

The CSA-NYS Chronicles



Winter 2008

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CSA-NYS Officers

*Carlie Harper CCR
President
harperc@potsdam.edu*

*Vicky Brondum
Vice President
vbrondum@mail.colgate.edu*

*Cindy Guiffreda
Secretary/Treasurer
cindyguiffreda@mail.sunyjcc.edu*

*Dan Rabideau
Past President
daniel.rabideau@esc.edu*

*Pam McKenna, CAE
Executive Director/
Newsletter
admin@csanys.org*

A Letter from your President

Dear Members,

Hello from snowy Potsdam, New York! Spring semester has just begun and I am sure you all made it through RUSH! We always do one way or another! Good job!

As my Presidency draws to a close, I am reflecting on the past year. It has gone so fast!

Phyllis Gaerte, Houghton College resigned as Secretary/Treasurer. Phyllis acquired new professional duties and not enough time. We miss her expertise! Thank you, Phyllis, for your years of dedication. **Cindy Guiffreda, Jamestown Community College**, stepped in as her replacement. We've created a Financial Guide for the future and things are running smoothly.

We finished establishing the Super Regional Group, LLC – a legal partnership with CSNE and MACS which makes the Super Regional a separate entity. Each association has an equal 1/3 share. The Super Regional Group, LLC has its' own bank account now, eliminating that responsibility from any one association. **Pam McKenna, McKenna Management**, is currently the designated manager of the Super Regional Group.

The fall meeting in Syracuse was a win/win program. The association covered the program costs and each member only paid \$25 to attend. The program was presented by **Melody Templeton**, who did a wonderful job on Quality Customer Service.

Tom Myers, long time manager of the FSA Bookstore @ Jefferson Community College in Watertown retired in November 2007 and was made a lifetime member of the association. Congratulations Tom!

A Board Orientation Packet, started by **Dan Rabideau, Empire State College**, has been completed for distribution to new board members.



We are looking forward to the 2008 Super Regional Meeting and Buying Show in Atlantic City, New Jersey – March 25- 28, 2008 at the Borgata Hotel, Casino & Spa. It is shaping up to be the best super yet! You won't want to miss this one!

The next board meeting will be March 25 @ the Super. If you have any questions, comments or suggestions, please email me, harperc@potsdam.edu

I would like to thank you for supporting me as your President. It has been a very busy, but rewarding year. I have learned a lot and enjoyed every minute of it! Special thanks go to the association board for an outstanding job! Thank you **Pam McKenna**, for keeping me on track! Best wishes go to **Vicky Brondum, Colgate University**, your President Elect. I know she will do a great job!

Hope to see you at the Super!

Sincerely,

Carlie Harper, CCR

Member News

Welcome!:

The Faculty Student Association at **Adirondack Community College** is pleased to announce that **Teri Cook** has joined the Bookstore staff in the position of Bookstore Manager. She will be responsible for directing the operation of the bookstore including textbooks and store operations.

Teri's most recent employment was with the **Union College Bookstore** where she was a buyer for seven years. Previous to that she had many years of retail experience in both department stores and in her own retail business. She has a Bachelor of Science in Business from Ithaca College.

Please visit the bookstore and welcome Teri to the ACC Community. She is looking forward to meeting you and welcomes your comments and suggestions. She can be reached at cookt@sunyacc.edu or by calling 793-5250.



The Faculty Student Association of **Stony Brook University** is pleased to announce the recent hire of **Auggie Diaz** as Retail Business Development Manager. Auggie brings with him over 20 years of retail management experience that includes serving as the District Manager for New York Sports Club and Modell's Sporting Goods. He will be responsible for further developing the sales of University logo merchandise at the campus bookstore, convenience store, and on-line store (stonybrook.edu/shopsb). Over a five year period, Stony Brook's logo merchandise sales have grown by over 300% and the University administration is supporting additional retail expansion in retail initiatives. These plans include the opening of a gift shop in the University's Charles B. Wang Center and development of a bookstore at the University's new Southampton campus.

Darcy Reynolds has been promoted to Stationery and Convenience Store buyer at **Union College Bookstore**. According to Manager, Tim Porter, "Darcy has done a great job for us in the last year and a half as a sales associate. She has had many years of retail experience prior to her work at Union.

In The NY Times!:

Jeff Golden and his company, **Bear Hands**, was the featured company in a January 3rd article entitled: *January's the Time to Get Shoppers Back in the Stores*. Click here to read the article:

<http://www.nytimes.com/2008/01/03/business/smallbusiness/03sbiz.html?ref=business>.



Jeff Golden — Bear Hands



Joe Falcone, shown with his wife, Shaireen

Joe Falcone and his company, **Counter Sourcing**, were the focus of a February 13, 2008 New York Times Article entitled *A Fair Trade Approach to Licensed Collegiate Gear*.

Joe, along with Raina Clark, the Northeast Sales Rep for World of Good, will be delivering a session at next month's Super Regional called "Fair Trade and How Your Campus Store Can Measure the Benefits." Follow this link to read the article:

<http://www.nytimes.com/2008/02/13/nyregion/13education.html?r=1&ref=nyregion&oref=slogin>

(Continued on page 3)

More Member News:



Congratulations to **Evan Koster** for being named "Sales Person of the Year" for **The Cotton Exchange**. According to The Cotton Exchange, Evan continues to significantly grow The Cotton Exchange's brand awareness in the state of New York. His planning, persistency, and account management should be applauded. The relationship with customers goes beyond business, as he builds partnerships and trust for the long run. ...he has worked closely with his customers, demonstrated courtesy and professionalism with the internal staff, shared new ideas and attended/contributed at The Advisory Meeting, and exemplifies the word "teamwork" in his everyday activities.



The American Society of Association Executives has announced that **Pamela H. McKenna**, President of McKenna Management, Inc. and **CSA-NYS's** Executive Director has earned the Certified Association Executive (CAE™) credential. The CAE is the highest professional credential in the association industry. Less than five percent of all association professionals have earned the CAE. To be designated as a Certified Association Executive, an applicant must have a minimum of three years experience in nonprofit organization management, complete a minimum of 75 hours of specialized professional development, pass a stringent examination in association management, and pledge to uphold a code of ethics.

New Store!:

After nine months of construction, the **Niagara County Community College** bookstore is officially reopened for business. Now the store sports a totally new look in twice the space it had when it opened in 1973. Store Manager, **Chris Hojnacki**, first proposed the store renovation in January 2003. By December 2003, the College Association Board agreed on the need for expansion and in October 2005, they approved a donation for 1/2 the bookstore's cost. The store went from 4,000 square feet to 8,000 square feet and cost \$990,000.

The new store now has room to put all the textbooks on shelves, offers an expanded clothing line, coffee bar, gift items, school and computer supplies, and backpacks. "We also have a "Macys" type window display and a new surveillance system," said Hojnacki.

Students who were here last year are amazed at the change says Hojnacki. His only regret is that his former assistant, Mark Miller who passed away unexpectedly in August of 2006 wasn't here to enjoy this. Many of Mark's ideas for the renovation and expanded merchandise were used in the project.

CSA-NYS Past President and Retired **Skidmore Shop** Director, **Barbara Miller Heron** reports: "I did enjoy my retirement during June, July, and August. On September 4th, 2007 I became the Manger of The Surrey Williamson Inn at Skidmore College. I am trying to work 20 hours per week, but until now that proved impossible. The Surrey Williamson Inn which was built by William J. Case and Son, for E. Clarence Jones, a New York City stockbroker, is used by the College for guests of the College, in addition, the downstairs is used for dinners, meetings, social functions, poetry readings, etc.



Barbara Miller Heron (far right) and friends

I will continue to have my summers off, and look forward to returning in September, 2008... this really is a "fun job".

Don Gibson's company, **Little Dog Sales** has expanded to include the following new lines: PUKKA Headwear and Moonshine custom ribbon belts & bags.

Top 10 Reasons to Attend the 2008 Super Regional Meeting & Buying Show

10. It's all under 1 roof! The sessions, buying show, group meals, your overnight room—you never need to step outside!
9. **Jay Menninger** interviewing NY Times Bestselling Author and TV Celebrity **Lee Woodruff!** Jay's interview of Gene Wilder at the 2006 Super scored a 4.9 out of 5 with attendees!
8. One low PER STORE or PER BOOTH registration fee! No badge fees. Stores—Bring all your staff for one low price!
7. Networking with your **CSA-NYS, CSNE and MACS** colleagues—23% of the college bookstores in the US and Canada are in our geographic area!
6. Full day buying show with the major industry vendors. See **YOUR** reps and **NEW** companies too! Show Specials! Raffles! Give-a-ways!
5. It's at **The Borgata** in Atlantic City!!!! A 5-star hotel. You are in the customer service business and deserve to be treated right!
4. Compelling and highly rated educational sessions. Impress your boss with all the knowledge you will pick up at this meeting.
3. Your favorite auctioneer from Saratoga, Martin Seelye, returns for our "Party With A Purpose" Dinner & Charity Auction—have lots of fun at this and other Super events.
2. Bonus programming—"Store of the Future", CCR Exam, POS Users Groups—maximize your time at the Super by taking advantage of these great options.
1. IT'S SUPER!!!

REGISTER TODAY!

Visit www.SuperRegional.org or call 978-250-9847

For overnight Room Reservations, visit www.theborgata.com
and use our group code of GMAC2D8

Chaired by: Karen DeLarco, CCR



CATCH THE WAVE
SUPER REGIONAL MEETING & BUYING SHOW

March 25 - 28, 2008
Borgata Hotel, Atlantic City, NJ



President Vicky Brondum

Current position: Director, Colgate Bookstore (2005-present)

Previous positions: Business Manager, Associate Director, Colgate Bookstore and 20+ years in the public and private accounting industry.

Education: BS Accounting & Business Law, Clarkson University

CSA-NYS experience: 3 Years of Service including Director and Finance Committee.



Vice President Richard Kloster, CCR

Current position: Manager, Wells College Bookshop (2001-present)

Previous positions: Manager, Cayuga Community College Bookstore; Manager, Utica College of Syracuse University; Syracuse University (multiple positions)

Education: BS Accounting & Business Law, Clarkson University

CSA-NYS experience: 12 Years of Service in numerous positions including President (2001–2002)

Personal: Married 17 years, two daughters

Goal for CSA-NYS: Get reacquainted with the organization and go from there



Secretary/Treasurer: Cindy Guiffreda

Current Position: Director of Campus Stores, Jamestown Community College

Education: BA Business Administration, Westminster College, Wilmington, PA

Previous: Box Office Manager, FSA Bursar and Assistant Manager—Jamestown CC

Personal: Married, 3 children



Director: Wendy Stevens

Current position: Head Cashier/Web Assistant, Herkimer County Community College (2001-present)

Previous positions: Press Technician, Dodge Graphic Press, Utica NY (1996-2001)

Education: Working on BA in Web Development at Franklin University

CSA-NYS experience: 1 Year of Service as a Director

Personal: Married to a retired Air Force Sergeant, two college-age daughters—LeAnne and Michelle

Goal for CSA-NYS: I would like to continue to serve with CSA-NYS on the board. I enjoy working with the people of the organization and I feel like I am working as part of a team



Director: Kelly Thomas

Current position: General Books & Event Manager, Colgate Bookstore (2004-present)

Previous positions: Front Desk Supervisor, Holiday Inn Sunspree Resort in NC

CSA-NYS experience: Meeting attendee

Personal: Married to Eric, 4-year old daughter, Makenzie

Goal for CSA-NYS: Being able to share thoughts not only to better the store but on a professional level too. I think the organization is amazing and every time I attend a show, it's that much better than the last. I would love to be a part of that. I'm looking forward to see everyone again in Atlantic City.



Do Your Customers Have Good Feelings About You?

By: *Julia O'Connor, Speaker, Author, Consultant, Trade Show Training Inc.*

A QUOTE TO USE ...

Every sale has five basic obstacles - No need, No money, No hurry, No desire, No trust.....*Zig Ziglar, master sales expert*

NO NEED...

Generally if there is no need, you will not get that visitor into your booth - unless, you give away something...anything from candy to i-Pods...or have an interesting demonstration going on, or booth babes, etc.

NO MONEY...

Ah, here is the fallacy of this problem - So what if the visitor is interested but the money is not there. Your product is too expensive. For them. This year. Consider that the prospect company could grow enough to afford your product. Or on the other hand, your firm could drop the price, make a smaller, lighter, cheaper product, offer a different product or a consulting service.

NO HURRY...

The fact is that 80% of contact-leads gathered at a trade show are not followed up, and there are few companies that go beyond the first or second after-show call. Yet research consistently shows that it take five - FIVE - contacts to get to a serious yes-or-no answer from the prospect. There are ways to keep in touch with leads - mail, e-mail, phone calls, meeting at trade shows and conferences, etc. - but doing it seems to be more important than how you do it,

NO DESIRE...

Maybe the visitor uses a similar product and is happy. Or at least, not unhappy. But since he uses a similar, and assumed a competitive product, use a soft sell approach, not a hard sell to inform him of your company.

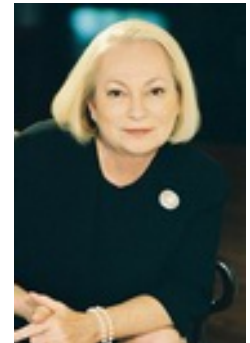
NO TRUST...

This is the gist of successful selling. If your firm is not trustworthy, if your sales staff is not trustworthy, you may still get a sale but it will not be a happy experience for the buyer and may come back to bite you with bad references.

You can overcome the first four No responses but you really set yourself up for disaster when there is No Trust between the potential buyer and your firm. But is the problem really your firm or your representative in your booth?

Here is a problem with a trade show - Sometimes the need for - or interest in - the product overcomes a weak presentation in the booth and occasionally a dominant personality can initially sell a so-so product. But folks who are interested in your product must have a good feeling about both your representatives and your company. Why? Because your goal is to go beyond the one-time buyer and get a customer, and that means a Satisfied Customer.

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Julia O'Connor

As we head into trade show season, we thought this article may be food for thought for our vendors looking to increase their sales at the shows.

Our stores may find that some of these points ring true in their operations as well.

Call for News!

The next edition of the CSA-NYS Chronicles, CSA-NYS's Newsletter, will be going to print in the the late spring. Please submit your professional or personal news, job openings, photos, articles and/or advertisements to **admin@csanys.org** by **June 1st**.

servicePLUSsm BENEFITS AT A GLANCE 2008

The status you earn as of 12/31/2007 will remain in effect through 6/30/08.

| | Bronze Level | Gold Level | Platinum Level |
|--|---|--|--|
| NEW! Store Qualifications 12-Month Cycle July 1 — June 30 | All Cengage Learning college store customers qualify at the Bronze level. | <ul style="list-style-type: none"> Stores must maintain a 12-month net purchase volume of \$25,000 Annual returns ratio is less than 20% Bill-to account must meet Credit Department approval | <ul style="list-style-type: none"> Stores must maintain a 12-month net purchase volume of \$50,000 Annual returns ratio is less than 15% Bill-to account must meet Credit Department approval |
| Returns Policy | 12 months from the date of invoice | 15 months from the date of invoice | Life of the Edition |
| Custom Returns Policy | 20% 12 months from invoice date | 20% 12 months from invoice date | 20% 12 months from invoice date |
| Stock Locator Service* | Yes | Yes | Yes |
| NEW! Ordering Discounts | N/A | 1/2% discount on Pubnet and online orders placed in June | 1% discount on Pubnet and online orders placed in June |
| Inventory in Place* | Yes | Yes | Yes |
| Deferred Payment (upon request) | June—payable 9/15/08 July—payable 9/15/08 November—payable 1/15/09 | June—payable 9/15/08 July—payable 9/15/08 November—payable 1/15/09 | June—payable 9/15/08 July—payable 9/15/08 November—payable 1/15/09 |
| Centralized Permissions Service* | Yes | Yes | Yes |
| iChapters.com Affiliate Program | serviceplus.cengage.com/ ichapters2.html | serviceplus.cengage.com/ ichapters2.html | serviceplus.cengage.com/ ichapters2.html |
| Sell-Through Assistance | serviceplus.cengage.com/ sellthrough.htm | serviceplus.cengage.com/ sellthrough.htm | serviceplus.cengage.com/ sellthrough.htm |
| Technology Product Training Resources | serviceplus.cengage.com/ technology.htm | serviceplus.cengage.com/ technology.htm | serviceplus.cengage.com/ technology.htm |

Breaking News! 12 Time NY Times Bestselling Author, Michael Palmer, added to the 2008 Super Regional Program!



We are thrilled to announce that **Michael Palmer** will be our featured speaker at our Author's Breakfast on Friday, March 28th at the Super Regional in Atlantic City. Michael Palmer, MD, is the author of 12 medical suspense thrillers, all international bestsellers. All those who purchase a ticket to this breakfast will receive a FREE copy of Michael's latest book, *The First Patient*.

"*The First Patient* is an exciting thriller that is full of surprises and captures the intense atmosphere of the White House, how the medical system works, and how the 25th Amendment could be brought into play. I thoroughly enjoyed it."
—President Bill Clinton

Michael Palmer makes the 2nd NY Times Bestselling Author to be speaking at the 2008 Super. Jay Menninger (UVM Bookstore) will be interviewing **Lee Woodruff** at the March 26th luncheon. Michael Palmer was featured in the February 23rd *Boston Globe*. Click this link to read the article: http://www.boston.com/ae/books/articles/2008/02/23/healing_thyself/

Certified Collegiate Retailer

Distinguish yourself from the rest, become a Certified Collegiate Retailer! A Certified Collegiate Retailer (CCR) designation demonstrates that you possess the necessary knowledge to successfully manage a college store, and will further enhance your credibility. Apply for the CCR certification, prepare for the CCR examination, and then *sit for the exam at the 2008 Super Regional*; with a passing score you will get the distinction you deserve. For more information go to: <http://www.nacs.org/public/certification>. CCR application deadline: March 7, 2008. Examination fee: \$200 (NACS members); \$400 (nonmembers).

CSA-NYS Luncheon at CAMEX

Dear Members,

Are you heading to CAMEX? I would like to invite you and/or your staff to be our guests for lunch!

When: February 29th @ Noon
Where: Zuni Grill - located on the Riverwalk
223 Losoya St., San Antonio, Texas

It will be a great time to visit and network with your New York neighbors!

Hope to see you there!

RSVP TODAY to harpercv@potdam.edu

For Sale from a Colleague:

Our bookstore is almost finished and we will be selling some display racks (see photos to the left). We'd like to sell them for \$50 each. They are on casters and are in very good shape. Shipping will be added when the purchase is made.

7 black frame metal display racks, casters included

\$50 each

Contact: Wendy Stevens at stevensws@herkimer.edu
Herkimer County Community College Bookstore
315-866-1550

