonio, is now available to help stores reap the rewards of outstanding customer service.

In the webinar, The Duck Store, University of Oregon, Eugene, shares its GIFT Program and University Book Store Inc., University of Washington, Seattle, describes its “Way to Go” multilevel employee rewards program. The recording demonstrates how to create a program with proven results, and foster consistent and quality customer care. This session, developed by the NACS Human Resources Task Force, is available at [www.nacs.org/public/events/calendar.asp?EventType=2](http://www.nacs.org/public/events/calendar.asp?EventType=2). For a *Campus Marketplace* article on the same session, go to [www.nacs.org/news/032108-employee.asp](http://www.nacs.org/news/032108-employee.asp).

The Leadership and Human Resources Task Force will also provide the CAMEX 2009 session *Celebrations at Work: From No Budget to Low Budget* on March 14 in Anaheim. For a description, go to [www.camex.org/profile.asp?SESSION\\_ID=2646](http://www.camex.org/profile.asp?SESSION_ID=2646).

#### **NACS Foundation Increases Grants for Online Courses**

The NACS Foundation increased the amount of its professional development grants for NACS online courses from \$200 to \$395. The Foundation offers grants to any college store professional wanting to participate in educational online courses who otherwise could not afford to attend without assistance.

To apply for grant assistance, go to [www.nacsfoundation.org/grants](http://www.nacsfoundation.org/grants).

Programs accepting applications are:

- Exploring Trends and Driving Change in Campus Retail, May 11-June 12
- In-Store Marketing and Visual Merchandising, April 6-May 8
- Mastering Open-to-Buy, July 13-Aug. 14
- The Principles of Course Materials Management, May 18-June 19

## NACS Updates Cont.

### Items Added to Campus Relations Toolkit

The latest additions to the Campus Relations Toolkit are library and information technology interview guides. These guides walk members through questions needed to be asked of each department to understand what they are doing and how it will affect college stores.

NACS developed the toolkit to provide full-member stores with practical tools they can use to gain insight into the perceptions and concerns of important constituent groups and university decision-makers, develop a plan of campus relations and outreach initiatives to create closer alliances with these groups, and communicate with constituents more effectively. This will raise the visibility of the college store among university decision-makers, and create positive perceptions of the store's value to the campus community.

For information, go to [www.nacs.org/members/secure/campusrelations](http://www.nacs.org/members/secure/campusrelations) to view the latest additions.

### Store of the Future Information Needed

NACS Collegiate Research Services is undertaking a series of surveys focused on understanding the dynamics in members' stores and on their campuses that are altering the college store landscape.

The two-part survey will examine the role of digital course materials on your campus and the importance of fair trade products to your students..

To take part in the survey, go to [www.collegiateresearch.org/future/survey.asp](http://www.collegiateresearch.org/future/survey.asp). Look for results and recommendations from these surveys in NACS publications.

**Please make corrections to your store's data on [www.rmsba.org](http://www.rmsba.org).**

**Contact Marlin Kinzer if you need a password to access your RMSBA information!**

**Marlin Kinzer  
[marlin.kinzer@sdsmt.edu](mailto:marlin.kinzer@sdsmt.edu)**

**To advertise on the RMSBA website, please contact Allison Hartel.**

**[hartel@colorado.edu](mailto:hartel@colorado.edu)**

### RMSBA Officers and Committee Chairs

**President:** John Parry, CCR  
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**Past President & Web:**  
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**Treasurer:** Tammy Hendrix  
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#### *Bookstore Trustees*

**1st year:** Katrina Crosby  
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**2nd year:** Teri Haus  
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970-943-7195 fax: 970-943-7069

#### *Vendor Trustees*

**1st year:** Joe Appler  
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**2nd year:** Joe Appler  
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#### *Committee Chairs*

**Annual Meeting:** Position Open

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