

NACS Clipboard October 2011

Focus on CAMEX 2012:

1. CAMEX Opens Registration

Registration and hotel reservations for CAMEX 2012 are now open at www.camex.org. The college store industry's largest event will be March 2-6 at the Salt Palace in Salt Lake City, UT.

The CAMEX Value Registration is the same price as last year: \$425 before Feb. 17, \$475 after that. If this is your first CAMEX, you can qualify for the discounted First-Timer Registration of \$325 (\$375 after Feb. 17).

Both registrations include admission to all educational sessions and Mega Sessions, all three days of the trade show, the Opening Night Reception Brought to You by Boxercraft and Jones & Mitchell, the Grand Finale, *The College Store Magazine's* 17th Annual Fashion Show Sponsored by My U, and the Author Spotlight. You'll also receive \$45 in vouchers for food at the Salt Palace during the trade show.

NACS has created a Word document template to help store personnel explain to their supervisors what they plan to get out of attending CAMEX. To download the template, look for the Make Your Case button on www.camex.org.

2. Experient Is the Sole Hotel Agent for CAMEX

Experient is the only housing management company authorized by NACS to handle reservations for the CAMEX hotel block. Attendees and exhibitors must use the reservation forms at www.camex.org or in the Preview Program to secure rooms through Experient.

NACS has negotiated special rates with 10 downtown hotels, ranging from \$99 to \$177. Details about each hotel—including rates, amenities, location, and whether daily shuttle service is provided—are available in the CAMEX Preview Program, which was delivered in both the print and digital editions of the September/October issue of *The College Store*.

Other companies may contact NACS members by e-mail with hotel promotions mentioning CAMEX or NACS, but they have no official connection to the association or the event. In some cases, the promotions may offer lower rates, but room quality is not guaranteed and there may be penalties for cancellations or changes.

NACS does not sell or provide members' e-mail addresses to third parties, and has taken steps to ensure that only current NACS members can access member contact information on the NACS and CAMEX web sites.

For questions about CAMEX housing, contact Registrar Brenda Kitts at bkitts@nacs.org or (800) 622-7498, ext. 2277.

3. Foundation Grants Available for CAMEX

If you don't have the budget to attend CAMEX 2012, March 2-6 at the Salt Palace in Salt Lake City, UT, consider applying for a NACS Foundation grant. A full grant

covers the registration fee and up to four nights in the NACS hotel block for one attendee.

The application deadline is Nov. 11. No grants will be awarded prior to Nov. 11, but it's a good idea to apply as soon as possible to give the Foundation an indication of this year's need. Recipients will be notified by the end of November.

Grant application forms are available at www.nacsfoundation.org/grants.aspx. Be sure to read all guidelines and eligibility requirements before submission. Don't register for CAMEX until your application is approved; those who have already registered may be disqualified.

4. Kawasaki to Join Book Talk Luncheon

CAMEX 2012 attendees will have two opportunities to engage with Saturday Mega Session speaker Guy Kawasaki: He will also be the featured author at the CAMEX Book Talk Luncheon at the Salt Palace in Salt Lake City, UT.

Those who register in advance for the ticketed luncheon will receive a copy of Kawasaki's book *Enchantment: The Art of Changing Hearts, Minds, and Actions* prior to CAMEX. Participants are encouraged to read the book in advance. During the event, Kawasaki will lead a discussion about the implications of the book's message.

Kawasaki, formerly chief evangelist for Apple, is now an author, speaker, and technology entrepreneur.

The Book Talk Luncheon, with support from the NACS Foundation, is from 12:30-1:30 p.m. March 3. Tickets are \$25 for members, \$55 for nonmembers. To register, look for the box in the Additional Events section of the CAMEX registration form online or in the CAMEX Preview Program, which was mailed with the September/October issue of *The College Store* magazine.

For more on CAMEX, visit www.camex.org.

5. 20/30 Club Returns for Salt Lake City

The 20/30 Club is back for CAMEX 2012 to help young professionals in the college store industry connect with each other before and during the March 2-6 event in Salt Lake City, UT.

Plans are in the works to develop special programming at CAMEX for 20/30 Club participants. A seating area at Friday evening's Opening Night Reception Brought to You by Boxercraft and Jones & Mitchell will be designated so club members can get together face-to-face.

A brand-new Facebook page was also created to replace the club's old page. To join the discussion, go to www.facebook.com/groups/245796248783280/.

Twenty- and 30somethings can sign up for the club by e-mailing 2030ClubReply@nacs.org with your name, store/company affiliation, and contact information. Club participants will receive program updates by e-mail. You can sign up even if you aren't sure whether you'll be attending CAMEX.

If you joined the 20/30 Club last year, your membership has been carried over to this year.

6. Hub Has All the New Posts

If you want a quick way to check for new Facebook, Twitter, and YouTube posts from NACS about CAMEX 2012, use the new Social Media Hub web page to see all of them in one place. The page also links to information about Salt Lake City and provides weather updates for the city.

You don't need to have a personal account with Facebook or Twitter to view the posts on the Social Media Hub page. However, only messages posted by NACS are displayed, not comments or replies from members and others.

The Social Media Hub is at www.camex.org/socialhub.aspx.

7. Retail Tour to Highlight Downtown Indies

The popular pre-CAMEX program featuring a tour of locally owned shops and eateries will return in Salt Lake City.

The Independent Spirit Retailing Tour will give CAMEX 2012 attendees a chance to explore downtown merchants for ideas on visual merchandising, décor, signage, product lines, and more.

The tour will take place 1-5 p.m. Thursday, March 1. Guide and facilitator will be Joanna Hunt, general book supervisor, Wildcat Shop, Central Washington University, Ellensburg, WA. Hunt has presented a number of CAMEX sessions about creative displays and is one of the regular contributors to *The College Store* magazine's merchandising column, "The Look of the Store."

Most of the tour will focus on the eclectic shops in the vicinity of the award-winning Salt Lake City Public Library and the Trolley Square festival marketplace. Trolley Square's Spanish mission-style structures were originally built in 1908 to house 144 trolley cars, and now are home to more than 30 retailers, including a new bookstore. The library features a five-story, curved glass wall overlooking a plaza with shops. Inside are more shops, an art gallery, a coffee shop, a spiral staircase, a rooftop garden, and a four-story fireplace resembling a column of fire.

If there's time, the tour will also stop at the Ninth and Ninth neighborhood, featuring unusual shops amid historic Victorian homes and public artworks. Many University of Utah students and faculty live in the area.

Participants will wrap up the tour with a short discussion sharing what they've learned.

Tour fee is \$55 for members, \$85 for nonmembers, and includes transportation from the convention center. Participants must register by Feb. 17, as space will be limited to 53 persons. To register, check the box under Additional Events on the CAMEX registration form.

In this Clipboard:

1. Aspen Award Nominations Being Accepted

The NACS Education Committee is now accepting nominations for the Aspen Award. The award recognizes a collegiate retailing professional who has made continuous, notable contributions to the education and professional development efforts of the association.

The Aspen Award will recognize a professional who has:

- Demonstrated dedication to NACS educational programming, raising the level of professional practice in the collegiate retailing industry.
- Remained continuously committed to and involved in professional development activities.
- Eagerly served as a mentor and coach to his/her staff, colleagues, and others.
- Provided leadership and/or notable contribution to NACS educational programs, products, or services.

Nominees must be employed at a NACS member store or company, or have retired or otherwise left the industry from such. The Education Committee will accept self-nominations, as well as nominations from professionals within the industry and NACS staff members. A letter of nomination and at least one additional letter of recommendation addressing the character and experiences of the nominee must be submitted for consideration.

Nominations are confidential and are kept on file for three years. The recipient will be selected by the Education Committee. Nominators are notified of the outcomes of the selection process immediately, but nominees are not informed unless they are the individual selected to receive the award.

The recipient will have a personalized brick laid in his/her honor in the “Building for Education” section of the Capital Campaign area at NACS headquarters in Oberlin, OH. The recipient will also receive a memento of the award to display.

To nominate a candidate, send a letter by mail or e-mail before Dec. 16 to Tony Ellis, NACS chief knowledge officer, at 500 E. Lorain St., Oberlin, OH 44704-1294 or at tellis@nacs.org.

For a list of past recipients, go to www.nacs.org/peoplegroups/awards/aspen.aspx.

2. Help Save Your Students Money

Tools are available online that allow college stores to assist students and their families in recouping some of the expenses that go hand-in-hand with higher education.

Textbooks and other higher education expenses—including tuition and fees incurred in 2009-12 not covered by scholarships or grants—can be claimed as a tax credit of up to \$2,500 on that year’s tax return under the American Recovery and Reinvestment Act’s (ARRA) American Opportunity Tax Credit.

The online tools assist stores in providing customers the information they need. The tools available to promote savings were updated in 2011. They include:

- American Opportunity Tax Credit brochure and receipt envelopes. These can be placed near points of sale for students to take.
- A tax credit poster to hang in your store is also available from The NACS Store.
- A tax credit banner ad for your web site and Facebook page can be downloaded from The NACS Store as well.
- A press release: “NACS Applauds Inclusion of Textbook Tax Credit in Stimulus” (PDF)

For additional information on how to help students, the IRS has released a new Back-to-School Tips Sheet for Students and Parents Paying College Expenses at www.irs.gov/newsroom/article/0,,id=226993,00.html.

For more information, contact Rich Hershman, NACS vice president of government relations, at (202) 778-4598 or rhershman@nacs.org or go to www.nacs.org/govrelationsadvocacy/advocacy/textbookaid.aspx.

The online tools are available at:

- www.nacs.org/govrelationsadvocacy.aspx
- www.textbookaid.org
- www.facebook.com/#!/pages/American-Opportunity-Tax-Credit/125994998071

3. Associations Invited to Nominate Stores for CROY Award

The NACS Foundation is inviting state and regional associations to submit nominations for the 2013 Collegiate Retailer of the Year Award. Associations that participate by nominating college stores in their region will be eligible for a drawing to receive a \$1,000 grant toward their next annual meeting's educational expenses.

State and regional college store finalists will be named at a CAMEX 2012 Mega Session and invited to compete in the national contest. An award of \$5,000, underwritten through the Tommye and Keith Miller Endowment Fund, will be presented to the winner at CAMEX 2013.

The Collegiate Retailer of the Year Award recognizes the highest level of collegiate retailing excellence in the industry, exemplified by a store that:

- Holds management and staff accountable to the highest standards possible.
- Develops key relationships with faculty, students and administrators.
- Is creative with merchandising.
- Uses new and emerging technologies.
- Creates an exciting and inviting store environment.
- Develops staff to help them reach their career goals—all while supporting the academic mission and being profitable from a retail perspective.

The deadline for state and regional association nominations is Dec. 2.

Nominations must be submitted at www.surveymonkey.com/s/V8MYTQK.

For more information about the award and its process, visit www.nacsfoundation.org/retaileraward or contact Kris Spencer at the NACS Foundation at kspencer@nacs.org or (800) 622-7498, ext. 2437.

4. NACS Financial Survey Online

The NACS Financial Survey is now available on line. NACS full member stores in the U.S. and Canada received an e-mail link to the survey, along with an ID and password to enter their data. The survey deadline is Dec. 5.

All stores that complete the full financial survey will receive a complimentary copy of the industry report when it is published and online access to the report tables in January. The full survey collects substantive information to benchmark specific categories important to collegiate retailing. It's the collegiate retail industry's barometer, providing stores with data that can be used for forecasting and to compare overall and segment operations with other, similar stores.

Non-member stores can also participate in the survey, but must get in touch with Martha Love for an ID and password.

For more information or to contact Love, e-mail mlove@nacs.org or call (800) 622-7498, ext. 2448.

5. Scammers Using PartnerShip Name

NACS members should be aware that people not affiliated with PartnerShip LLC are using the company's name and address to distribute counterfeit checks nationwide. These checks are being distributed through FedEx and used in connection with a fraudulent overpayment-type fraud.

PartnerShip has at least three examples of counterfeit checks that were delivered via FedEx and appear to originate from either Frank Lewis, Frank James, or James Frank at PartnerShip, 500 E. Lorain St., Oberlin, OH. These fraudulent checks list the account holder as QSS LC, Alamo, TX, drawn on Frost National Bank, 100 W. Houston St., San Antonio, TX.

PartnerShip does not employ or have any affiliation with a Frank Lewis, Frank James, or James Frank; and does not conduct business with QSS LC located at P.O. Box 319, Alamo, TX 78516.

These counterfeit checks are high-quality documents containing the bank's routing number, a fraudulent account number, and a facsimile signature.

If you receive a check from QSS LC drawn on Frost National Bank that appears to originate from anyone at PartnerShip in Oberlin or Cleveland, OH, retain the check and contact Frost National Bank, 100 W. Houston St., San Antonio, TX 78296, (800) 233-9874 (option 6).

6. NACS Urges FTC to Alter Ad Claim Regulations

NACS is fighting back on behalf of its bricks-and-mortar stores against the inflated and unsubstantiated advertising claims by some online retailers. NACS has asked the Federal Trade Commission to consider revising the Dot Com Disclosure guidelines so that consumers can make purchasing decisions based on pricing claims that are clear and substantiated.

Claims such as "Save up to 50%" or "Click here to save 65%" are prevalent in online advertising and NACS is concerned because, in many instances, the consumer is never provided the basis for these savings amounts. In addition, the increase of online sellers providing a platform for third parties to market products leads to savings claims that are unclear and almost impossible to substantiate when sellers on the platform are routinely adding new products or otherwise changing their prices.

In its request, NACS recommended that the FTC revise the Dot Com Disclosure guidance to:

- Require that an advertiser include the basis for the comparative savings claim in close proximity to the claim or in a clear, conspicuous disclosure on the page where the claim is made.
- Require advertisers to update their savings claims to ensure they have appropriate substantiation to reflect online price fluctuations.
- Require that the number of items available at the maximum savings comprise a significant percentage (at least 10%) of all the items in the offer.

7. What's *The Word OnCampus*?

OnCampus Research, NACS' college market research arm, now has an electronic newsletter geared to the more than 18,000 students who are part of its research panel.

The newsletter, *The Word OnCampus*, was created to assist OnCampus Research keep an open line of communication with the panel, which helps NACS researchers stay on top of the latest student trends. This, in turn, enables OnCampus Research to provide college stores with the most up-to-date information.

To see the latest issue of *The Word OnCampus*, go to www.nacs.org/email/html/OnCampusResearch/woc_newsletter/WordOnCampus_Fall2011.html.

8. Deadline for Innovation Award Submissions Is Nov. 11

The deadline to apply for the 2012 Innovation Achievement Award is Nov. 11. The award, funded by the Martin D. Levine Endowment Fund, is given through the NACS Foundation and recognizes an innovative new or existing collegiate retail program.

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.

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.

9. Registration Open for Online Courses, Webinars, Virtual Lunches

Registration is open for a variety of NACS online educational offerings.

The Launching Your Social Media Presence short course will be presented Dec. 5-9 and Jan. 30-Feb. 3, 2012, while Charting Your Course to 2015 and Beyond runs Jan. 30-Feb. 10, 2012. Each course is \$75 for members and \$105 for nonmembers.

Go to www.nacs.org/educationevents/online/oneweek.aspx to register.

The NACS webinar Turning Likes into Buys: Basics of Facebook Commerce is Nov. 17. The cost is \$49 for members and \$119 for nonmembers.

Virtual Lunch Dates are free audio-conferences featuring peer-to-peer discussion. Upcoming topics are the National Student Day wrap-up on Oct. 19 and Optimism in a Course Materials Minefield on Nov. 16.

For more information and registration for NACS webinars and the Virtual Lunch Dates, go to www.nacs.org/webinars.