

## **NACS Clipboard**

December 2011

### **1. Help Construct the Store of Tomorrow**

Building Tomorrow's Campus Store, a new program debuting at CAMEX 2012, will create a store of the future by displaying a variety of imaginative and innovative programs, services, and solutions that have already proven successful in college stores.

Selected practices will be displayed on viewing boards set up in the Salt Palace Convention Center. Others will be placed in binders for attendees to browse. Together, the displays are intended to show how any store can move forward by borrowing and adapting ideas known to work.

Stores submitting their practices and solutions by Feb. 3 will be eligible for a drawing to receive one of two \$500 development grants from the NACS Foundation. Attendees will vote on the best idea on display to award the second grant.

Submissions should consist of an overview description, outcomes or lessons learned, any tips for adapting the concept, and up to 10 images depicting the idea. Submissions must use the special PowerPoint template set up for the program and should be e-mailed to Tony Ellis, NACS chief knowledge officer, at [tellis@nacs.org](mailto:tellis@nacs.org). NACS will print color hardcopies to display.

A sample entry, the PowerPoint template, and more details about this new program are available at [www.camex.org/buyer/scheduleevents/conceptstore.aspx](http://www.camex.org/buyer/scheduleevents/conceptstore.aspx).

### **2. Take the Team Approach to CAMEX Learning**

Some attendees have a hard time choosing which CAMEX educational sessions to attend, while others would like a chance to discuss session content further. By joining a CAMEX 2012 Learning Team, they can stretch their time by swapping session ideas and tips with their teammates.

All Learning Team participants will gather as a group at 5-6 p.m. Thursday, March 1, in Salt Lake City, UT. The location and other details will be e-mailed about two weeks before.

At the group meeting, participants will divide into teams of four to five people. Suggestions will be provided for how and when the individual teams might get together during Friday and Saturday to share what they've learned and how they plan to apply it at their stores. It's up to each team to determine their own meeting specifics. If teams choose, they can continue to regroup during the trade show days (Sunday through Tuesday) to discuss interesting products and vendors.

To sign up, fill out the short survey at [www.surveymonkey.com/s/TF552DY](http://www.surveymonkey.com/s/TF552DY). For more information, e-mail Tony Ellis, NACS chief knowledge officer, at [tellis@nacs.org](mailto:tellis@nacs.org), or visit the Preparing for CAMEX Learning page at [www.camex.org/buyer/educationalconference](http://www.camex.org/buyer/educationalconference).

### **3. Take a Peek at How Other Stores Do It**

Two pre-CAMEX tours will offer inside looks at how a variety of college stores in the Salt Lake City area are serving their campuses. At each store, participants will get a guided tour of the facilities and operations from the store's director, with plenty of opportunity for questions.

One tour will go to Ogden, UT, to visit the Davis Applied Technology College Bookstore, Salt Lake Community College Bookstore (Taylorsville Redwood campus), Weber State University Bookstore, and Utah RedZone Layton, one of the off-campus branch stores for the University of Utah Campus Store.

The other tour will go to Provo, UT, for stops at the Brigham Young University Bookstore, Utah Valley University Bookstore, and Utah RedZone Sandy, another off-campus branch.

Both tours will be from 1-5:30 p.m. Thursday, March 1. Fees are \$55 for members, \$85 for nonmembers, including bus transportation from the convention center.

Advance registration is required as bus space is limited. To register, check the appropriate Campus Store Tour box under Additional Events on the registration form in the CAMEX Preview Program or at [www.camex.org](http://www.camex.org).

#### **4. Find the Session You Need with Search Option**

Searchable descriptions of the sessions at CAMEX 2012 in Salt Lake City, UT, are available on the Speaker and Session Details page at [www.camex.org/buyer/educationalconference/speakersessiondetails.aspx](http://www.camex.org/buyer/educationalconference/speakersessiondetails.aspx). All session descriptions can be viewed and printed from the page, as well as rosters of invited and industry presenters.

To help find the sessions most suited to your needs, four drop-down menus will enable you to sort and search the descriptions in any combination. The menu choices are:

- Pathway (Core Operations, Industry Evolutions, Business Solutions, and People Strategies)
- 2015 Category (correlating to the College Store of 2015 project's Capabilities, Communications, Connections, Curriculum, Customer, Frequency, and Services)
- Competency Area (College Store Operations, Course Materials and Intellectual Property, Leadership and Human Resources, Marketing and Campus Relations, Retailing, and Business Stewardship)
- Experience Level (Threshold, Intermediate, and Advanced)

You can also search the session descriptions by session title, presenter's last name, and/or keyword.

All 58 sessions have been assigned to one of four time slots (two each on Friday and Saturday) and are listed at [www.camex.org/schedule](http://www.camex.org/schedule). Click on a session title to view a description of the topic to be covered and other information about the presentation. Session handouts will be posted in January.

A number of point-of-sale system providers will again be conducting training sessions for users at CAMEX. When those sessions are confirmed, descriptions will be posted on the daily schedules.

#### **5. Tuesday Tour Goes to Genealogical Library**

CAMEX 2012 attendees who will be staying in Salt Lake City after the trade show closes will have an opportunity to do a little digging into their ancestry.

A free Personal Interest Tour on Tuesday, March 6, will take attendees to the Family History Library for genealogical research on their own. At 3:45 p.m., participants

will be escorted as a group to the library, located about a block from the Salt Palace Convention Center. A staff member will give a short orientation on using the library's resources. The group will head back to the convention center at 6 p.m., or participants are free to stay at the library until closing at 9 p.m.

The library, which is open to the public and operated by FamilySearch, the genealogical arm of the Church of Jesus Christ of Latter-Day Saints, houses millions of records from around the world in digital, print, microfilm, microfiche, and online formats. Most are pre-1930. For more information, go to [www.familysearch.org/locations/saltlakecity-library](http://www.familysearch.org/locations/saltlakecity-library).

Registration is required by Feb. 17 as space will be limited. To register, check the box labeled Personal Tour-Discover Your Family Tree in the Additional Events section of the registration form in the CAMEX Preview Program or at [www.camex.org](http://www.camex.org).

## **6. Free Bonus Session Looks at Influencing Change**

A free post-CAMEX bonus educational session will explore how college stores can influence and manage change on their campuses.

Steve Willis, master trainer and vice president of professional services, VitalSmarts, Provo, UT, will speak on Influencer: The Power to Change Anything, based on his book of the same title, which was named 2008 Business Book of the Year.

Willis has worked with numerous *Fortune* 500 companies to provide training on organizational change, effective leadership, improving productivity, and other challenges. The two-hour session will begin at 3:30 p.m. Tuesday, March 6, shortly after the trade show closes.

Even though the session is free, advance registration by Friday, Feb. 17, is required as space is limited to 50 attendees. To register, check the box under Additional Events on the CAMEX registration form posted at [www.camex.org](http://www.camex.org).

## **7. Online Planner Adds More Features**

Upgraded features are available for My Daily Planner Brought to You by South Eastern Book Co. at [www.camex.org/buyer/dailyplanner.aspx](http://www.camex.org/buyer/dailyplanner.aspx).

The online scheduling tool now allows users to add custom notes for particular exhibitors. Once the user selects an exhibitor for the planner, a "Note" button will appear. The user can click on the button to open a pop-up screen, fill out the note, and save it for inclusion in the schedule.

Users can also add custom events and appointments to their personal schedule. To add a custom item, the user should click on View My Calendar, then click the clock icon to open a pop-up window with fill-in fields.

## **8. Looking for a Post-CAMEX Vacation?**

NACS has negotiated a skiing package for CAMEX attendees who want to hit the slopes near Salt Lake City, UT, after the trade show closes.

The package offers accommodations at the Cliff Lodge at the Snowbird Ski and Summer Resort, which features alpine skiing and snowboarding. Tram/chair ski tickets are included. For details, go to [www.camex.org/buyer/registrationhousing/travel/skistay.aspx](http://www.camex.org/buyer/registrationhousing/travel/skistay.aspx).

## **9. Search for Your CAMEX Friends**

Want to know who's coming to CAMEX 2012 in Salt Lake City, UT, in March? Use the Who's Registered tool at [www.camex.org/buyer/registrationhousing/whosregistered.aspx](http://www.camex.org/buyer/registrationhousing/whosregistered.aspx) to search by the registrant's first or last name, store or company name, school name, or state or province name, or any combination of those criteria.

Each search will return a list that includes CAMEX and CCRA Conference registrants and vendor exhibitors, current as of the previous day (the database is updated overnight). No contact information is included in search results, but NACS members can log in to the membership directory at [www.nacs.org/mcs/directory.aspx](http://www.nacs.org/mcs/directory.aspx) to check store listings. The exhibitor directory is at [www.camex.org/buyer/tradeshaw.aspx](http://www.camex.org/buyer/tradeshaw.aspx).

## **10. Strut Your Store's Stuff in NACS Contests**

There's still time to try snagging one of the six \$1,000 prizes offered to college stores in the 15th annual Cool Ideas and Dynamic Displays contests. Entries will be accepted until 5 p.m. Eastern on Friday, Feb. 10, 2012, and must represent promotions and displays produced in the calendar year 2011.

The Dynamic Displays contest is judged in window, general in-store, and holiday/event categories. The Cool Ideas Contest is judged in three categories: best concept under \$100, best concept costing \$100 or more, and, new for this year, a National Student Day (NSD) category for pictures and descriptions of how your store rocked NSD 2011.

Finalists chosen in both contests will be voted on electronically by NACS members. The winning stores will each receive \$1,000 to finance future displays/promotions and their entries will be highlighted in NACS publications.

Digital images accompanying entries should be 300 dpi or better, sized 5 by 7 in. or larger, and in crisp focus. The nonmember fee is \$75 per entry for either contest; there is no fee for NACS members. For full rules and to enter, go to [www.nacs.org/contests.aspx](http://www.nacs.org/contests.aspx).

## **11. 2015 Solutions for College Stores**

Are you looking for ways to drive traffic, increase frequency and make your store a destination for college students and the community? NACS Business Development is working with companies to bring new brands, product categories, and services that provide additional revenue opportunities for college stores.

Pilot programs and channel development efforts are underway with companies in areas including vending/kiosks, skin care and cosmetics, technology, apparel, electronic recycling, and a variety of pop-up vendors.

For more information on these partnerships or to suggest products, contact Jeff Pavic at [jpavic@nacs.org](mailto:jpavic@nacs.org) or Jessica James at [jjames@nacs.org](mailto:jjames@nacs.org).

## **12. National Student Day Winners Announced**

More than 275 students from across North America submitted stories of volunteer work that were voted on as part of the inaugural National Student Day celebration Oct. 6. The 10 receiving the most votes received either scholarships or iPads.

The grand-prize winner of a \$3,000 scholarship was Kimberly ReMine from DePaul University, Chicago, IL. Her entry, titled “This is true love. This is hard love. This is real love,” received 6,148 votes. It talked about her volunteer work in Africa with Orphan Medical Network International.

Nicole Addonizio from Syracuse University, Syracuse, NY, received a \$2,000 scholarship for her second-place entry, “Heart Transplant,” which explained her volunteer work in the heart-transplant division at a hospital in New York City. It received 3,648 votes.

A \$1,000 scholarship for third place, with 3,125 votes, went to Amanda Perez from San Bernardino Valley College. Perez’s entry, “Cancer Figheten Children,” explained how she volunteers her time at a hospital, visiting and playing with children stricken with cancer.

To view a complete list of winners, go to [www.nationalstudentday.com](http://www.nationalstudentday.com).

National Student Day, dedicated to celebrating and promoting social responsibility by college students, was celebrated on Oct. 6 by 561 college stores across North America. Next year’s National Student Day is scheduled for Oct. 4, 2012.

### **13. Financial Survey Will Soon Be Available**

Stores that took advantage of the NACS Financial Survey and completed the online form will receive a free copy of the 2012 Industry Report in the spring. In addition, a link to the report tables online will be available as soon as they are compiled in January.

You can also order a customized financial report that includes comparable data from the survey and highlights where your store data is above, in line, or needs improvement compared to similar stores.

For a custom financial report, e-mail Martha Love, [mlove@nacs.org](mailto:mlove@nacs.org), and include “custom report” in the subject line. Stores that did not complete the survey can still obtain the Industry Report by ordering it from The NACS Store.

### **14. Registration Open for Online Courses**

Registration is open for a pair of NACS online short-run educational course offerings.

Launching Your Social Media Presence will run Jan. 30-Feb. 3, 2012, while Charting Your Course to 2015 and Beyond is Jan. 30-Feb. 10, 2012. Each course is \$75 for NACS members and \$105 for nonmembers.

Go to [www.nacs.org/educationevents/online/oneweek.aspx](http://www.nacs.org/educationevents/online/oneweek.aspx) to register. For more information and registration for NACS webinars and Virtual Lunch Dates, go to [www.nacs.org/webinars](http://www.nacs.org/webinars).