



**RMSBA NEWSLETTER**

**Message From the President**

I am sitting here wishing I had penned the words “it was the best of times, it was the worst of times”. How many times have those famous words been used to describe, well, everything! As we gear up for the beginning of classes I have to say it is the best of times. This is when we have to make it all happen, & thankfully, I believe we do a good job of making it happen. If you are struggling to get there, then pick up the phone and give one of your peers a call. I have found that someone has already gone through what I am going through & that they are more than willing to share.

There has been much talk about declining market share for the college bookstore, and recently we have seen some pretty scary numbers on textbook unit sales. I am guessing many of us are seeing similar changes in our marketplace. As one of our illustrious members told me last December, “I feel like I am captain of the Titanic”. I have talked with many stores over the past several months and some of them feel like they are piloting the Titanic. Surprisingly, there are some stores that continue to thrive in the current market conditions.

I don’t think there is any one answer to why some stores are continuing to thrive while others are seeing sales decreases, in some cases significant sales decreases. Some of the things that you are doing may be very effective in your store and on your campus, but would not work as well at my store or on my campus. Some of us have strong competition across the street which prevents us from trying programs we might try otherwise, or we may have restrictions from our administration that do not allow us to implement the cool programs that we see our peers doing. The questions we have to ask are what can we do that we are not doing now and what are we doing that we really shouldn’t be doing?

Last year in this column I asked what we are doing for our benefit that does not translate well to our customers. I believe that now more than ever we need to be doing what is right for them, even if it is somewhat painful for us. At the CSU Bookstore we have always lived by the philosophy that we don’t want to give any customer a reason to shop somewhere else. They may choose to shop elsewhere, but it better not be because we did not meet their needs.

I would like to finish this column with information about our October show. The dates are the 6<sup>th</sup> through the 8<sup>th</sup> and the location is the new Embassy Suites in Loveland. The hotel is awesome and the convention center is just as awesome. We have, with the help of Stacey Douglas, put together as good a program as you will find at a regional meeting. I know budgets are tight, and suggest that staying in the region is a much better value proposition on a tight budget than other options. How much better off will your store be for sending three or four people to our regional show then sending one to a national show? As the knight entrusted to guard the chalice in Indiana Jones and the Last Crusade said “choose wisely”.

Thank you for allowing me to come along for the ride the past two years. It has been educational and a lot of fun. If you have the chance to serve on the RMSBA board, jump on it! You will not be the same person when you are done and both you and your store will be far better for it.

John

**Highlights in This**

**Edition:**

- > Message from the president
- > Annual Meeting Registration
- > And Much More

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## RMSBA 2009 Annual Meeting “RMSBA - A Breed Apart”

Embassy Suites Spa & Conference Center - Loveland  
4705 Clydesdale Parkway, Loveland, Colorado 80538  
970.593.6200 – Fax 970.593.6202

### Tuesday – October 6

- 10:00 am (tee off)      **Golf Outing @ Highland Meadows Golf Course** (Windsor, CO)
- 11:15-5:00 pm      **Tours with a Purpose (or Just for Fun)**  
11:15 am-12:00 pm      Lunch at The Promenade Shops at Centerra (place tbd)  
12:00-3:15 pm      Merchandising tour of The Promenade Shops at Centerra  
3:30-5:00 pm      Zephyr Graf-X tour with hors d'oeuvres/refreshments served
- 12:00-5:00 pm      **Registration**
- 5:00-6:00 pm      **Free Time**
- 5:30-7:30 pm      **Embassy Suites “Manager’s Reception”** (Embassy Suite hotel guests only)
- 6:00-8:00 pm      **Opening Night Dinner @ Embassy Suites**
- 8:00 pm-whenever      **Night Fun & Festivities, including pool, foosball, darts, whatever**

### Wednesday – October 7

- 6:30-9:30 am      **Embassy Suites cooked-to order breakfast** (Embassy Suite hotel guests only)
- 8:00 am-4:00 pm      **Registration**
- 8:30-9:30 am      **RMSBA Business Meeting #1**
- 9:30-9:45 am      **Break**
- 9:45-11:45 am      **General Session #1**  
“Retail Shoppability – Part 1”  
[Dr. Raymond R. Burke \(Professor of Marketing & Marketing Department Chair, Kelly School of Business, Indiana University\)](#)
- 12:00-1:30 pm      **Book & Author Luncheon @ Embassy Suites**  
[Amy Kathleen Ryan, \*Vibes\* \(Houghton Mifflin, 2008\)](#)
- 1:45-2:45 pm      **General Session #2**  
“Retail Shoppability – Part 2”  
[Dr. Raymond R. Burke \(Professor of Marketing & Marketing Department Chair, Kelly School of Business, Indiana University\)](#)

## 2009 Annual Meeting Schedule of Events Continued

2:45-3:00 pm	<b>Break</b>
3:00-4:15 pm	<b><u>Concurrent Educational Sessions</u></b>  <i>Management/Leadership/Planning (NACS Foundation Grant Session)</i> “2009 Student Watch—Exposed! Why and How Students Shop” – <a href="#">Laura Cozart (National Association of College Stores)</a>  <i>General Merchandise</i> “Let’s Get Mannequins!” (Hands-on merchandising) – <a href="#">Maggie Leonard &amp; Lisa Groveman (Club Colors/Tommy Hilfiger)</a>  <i>Textbook/Operations</i> “College Bookstores, But Fewer Textbooks – ‘What Can/Do We Do?’ ” – <a href="#">John Parry (CSU Bookstore)</a> , <a href="#">Marlin Kinzer (South Dakota School of Mines &amp; Technology, Mines Bookstore)</a> , & <a href="#">Jason Katzman (CU Book Store)</a>
4:15-4:30 pm	<b>Break</b>
4:30-5:30 pm	<b><u>Concurrent Educational Sessions</u></b>  <i>Management/Leadership/Planning</i> “Creating and Updating Your Store’s Business Plan: If You Don’t Have a Plan, THEY Will!” - <a href="#">John Parry (CSU Bookstore)</a> & <a href="#">Stacey Douglas (CSU-Pueblo Bookstore)</a>  <i>General Merchandise</i> “Beware the Left-digit Effect: Price Gimmicks May Affect Choice” - <a href="#">Dr. Kenneth C. Manning (Professor of Marketing, Colorado State University)</a>  <i>Textbook/Operations</i> “Internal Theft & Loss Prevention Controls” - <a href="#">Candy Stoll (Follett Higher Education Group)</a>
5:30-6:00 pm	<b>Free Time</b>
5:30-7:30 pm	<b>Embassy Suites “Manager’s Reception”</b> (Embassy Suite hotel guests only)
6:00-7:00 pm	<b>President’s Reception</b>
7:00-9:30 pm	<b>RMSBA Annual Banquet @ Embassy Suites</b>
9:30 pm-whenever	<b>Night Fun &amp; Festivities, including dancing with DJ Lobato</b>

## Thursday – October 8

- 6:30-9:30 am      **Embassy Suites cooked-to order breakfast** (Embassy Suite hotel guests only)
- 7:30-9:00 am      **Vendor Trade Show Set-up**
- 8:00-10:00 am     **Registration**
- 8:30-9:00 am      **RMSBA Business Meeting #2**
- 9:00-9:45 am      **Buyer/Vendor Relationships Session - Lori Cano (Connect2One) & Stacey Douglas (CSU-Pueblo Bookstore)**
- 9:45-10:00 am     **Break**
- 10:00 am-2:00 pm   **Vendor Exhibits & Trade Show**
- 12:00-12:30 pm    **Vendor Luncheon** (“box lunch” during trade show)
- 2:00-3:00 pm      **Vendor-Buyer appointments** (as desired)
- 2:00-4:00 pm      **Vendor Trade Show Breakdown**
- 2:15-3:45 pm      **Concurrent Roundtable Discussions**
- Management/Leadership/Planning*  
                         “What Are My Boss’s Expectations & How Do I Meet Them?” – [Marlin Kinzer \(South Dakota School of Mines & Technology, Mines Bookstore\)](#)
- General Merchandise*  
                         “What’s Working In Your Store?” (Products, events, marketing, remote sales, etc) – [Allison Hartel \(CU Book Store\)](#)
- Textbook/Operations*  
                         “HEOA Implementation – ‘So, How’s It Going? (or Is It Already Gone)?’” – [Renee Wilson \(Auraria Campus Bookstore\)](#)
- 3:45-5:30 pm      **Free Time**
- 5:30-7:30 pm      **Embassy Suites “Manager’s Reception”** (Embassy Suite hotel registrants only)
- 6:30-8:00 pm      **Dinner @ Nordy’s Bar-B-Que & Grill**
- 8:00 pm-whenever   **Night Fun & Festivities**

## Friday – October 9

- 8:30-11:00 am      **RMSBA Store Directors Breakfast Meeting @ Embassy Suites**



# 2009 Vendor Annual Meeting Registration Form

## 2009 RMSBA Annual Meeting October 6-8, 2008, Loveland, Colorado Vendor & Exhibit Registration Form

**NOTE: ALL FEES MUST BE PAID PRIOR TO THE VENDOR EXHIBITS.**

Please make all checks payable to **RMSBA** and return or fax to:

John Parry  
CSU Bookstore  
8035 Campus Delivery  
Fort Collins, CO 80523

Company Representative Contact (Please print or type)  
Firm Name \_\_\_\_\_  
Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
Email Address \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Please reserve a table for our firm at the RMSBA Annual Meeting Trade Show, Thursday, October 8<sup>th</sup> 2009

	Before 9-11-09	After 9-11-09
RMSBA Dues (If not already paid for 2009)	\$ 75.00 _____	\$ 75.00 _____
Full Registration *	\$260.00 _____	\$360.00 _____
2nd table	\$125.00 _____	\$175.00 _____
Outlet only _____	\$ 35.00 _____	\$ 50.00 _____
Outlet and Data/phone line _	\$ 55.00 _____	\$ 70.00 _____

Vendor names attending the meeting:

Any special considerations you may require?

\*Full Vendor Registration Includes: Two badges, one covered table (approximately 6' by 30"), 1-2 Thursday lunch tickets

Second table fee includes: One badge and one table (approximately 6' by 30").

How many will be attending Thursday's vendor lunch (Full registration includes up to 2people): \_\_\_\_\_

Do you have dietary needs? If so please explain: \_\_\_\_\_

Do you need assistance because of a disability? Yes \_\_\_\_\_ No \_\_\_\_\_

Please explain: \_\_\_\_\_

**Additional events (not included in registration/table fee)**

Tuesday Dinner (10-6-09)	# _____ @ \$30.00 = _____	# _____ @ \$40.00 = _____
Wednesday Luncheon (10-07-09)	# _____ @ \$25.00 = _____	# _____ @ \$30.00 = _____
Wednesday Annual Banquet (10-07-09)	# _____ @ \$40.00 = _____	# _____ @ \$50.00 = _____
Thursday Vendor Lunch (10-08-09)	# _____ @ \$25.00 = _____	# _____ @ \$35.00 = _____
Thursday Night Dinner (10-08-09)	# _____ @ \$30.00 = _____	# _____ @ \$40.00 = _____
BADGE ONLY **	# _____ @ \$ 5.00 = _____	# _____ @ \$ 5.00 = _____

\*\* Required to attend all functions

TOTAL ENCLOSED \$ \_\_\_\_\_ \$ \_\_\_\_\_

DEADLINE FOR HOTEL RESERVATIONS: MONDAY, SEPTEMBER 7, 2009.

Embassy Suites, Loveland, Colorado 1-800-Embassy (1-800-362-2779)

Reference the Rocky Mountain Skyline Block when reserving your room

Single and double room rates: \$119.00\*

\*includes made to order breakfast and evening reception

## RMSBA Board of Trustees Ballot- Please Print, Complete and Fax

### Rocky Mountain Skyline Bookstore Association Board of Trustees Ballot for Membership Approval Inauguration October 2009

Voting Store Member Name or Vendor Associate Member Name:

\_\_\_\_\_

Please mail, email or fax your ballot **BY SEPTEMBER 10, 2009** to:

\_\_\_\_ Vice President/President Elect: Teri Haus, CCR Western State College  
Bookstore, Gunnison, CO

\_\_\_\_ Treasurer: Annette Nelson, University of Denver  
Bookstore, Denver, CO

\_\_\_\_ Store Trustee: Tracy Brodrick, Mesa State College Bookstore,  
Grand Junction, CO

\_\_\_\_ Vendor Trustee: Todd Thompson, CI Sport, Fargo, ND

Marlin Kinzer, CCR  
Mines Bookstore  
501 E. Saint Joseph Street  
Rapid City, SD 57701-3995  
Email: marlin.kinzer@sdsmt.edu

### Tidbits.....

#### No budget for the annual meeting?

**RMSBA offers scholarships to store members for the  
annual meeting.  
Log on to [RMSBA.org](http://RMSBA.org) for more information and to  
download an application.**

**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 & Annual Meeting:**  
John Parry, CCR  
Colorado State University  
Bookstore  
970-491-3939 fax: 970-491-0224  
[john.parry@colostate.edu](mailto:john.parry@colostate.edu)

**Vice-President & Treasurer:**  
Allison Hartel  
CU Book Store  
303-492-3427 fax: 303-492-3022  
[Hartel@colorado.edu](mailto:Hartel@colorado.edu)  
**(Marketing Coordinator)**

**Past President & Web:**  
Marlin Kinzer, CCR  
South Dakota School of Mines  
and Technology Bookstore  
605-394-2374 fax: 605-348-9094  
[marlin.kinzer@sdsmt.edu](mailto:marlin.kinzer@sdsmt.edu)

**Secretary:** Jennifer DeVault  
Johnson and Wales  
303-256-9478 fax: 303-256-9443  
[jdevault@juw.edu](mailto:jdevault@juw.edu)

#### *Bookstore Trustees*

**1st year:** Katrina Crosby  
Aimes C. C. Bookstore  
970-330-8008 fax: 970-506-6954  
[katrina.crosby@aimed.edu](mailto:katrina.crosby@aimed.edu)

**2nd year:** Teri Haus  
Western State University  
Bookstore  
970-943-7195 fax: 970-943-706

#### *Vendor Trustees*

**1st year:** Chris Marshal  
970-376-1761  
[cmarshall@fhcg.follett.com](mailto:cmarshall@fhcg.follett.com)

**2nd year:** Joe Appler  
303-779-0734 fax: 303-779-4254  
[jappler99@comcast.net](mailto:jappler99@comcast.net)

#### *Committee Chairs*

**Education:** Stacey Douglas  
Colorado State University Pueblo  
719-549-2953 fax: 719-549-2857  
[stacey.douglas@colostate-pueblo.edu](mailto:stacey.douglas@colostate-pueblo.edu)

**Membership:**  
Michael Jastorff, CCR  
Black Hills State Univ. Bookstore  
605-642-6279 fax: 605-642-6479  
[Michaeljastorff@bhsu.edu](mailto:Michaeljastorff@bhsu.edu)