

NACS Clipboard August 2011

1. Start Blogging About National Student Day

The National Student Day blog is one of the main channels NACS will use to post fresh content and comments from students. The blog is on the NSD web site and will be featured each week in *Campus Marketplace*.

The NSD blog will include weekly updates on the status of stores, vendors, and students to web site visitors and through RSS feeds. It will be promoted to other college and store blogs, and will be linked to from Facebook and Twitter.

The blog will be monitored and stores and students are welcome to comment on the postings.

The goal of National Student Day is to celebrate and promote social responsibility by students across North America. If students volunteer as a Big Brother or Sister, help out at a homeless shelter, or find other ways to give back to society and others, then NACS wants college stores to recognize those deeds and encourage others who might be looking for a gentle push towards helping others.

For more information about National Student Day, how to participate, and tools available from NACS, go to www.nationalstudentday.com.

2. Member Creates NSD Vendor-Request Template

The NDSU Bookstore, North Dakota State University, Fargo, has created a letter template college stores can use to request product donations from vendors for events during National Student Day (NSD).

The template has been made available to participating stores as part of the free Marketing Toolkit on the NSD web site. To access the toolkit, stores must first register at www.nationalstudentday.com/login.aspx.

The genesis for the letter was an idea from Kimberly Anvinson, associate director, NDSU Bookstore, to work with a local supplier, Coaches Choice, a NACS associate member based in Fargo, to print NSD tee shirts to help promote the event.

Through her participation in a NACS Virtual Lunch related to NSD promotions, Anvinson was able to interest 11 stores from across the country in purchasing white shirts with the green NSD logo. She noted that the more stores that participate, the better the price will be for the shirts.

If your store is interested in ordering, contact Mark Sanders of Coaches Choice at (701) 297-0524 or marks@coacheschoiceonline.com. Orders must be placed by early September.

3. Press Material Available for National Student Day

Customizable news releases are available for stores participating in National Student Day (NSD). Stores can use the release to announce their plans for NSD to the local and campus media to let students, faculty, and administrators know about their efforts.

A news release template has been added to the free marketing toolkit. Stores will have to log in to www.NationalStudentDay.com and click on the green Marketing Toolkit button. Then, scroll to the bottom of the page, download the Word document, and modify the existing text to highlight what they are planning to do.

The template was added to the existing NSD logo, posters, window clings, and fliers that stores can use to promote themselves and NSD.

CAMEX UPDATES

1. CAMEX Site Reboots with 2012 Kickoff

Even though registration and housing won't open until early September, a sneak peek at CAMEX 2012 is available right now. Preliminary information about the March 2-6 event in Salt Lake City, UT, is posted at www.camex.org.

The 2012 schedule will be similar to 2011. Friday and Saturday will feature six blocks of educational sessions plus three Mega Sessions and *The College Store* magazine's 17th annual fashion show sponsored by MyU. Returning on Saturday will be two special events that debuted last year: the "Book Talk" Program and the Campus Administrators Symposium.

The trade show will open Sunday morning and provide 23 hours of buying time over three days. A basic map of the show floor is online now, but a more detailed map with a list of exhibitors will be available soon.

There will be plenty of networking time with industry colleagues, including the Opening Night Reception on Friday and the Grand Finale on Monday. Also returning will be several popular Thursday events: First-Timers Program, College Store Tours, and Retail Learning Tour.

The CAMEX site includes information on travel to CAMEX, how to prepare for the educational conference, a new social media hub, and instructions for young professionals interested in getting involved with the 20-30 Club.

More about the ticketed special events will go online in September. Education session descriptions and the Daily Planner will be available in mid-October. Many other CAMEX events and activities are still in the planning stages. Information will be provided later in *Campus Marketplace* and on the web site.

2. The Host with the Most: Picking a CAMEX City

When CAMEX 2012 returns to Salt Lake City, UT, on March 2-6, attendees and exhibitors will find several things have changed since CAMEX was last hosted there in 1999.

In 2006, the Salt Palace Convention Center underwent a major renovation that included adding 40% more space and obtaining Leadership in Energy and Environmental Design (LEED) certification.

In 2009, the state removed the "membership" requirement for serving alcoholic beverages. Bars and restaurants are now permitted to serve beer, wine, and liquor—including on Sundays—without any special requirements, as long as patrons are at least 21 years old.

So how does NACS choose the CAMEX host cities?

As CAMEX is a Top 200 exhibition in show-floor size, the first requirement is that the host city must have a convention center with at least 400,000 sq. ft. of show space. The facility also needs a 35,000-sq.-ft. ballroom to accommodate Mega Sessions and other events. In addition, CAMEX requires at least 30 meeting rooms with a 150-person capacity or larger for educational sessions and meetings.

Some major metropolitan cities, such as Chicago and New York City, are crossed off the list because their convention center fees are too high for many exhibitors.

Hotels are another factor. CAMEX needs one large headquarters hotel near the convention center, plus several affordable hotels within walking distance. In some cities, the convention center is adequate but the hotels are too pricey, too far away, not of sufficient quality, or already booked.

Some locations are not available in late February or early March. CAMEX used to be held in April, but store and vendor surveys prompted a move to earlier dates. To facilitate travel and make the CAMEX experience more pleasant, in recent years NACS has sought out hot-weather cities, alternating the regions to enable more members to be within driving distance. For 2012 and 2013 (Kansas City, MO), CAMEX is moving farther north for a change of pace and to accommodate requests by members in north/central locations.

For more information about Salt Lake City, go to www.visitsaltlakecity.com/camex. For a virtual tour of the Salt Palace, go to www.saltpalace.com.

3. CAMEX Mega Sessions Optimistic, Enchanting

Bert Jacobs is sold on the power of positivity. Guy Kawasaki brought “enchantment” to Apple. The two men are bringing their respective messages to the Mega Sessions of CAMEX 2012 in Salt Lake City, UT.

On Friday morning, March 2, Jacobs will discuss how his Life is good company was built on optimism and embraces a mission of corporate social responsibility. Kawasaki’s Mega Session is Saturday morning, March 3.

Jacobs, CEO (chief executive optimist) of Life is good, co-founded the apparel and accessories business with his brother, John, in 1994. By that time, the duo had spent five years trying to sell tee shirts in college dorms and at street fairs along the East Coast, with little success. Then, they printed four-dozen shirts with a grinning stick figure and a simple message: Life is good.

The upbeat message resonated. They sold all the shirts in less than an hour. The brothers realized they were onto something. The optimistic three words became the company name and adorn its core products. Life is good now sells \$100 million worth of merchandise annually through 5,000 retailers in 29 countries.

The company name also reflects its philosophy. The Life is good Kids Foundation assists children facing poverty, illness, or violence and trains child-care professionals in using play activities to help traumatized kids.

Life is good also promotes the “power of optimism” on its own radio channel and by encouraging people to share their stories through the company’s Facebook page at www.facebook.com/Lifeisgood, its web site at www.lifeisgood.com, and other social media.

For a video on Bert Jacobs, see a March 2011 article in *Experience Life* magazine at www.experiencelifemag.com/issues/march-2011/life-wisdom/the-good-life.php.

Kawasaki's job at Apple was chief evangelist, cajoling software companies to write programs for the new Macintosh computer in the mid-1980s. Four years later, he left Apple with his mission accomplished, his success due in part to "enchantment," which led to his new book, *In Enchantment: The Art of Changing Hearts, Minds, and Actions*.

Now founding partner of Garage Technology Ventures and co-founder of Alltop.com, Kawasaki describes in his book "how to influence what people will do while maintaining the highest standards of ethics." During his CAMEX session, he will discuss how the rules of enchantment apply to the college store industry and how stores can use enchantment to build business without resorting to deception or loss of integrity.

In the meantime, you can determine how enchanting you are by taking Guy's Realistic Enchantment Aptitude Test (GREAT) at <http://great.guykawasaki.com>. Those who pass the 23-question exam can download a special badge.

Kawasaki has written nine other books on business practices and personal development. Three of his early titles, including his first book, *The Macintosh Way*, can be downloaded for free from his Facebook page at www.facebook.com/guy.

For more about Kawasaki, visit www.guykawasaki.com or follow him on Twitter at www.twitter.com/guykawasaki. For more on *Enchantment*, visit www.facebook.com/enchantment.

For more on CAMEX, go to www.camex.org.

4. Interview to Spotlight *The Help* Author

Kathryn Stockett, author of the bestselling first novel *The Help*, will be the featured guest at the Author Spotlight event at CAMEX 2012 in Salt Lake City, UT.

The Author Spotlight, scheduled for Friday, March 2, at 3:30 p.m., will offer a new format for the Book & Author session from previous years. Instead of a panel of authors each speaking briefly, the event will be devoted to a more in-depth interview with Stockett. CAMEX attendees will have an opportunity to pose questions to the author, noted for her lively wit.

The longer interview should compensate those who were disappointed when Stockett had to cancel her CAMEX 2010 appearance in Orlando due to a scheduling conflict.

Although she spent nine years in New York City working in magazine publishing and marketing, Stockett is more at home in the South. She grew up in Jackson, MS, earned a bachelor's in English and creative writing from the University of Alabama, and now resides in Atlanta with her family.

The success of her novel—a saga about the intertwined lives of white and black women in the South during the 1960s—no doubt was vindication for being rejected by 60 literary agencies over three and a half years before finally landing an agent. Stockett wrote a humorous piece about the experience in *More* magazine, which is available at www.more.com/kathryn-stockett-help-best-seller.

For more on Stockett, visit www.kathrynstockett.com. For details on CAMEX, go to www.camex.org.

NACS UPDATE

1. NACS Supports Main Street Fairness Act

NACS supports legislation requiring Internet retailers to collect sales tax just as local bricks-and-mortar stores do.

Introduced by Sens. Richard Durbin (D-IL), Tim Johnson (D-SD), and Jack Reed (D-RI) in the Senate and U.S. Reps. John Conyers (D-MI), Peter Welch (D-VT), and Heath Shuler (D-NC) in the House, the bill would allow states that have adopted the Streamlined Sales and Use Tax Agreement, developed to simplify sales tax laws in response to a Supreme Court ruling, to require out-of-state sellers to collect sales tax whether they have a physical presence there or not.

2. NACS Offers Back-to-School Tools

As part of its annual back-to-class media campaign, NACS is distributing to national media weekly news releases describing how college stores are the go-to source for course materials.

The series highlights how college stores offer used textbooks, rentals, and e-books to hold down the price of textbooks, in addition to how college stores are branching out to offer nontraditional products and services. They also explain how stores give back to the campuses they serve, provide money-saving textbook shopping tips, and bust some common myths about college stores.

Members can share these messages with their campus publications by visiting the NACS Media Room at www.nacs.org/advocacynewsmedia/pressreleases.aspx for the latest release.

Also, consider the Buy Local, Textbook Rental, and Mythbusters posters in NACS' marketing kits at www.nacs.org/toolsresources/mcr/marketingtools.aspx.

Contact NACS Public Relations with any questions at pubrelations@nacs.org.

3. Innovation Award Submissions Being Accepted

Applications for the 2012 Innovation Achievement Award are now being accepted. The award, funded by the Martin D. Levine Endowment Fund, is given through the NACS Foundation and recognizes an innovative collegiate retail program, either new or existing.

A \$5,000 prize is awarded to the top college store program, with additional honorable-mention awards presented as determined by the NACS Foundation Innovation Award Committee and Board. Judges look for imaginative and unique qualities and ideas from the winning entries, as well as adaptability to other college stores, the enhancement of customer service programs, and programs that generate revenue and reduce costs.

The entry deadline is Nov. 11. Winners will be notified in January 2012 and honored at CAMEX 2012 in Salt Lake City, UT. Award recipients will also be recognized in various NACS and NACS Foundation publications and provided with communications to share with their campus administrators and others.

For complete rules, guidelines, and eligibility and submission information, or to view previous winning entries, go to www.nacsfoundation.org/iaa. If you have questions,

contact Kris Spencer, NACS Foundation development manager, at kspencer@nacs.org or (800) 622-7498, ext. 2437.

4. CCR Exam Dates Set for 2011, CAMEX

College store professionals will have at least eight opportunities between now and CAMEX 2012 in Salt Lake City, UT, to earn the Certified Collegiate Retailer (CCR) designation. Applications are currently being accepted for the exams listed on the NACS web site.

Additional exam sites may be added. Anyone able to travel to NACS headquarters in Oberlin, OH, can schedule an exam during normal weekday business hours.

Earning the CCR designation signifies you possess the knowledge to successfully manage a college store and are an expert on collegiate retailing issues.

Applicants must have three years of college store management experience plus a bachelor's degree or higher in any discipline, or five years of college store management experience without a degree. Applicants must also be currently employed in a college or campus store.

To apply, applicants must submit a current job description, sign a Standards of Conduct agreement, complete an application, and pay the examination fee.

For more information, go to www.nacs.org/ccr.

5. NACS Foundation CCR Exam Grants Available

The NACS Foundation will offer a limited number of grants to underwrite the \$200 fee for the CCR exam. This grant is for individuals and will not count against college store grant applications for CAMEX or online courses.

The deadline to apply for the grant is Feb. 15, 2012.

To access the CCR grant application, go to www.nacsfoundation.org/grants/grantapplicationform.aspx. For additional information, contact Pam Hammond, Foundation coordinator, at (800) 622-7498, ext. 2345, or p Hammond@nacs.org.

6. Stores, Students Can Win with OnCampus Research

Any college store that gets 25 or more students to join the OnCampus Research Student Panel by Dec. 31, 2011, will be entered to win \$500 in cash or NACS credit.

Students are also eligible for prizes from OnCampus Research for participating, and any cash awards are presented to winners by the store. So far, OnCampus Research has given more than \$50,000 in prize money to students.

In addition to the good public relations to students, any information obtained from them helps NACS to help college stores. NACS provides banner ads that can be downloaded and easily placed on your store's web site.

For more information and access to the ads, go to www.nacs.org/research/studentpanel.aspx.

7. Registration for Five-Week Courses Available

Registration has begun for three five-week courses offered in October by NACS education. Making Sense of General Merchandise and Transforming Your Store: Creating an Action Plan for the Future run from Oct. 3-Nov. 4, and Mastering Open-to-Buy is from Oct. 17-Nov. 18.

Each course is \$495 for members and \$595 for nonmembers. Go to www.nacs.org/educationevents/online/fiveweek.aspx to register. Participants must register at least seven business days before the course begins to ensure delivery of materials.

Information on a limited number of NACS Foundation grants available to members for these courses is at www.nacsfoundation.org/grants.aspx.