



50<sup>th</sup> Anniversary  
1961 - 2011

[www.csne.net](http://www.csne.net)

Summer 2011

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# The Campus Connection

*Campus Stores of New England, Inc.*

## A Letter from your President

Dear Valued CSNE Member:

Hello and welcome to summer! We are coming off a great show at Mohegan Sun, the 2011 Joint Meeting & Trade Show where we partnered with CSA-NYS. There were a lot of terrific sessions, networking and a wonderful full-day trade show. Thanks to **Michelle Paiva, El Gottlieb** and all of their volunteers for the best event EVER !!

Now on a personal note, filling Dirks shoes is a HUGE task. His enthusiasm is infectious, his curiosity is endless, and his love for the bookstore industry un-measurable...WOW! Thank goodness that he will still be on the CSNE board as Past President — I certainly need his insight & advice. Thanks for your trust, I look forward to the challenge.

Our industry continues to change. Staffs are getting smaller, books are changing form, and competition is popping up all over the place. What is a poor bookstore manager to do?? Rely on his/her instincts and things will work out.

I often think about the changes in correlation to my 2 kids (they are 5 & 7) To project ahead 10 or 12 years into the future, and think of the college experience they will have , requires me to think back 15 years to when I joined this industry. We barely had personal computers (and those cost \$2000.00), no laptops at all, huge radios, car phones were expensive, and the fax was the new office toy. And we had a bookstore on every campus.

High tech is moving lightning fast. Laptops have replaced PCs, and tablets are now giving laptops a run for the money. We all have smart phones in our pockets, our music players are 1 square inch, and we see the

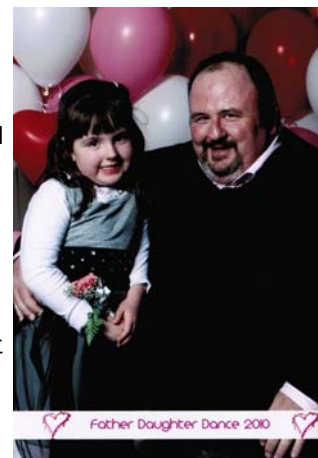
people we are talking with thru Skype. Oh yes, and we still have a bookstore on campus.

The bookstore is a central part of life on the campus. As the book continues to evolve, look for other ways to generate revenue. Clothing, gifts, makeup, supplies and quick food are on the upswing. Speak with your bosses about a plan to grow revenue in these areas, and what is necessary to achieve this growth. Be on the offensive, rather than waiting on the sideline.

Speak with your fellow CSNE members, there are a lot of talented people out there who have great success stories to share. Use our Facebook and LinkedIn pages to communicate ideas amongst yourselves. Ask your sales people about what they are doing to prosper, they are looking out for your best interests. And remember that we are all in this together.

I am looking forward to the future, remember that every time life has thrown us a curve, we change with the times. As human beings, we continue to evolve. So has our industry. Embrace change. It is exciting. Call me anytime...Here's to 50 more years...Thanks CSNE...

See Ya Soon,  
Don Gibson, President



# News

## Best Wishes:



**Kelsey Bayreuther** announced her resignation of her position as College Store Manager at **Eastern Nazarene College** in May and consequently, her position as Secretary on the CSNE board. In her four years at the ENC Store, her best successes were developing a strong used textbook program and creating a popular apparel department where students shop regularly. Kelsey and her husband have purchased a home in northern Massachusetts, and she will be returning to teaching.

Congratulations to **Mike Ekblom**, Territory Account Representative for **Follett Higher Education Group**. As of Tuesday, July 5th, Mike will be Follett's Regional Sales Manager (East) for Follett Virtual Bookstores in the Higher Ed market. Due to the nature of Mike's new position, he needs to step down as Vice President of CSNE. Mike says he is very excited about starting his new position, but is sad to say goodbye to some of the great friends that he has met in the 7 years he has been on this job. Mike says he has truly enjoyed his work with CSNE.



CSNE's President will be giving careful thought and making a recommendation for an appointment to replace Mike as Vice President.

## Welcome:

Please join us in welcoming **Melissa Comeau** of McKenna Management as CSNE's new Executive Director! Melissa brings over 20 years of association experience to CSNE, most recently as Senior VP for TAWPI (The Association for Work Process Improvement) She will be bring a fresh perspective, new ideas and successful strategies to CSNE. Melissa has also served as CLE Director for the Massachusetts Bar Association and Director of Operations for the Design Management Institute. Melissa volunteers her time as a Director on the Board of the New England Society of Association Executives and she also chairs their Education Committee. She has a Bachelor of Science Degree in Business from the Isenberg School of Management at the University of Massachusetts at Amherst. Melissa will also be serving as Executive Director for College Stores Association of New York State.



**Brianne Pushor** has joined the staff at **KVCC (Kennebec Valley Community College)** as the new College Store Assistant II.



**Francis Brush**, Manager of the **Keene State College Bookstore**, has accepted an appointment as Secretary of Campus Stores of New England to fill the vacancy left by Kelsey Bayreuther's resignation/job change. Thank you Francis!

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## CSNE Board Meets in Newport, RI

Your CSNE Board recently held a very productive meeting in Newport, RI. In addition to the standing committee reports, the board also looked at the success of our past Joint Meeting and discussed future direction for the association. The board also had the opportunity to meet new Executive Director, Melissa Comeau.

We want to thank **Adam Kohl** of **CCRI Newport** for hosting us.

Interested in getting involved in CSNE? Contact Immediate Past President **Dirk Fecho**, [dirk.fecho@uconn.edu](mailto:dirk.fecho@uconn.edu)

## Welcome New Members!

Chuck Munden, Director of Bookstore Sales

**BookRenter.com**

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San Mateo, CA 94402  
Phone: 650-288-3500  
Fax: 650-288-4517

[chuck.munden@bookrenter.com](mailto:chuck.munden@bookrenter.com)  
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Products/Services: Textbook rentals

Jamie Casale, Bookstore Director

**Boston College High School Bookstore**

Boston College High School  
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Fax: 617-474-5105  
[bookstore@bchigh.edu](mailto:bookstore@bchigh.edu)  
[www.bchigh.edu](http://www.bchigh.edu)

Andrew Callen, Manager

**CorporateCasuals.com**

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Concord, MA 01742  
Phone: 978-369-5935  
Fax: 978-369-9821

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[www.corporatecasuals.com](http://www.corporatecasuals.com)

Product/Services: Logo'd apparel

Rose Wang, Manager

**The Harvard Shop**

Harvard University  
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Phone: 617-864-3000

[Rose.wang@mail.lsa.net](mailto:Rose.wang@mail.lsa.net)  
[www.theharvardshop.com](http://www.theharvardshop.com)

John Hugo, Manager

**Hugo Books Inc**

Phillips Academy  
89 R Main St  
Andover, MA 01810  
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Fax: 978 475-9025

[info2@andoverbookstore.com](mailto:info2@andoverbookstore.com)  
[www.hugobookstores.com](http://www.hugobookstores.com)

Betty Jordan, Sales Manager Outdoor Sales  
Retail Division

**Kiss My Face Corp.**

6241 Arapahoe Drive  
Evergreen, CO 80439  
Phone: 303-674-6378  
Fax: 303-674-6379

[betty.jordan@kissmyface.com](mailto:betty.jordan@kissmyface.com)  
[www.kissmyface.com](http://www.kissmyface.com)

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*New Members Continued:*

Paula Kille, Co-Owner

**My Big Dogs**

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Simsbury, CT 06070  
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[www.mybigdogs.com](http://www.mybigdogs.com)

Products/Services: Varsity gear for your dog;  
My Preppy Puppies

David Taylor, VP New Business  
Development

**J. Polep Distribution Services**

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Chicopee, MA 01013  
Phone: 413-592-4141  
[dtaylor@jpolep.com](mailto:dtaylor@jpolep.com)  
[www.jpolep.com](http://www.jpolep.com)

Products/Services: Candy, Snacks, Grocery,  
Food Service

Ed Hayzon, Director of Sales

**Outside the Circle**

10 Plymouth St  
Lakeville, MD 02347  
Phone: 508-642-0776  
[ed@outsidethecircle.org](mailto:ed@outsidethecircle.org)  
[www.outsidethecircle.org](http://www.outsidethecircle.org)

Products/Services: USA made t-shirts,  
fleece, accessories

Butch Dion, Vice President of Sales  
**QPL Inc. and The Image Group**

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[www.qplimage.com](http://www.qplimage.com)

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bags/handbags, calendar/planners, imprinted  
gifts, glassware/mugs/china, graduation  
accessories, greeting cards/gift wrap,  
posters/prints/artwork

Ryan Petersen, CEO

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415-738-4754

[ryan.petersen@verbasoftware.com](mailto:ryan.petersen@verbasoftware.com)  
[www.verbasoftware.com](http://www.verbasoftware.com)

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Compare, and Verba Collect

Trisha Flynn, Director of Operations

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## CSNE Prep School Stores Get Together at Governor's Academy

CSNE Prep School Store Members got together on June 7th to discuss issues of importance to the group. Among other things, the group discussed hot selling items as well as online store options.

We would like to thank **Christine Robinson** and **Governors Academy** for hosting this year's get together.

We would also like to thank Campus Customs for sponsoring this year's event so that it can remain FREE for all Prep School store members!



## Programs vs. Pieces

*By: Scott MacDonald, Territory Manager, OneCoast Collegiate*

With graduation and buyback behind you, it might be a good time to take a look at your floor and the products you're featuring. Is your apparel section separated by brand? Or is there some mixing of styles across vendors? Does your gift section tell a story or do you have one top seller from multiple categories? If it's the latter, it might be time to consider building a program with a trusted vendor.

Impulse purchase items at the cash wrap are great along with other "must have's" on the floor. But building a program – a mini destination for that vendor or category – has proven to drive sales.



The first step is to choose a vendor that you've had sell through success with and who is a proven partner committed to your stores' needs. The vendor should have a track record of reacting well to trends (tri-blends are so hot right now!) and market conditions and challenges such as helping to absorb the sky-rocketing cotton price increases instead of passing it all on to their customers.

Consider of course quality of the product, breadth of line, gross margin profits per square foot and the service level you can expect from the vendor and the rep.

Once you've made a choice, the goal is to create a mini destination within your store for that line. Don't just cherry pick the best sellers or the items that have sold well in the past. Take advantage of what the whole line has to offer. Most lines will have a good-better-best selection so you can include basics, fashion, higher end products all with a unique custom look that works for your school.

And then of course it's all about merchandising, merchandising, merchandising. Make it easier on yourself by picking a vendor who can help you build the program and also offers the service levels needed to execute it at the store level. Reps can take ownership of their programs and help maintain inventory levels, suggest graphics, etc. for those stores who have committed to their line or lines.

I have seen some great results at stores that have focused on a particular line and dedicated the space needed to create a collection of that line, as opposed to picking pieces from multiple vendors and trying to show a story with a consistent look. Consider a specific program and watch it pay off for you!

## Happy 50th Anniversary to CSNE!



Mohegan Sun made us a special 50th Anniversary cake.



CSA-NYS President, Steve Baker of SUNY Oswego and CSNE President, Dirk Fecho of the UConn Co-op toast to CSNE's 50th Anniversary, our great relationship and the associations' histories.



We were honored to have ten CSNE Past Presidents share in this celebration with us. Quite an accomplishment when you consider these Presidents all served two-year terms!

From left to right:

Mary Ellen Martin, Elsworth Gottlieb, Nancy Dolan, Faith Symmes, John Bowen, Peg Mead, Bill Simpson, Al Chandler, Michelle Paiva, and Jerry Houlihan ceremoniously cut the CSNE 50th Anniversary cake with outgoing President, Dirk Fecho and incoming President, Don Gibson.



Sarah Potter of Bates College Store wrote a special 50th Anniversary song for CSNE performed by Sarah and CSNE's President, Dirk Fecho. They were the hit of this year's meeting! See the video here:

<http://youtu.be/xEC9868cXH4>

Thank You Joint Meeting & 50th Anniversary In-Kind Donors!

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Thank you to our 50th Anniversary Committee for making this a special event for our members!

Jerry Houlihan of Matthews/McCoy, Peg Mead of Balfour and Robin Diczkek of Assumption College Bookstore.

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The next edition of the Campus Connection, CSNE's Newsletter, will be going to print **October 1st**.

Please send your news, articles, photos and ads to: [office@csne.net](mailto:office@csne.net) By October 1st!

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## Meet Your New CSNE President, Don Gibson

CSNE: *What 3 words would you use to describe your Presidency?*

Gibson: Fun, Adventurous, Learning

CSNE: *What is the thing you would most like to accomplish as President of CSNE?*

Gibson: I would like to help successfully redefine the bookstore as it goes through these lightning fast changes in its relationship with students.

CSNE: *How would you describe your Board?*

Gibson: Gluttons for punishment! Actually a very diverse but equally devoted group of folks with a similar passion.

CSNE: *How have you participated in CSNE prior to your Presidency?*

Gibson: I started as an appointed vendor representative to the board and have continued through the vice presidency to where I am now.

CSNE: *Tell us about your job.*

Gibson: I am the owner of Little dog Sales; a rep agency that works with clothing and gift companies in the campus bookstore market.

CSNE: *Where did you work prior to your position at Little Dog Sales?*

Gibson: I spent 7 years with E-S Sports learning the t-shirt business. I started my career in retail at age 16 with Steiger's Dept Stores in Springfield, worked my way up the ladder and ended as the young men's buyer for 7 years before we merged.

CSNE: *What, if any, changes do you anticipate in CSNE in the future?*

Gibson: We are looking at big changes, including the creation of a new, larger association with our friends in New York state.

CSNE: *Why do you think people should volunteer for CSNE positions and leadership roles?*

Gibson: I think that CSNE has helped me learn so much about our industry that I was previously was unaware of. I think anybody who joins and gets involved with CSNE will learn a lot. As well, it is also a chance to help others in the group and make some new friends while we are at it, a win-win for all involved !!

CSNE: *What do you do for fun in your spare time?*

Gibson: I have 2 awesome kids – Lindsay is 7, and Dylan is 5, so I do not have spare time!

*(Continued on page 10)*

*(Continued from page 9)*

CSNE: *Will you be doing more of this when your Presidency is completed?*

Gibson: I will be growing them up for the rest of my life- there is not anything else I want to do!

CSNE: *Who is your biggest supporter in your life?*

Gibson: Most definitely my wife Theresa

CSNE: *Tell us about your family.*

Gibson: Theresa and I have been together for 30 years (gasp) she is my best friend. Now that said, then there is my most precious little girl, Lindsay who is 7, and my best little buddy Dylan, who is 5. We also have 2 dogs, 2 cats, and 2 fish.

CSNE.: *What changes do you think need to occur in CSNE?*

Gibson: We need to continue to look for new opportunities to grow- primarily the Prep school market. Joining forces with New York will also bring freshness to the group.

CSNE: *What changes have you noticed in CSNE since you have been involved in the association?*

Gibson: The biggest change I have seen is the increased workload on all involved. Our volunteers are also taxed for time yet continue to serve the group with smiles on, that is incredible.

CSNE: *What is the one thing you want to do in life before you die that you haven't done already?*

Gibson: Wow, I think it would be to visit Italy – we had a trip booked for 9/22/2001. Next time we try, I will need to book 2 more seats!

CSNE: *If you weren't working as a collegiate sales rep what other career could you see yourself in?*

Gibson: All throughout high school, I wanted to be a business lawyer- it is still sales but a different product. When (and if) I retire, I would love to own a small diner. I love to cook, and I love people.

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## Disappointing Swipe Fee Reform

According to the National Retail Federation, the Federal Reserve last week set final debit card swipe fee regulations that were a seriously watered down version of what the Fed originally proposed in December, were not in line with the intent of the law and will provide almost no relief to consumers. NRF is disappointed that legislators appeared to have been influenced by special interests.

Under the new rule, the current debit card swipe fee rate of 1-2 percent of each transaction – about 44 cents on the average retail purchase but several dollars on bigger-ticket items – will be replaced with a flat fee of not more than 21 cents per transaction for the nation's largest banks. That is significantly higher than the flat fee of up to 12 cents the Fed originally proposed in December 2010.

The full article may be viewed here: [http://www.nrf.com/modules.php?name=News&op=viewlive&sp\\_id=1145](http://www.nrf.com/modules.php?name=News&op=viewlive&sp_id=1145)

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## Kent School Stat Store Fashion Show a Resounding Success!

On Friday, May 13, the **Stat Store** at **Kent School** hosted its first ever fashion show. The theme of the show was, “*What to Buy? You Decide*” and the goal of the show was to get student input to help with our ordering for next year.

We started by having students make posters for the event (their reward was chocolate!) The posters were very creative and eye-catching!!

A huge audience of students and faculty were on hand to vote on the clothes, sample tasty smoothies and enjoy the great music. Thanks to our generous vendors we passed out stuffed goody bags to the first 50 attendees. There were 11 student models that walked the red carpet to show off merchandise from Champion, Nike, MV Sport, Jones & Mitchell, Jansport, Campus Customs, Charles River, League, Legacy, Merge Left, Jardine, Boxercraft and Spirit Products.



Two students emceed the event and gave descriptions of what the models wore. We had a terrific student DJ who kept a great Latin beat to keep things moving. Students recorded the event and conducted interviews to provide a podcast. We passed out *scorecards* to the audience to get feedback on what they saw. This resulted in our guideline for back to school ordering this year.

At the show representing several of the clothing lines shown were Champion’s Steve Havran, Jansport’s Tom Foy and Bill Kowaleski from Nike and MV Sport, who were very generous with their time and samples. A fun filled evening was had by all! This was a terrific event that took a lot of planning but was well worth the effort we put into it.

If your store has been slow and you’re not seeing the students, try something like this! Be in touch with your vendors, don’t be afraid to ask for help, they are happy to help you be successful!!!

### CSNE & Social Media



Join Campus Stores of New England’s group on LinkedIn! Millions of people used LinkedIn to grow and maintain their professional network. CSNE’s LinkedIn group is the place for you to post questions to your colleagues or help them with their challenges. Our LinkedIn group is only open to CSNE members



Interested in the latest industry news? Want to see pictures of you and your colleagues from our events? Then “Like” Campus Stores of New England on Facebook!



Follow Campus Stores of New England on Twitter for more news!

### Upcoming CSNE Events!

Campus Stores of New England will once again be holding a 1 day education program this fall. The meeting is being chaired by **Michelle Mare** of **Rhode Island College Campus Store** and will focus on convenience stores and alternative revenue streams for campus stores. Our fall meeting is a very, very affordable way for members to get timely industry education and network with their colleagues. Vendors interested in sponsoring the fall meeting should contact Melissa Comeau in the CSNE office, 978-250-9847 or [Melissa@McKennaManagement.com](mailto:Melissa@McKennaManagement.com) More information on this meeting will be sent to the membership soon!

College Stores Association of New York State is hosting our 2012 Joint Meeting & Trade Show. The Joint Meeting and Trade show is the largest regional meeting in our industry attracting 450 attendees in 2011. The 2012 meeting is being co-chaired by Steve Baker of the SUNY Oswego College Store and Duane Harding of Nebraska Book Company. An RFP is out to potential locations now. More information will be available later this summer.

## 2011 Joint Meeting & Trade Show Pictures



Pulitzer Prize Winner and 12 times NY Times Bestselling author Anna Quindlen delivered a fabulous custom presentation and signed books for attendees.



Jann Stahl of UMass Dartmouth did a phenomenal job with the Fashion Show which was held in Mohegan's Cabaret Theatre.



Your 2011 Meeting Co-Chairs—Elsworth Gottlieb of Nebraska Book Company and Michelle Paiva from New England Institute of Technology's Bookstore



General session speaker, Doug Stephens, The Retail Prophet, received the highest speaker evaluations (4.7 out of 5) for his session *Dollars & Sentiments, The Rise of Social Marketing*



A good time was had by all at Fun Night at Jimmy Buffet's Margaritaville at Mohegan Sun as seen by Jerry Houlihan of Matthews/McCoy



Once again, space at the trade show was completely sold out!