



Your Campus Store
Industry Resource

The Campus Connection

Campus Stores of New England, Inc.

www.csne.net

Fall 2007

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A Letter from your President

Dear CSNE Member,

By this time, fall rush will have been completed and I hope that you have had an opportunity to step back, take a deep breath, relax a bit, and enjoy some of the beautiful fall weather we are accustomed to here in the New England area.

I'm sure that especially during your rush season there were more than an average amount of different customer service issues that came up that needed to be addressed promptly and effectively, and we all realize that good customer service is essential to the success of our business.

We were pleased to see many of our members at our Quality Customer Service workshops this past month. The workshops were conducted by Melody Templeton. Melody's presentations are always interactive, dynamic and fun. I'm sure that all the attendees came away reenergized and also left with some new customer service solutions. Many thanks to **David Hazen** of the **University of Maine Orono** and **Robin Dzikczek** of **Assumption College** for all their work in hosting these workshops.

Make sure you mark your calendars for the **Super Regional Meeting and Buying Show**, March 25th thru March 28th at The



Borgata Hotel, Casino and Spa in Atlantic City, NJ. The Borgata is a new hotel and ranks the highest for customer satisfaction in the Atlantic City area. Certainly one of the highlights of the meeting should be guest speaker, **Lee Woodruff**, author of the NY Times Best Seller, *In An Instant*. Watch your mail and e-mail for more details as this looks to be once again an outstanding meeting and buying show.

CSNE Elections will take place in February. If you would like to run for a board position or would like more information, please contact **Peg Mead** @ peg.mead@balfour.com

Best to All,
Jerry Houlihan
President

Pass Me Along! Route to:

Stores:

- Auxiliary Director
- Textbook Department
- Merchandising Department
- _____

Vendors:

- New England Sales Rep
- National Sales Manager
- _____

Member News

Awards:



Congratulations to CSNE's Immediate Past President , **Peg Mead**, who received the College Regional Manager of the Year Award at the recent Balfour Annual Meeting. Peg is pictured above with Don Percenti, CEO and President of American Achievement, Bill Petrasek, Regional Vice President and Sam Jordan, Vice President of College Sales

Store Changes:

Gina Byers, VP of CSNE, has changed jobs and moved to Waterville Maine. Gina is the new Manager of the **Thomas College Bookstore**, a Validis Resources store and one of CSNE's newest members!

Best wishes to **Rachel Gannon**, former Associate Director at the **Boston College Bookstore** who has left BC to start her own business providing business services for health care professionals.

The **UConn Co-op** has a new store in Hartford focused 100% on serving the school's MBA program. It is being managed by **Richard Fitol** who formerly managed UConn Co-op's Husky Shop II which is now closed.

Baby News:

CSNE President, **Jerry Houlihan**, welcomed his first granddaughter recently. Grace Elizabeth Houlihan was born on October 1st in Boston and weighed in at 7 1/2 pounds.

Other News:

Legacy is excited to announce that it has recently acquired Duncan's Jewelry of Atlanta, TX. Duncan's is a small collegiate jewelry company. Effective immediately, Duncan's is now operating as part of Legacy and its operations have been relocated to their headquarters in Hanover, Pennsylvania.

Bruce Seymour, Owner of **Another Bookstore** recently produced a movie called *A New Wave* that was filmed on the Central Connecticut State University campus adjacent to their bookstore. It stars John Krasinski (Jim from the hit series, *The Office*) and a few other notables. A press release, pictures and more info may be found at:

<http://rainmakerco.com/newwave/>

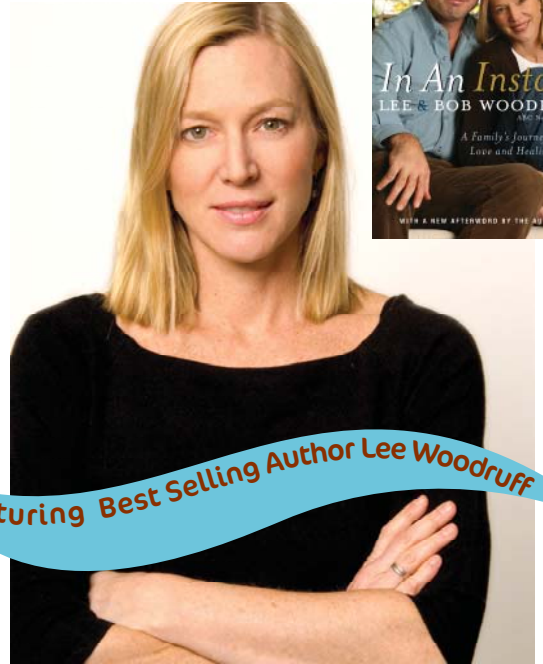
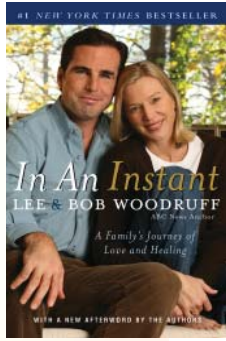
Scrap Artistry was chosen by Hasbro to create custom imprinting to commemorate the release of this summer's blockbuster, *Transformers*.

CSNE's Executive Director, **Pam McKenna** has been elected to the Board of Directors for the Professional Convention and Management Association, New England Chapter and will be serving as Secretary for 2008. Founded in 1957, PCMA's mission is to deliver breakthrough education and to promote the value of professional convention management.



Pam was also recently appointed to the Market Expansion Task Force for AMC Institute. AMC Institute is the worldwide trade organization for Association Management Companies. In addition, Pam was pictured on the cover of the July 2007 issue of *Associations News Magazine* with an article that highlighted one of her company's newest clients, the New England Society of Association Executives.

CSNE was McKenna Management's first client and this fall marks Pam McKenna's 10th Anniversary with CSNE!



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- Customer Service is still unsurpassed

- The Service Plus Program remains the most comprehensive publisher program for college stores

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Social Networking Will Impact Your Business

How to thrive on Web 2.0

By: *Christine Leonardi*, University of Pretoria's Gordon Institute of Business Science, www.gibsreview.co.za



Web 2.0 — the second generation of Web-based services and communities, which emphasize online collaboration, social networking and user-created content and allows for instant gratification, communication and anonymity, is growing at a phenomenal pace.

According to Internet World Stats, there are 1.1 billion Internet users, 2.5 billion cell phone users, 580 million instant messaging (IM) users and 300 million social network users, globally.

The average 16 year-old uses social networking web sites, like MySpace and FaceBook, in the same way many of us use the telephone, email and a local Starbucks Café. But, blogs, podcasts, wikis, really simple syndication (RSS), instant messaging (IM) and other social network technologies are not just for teens.

A recent study conducted by leading global consulting firm Booz Allen Hamilton (Booz Allen) found that 50% of all Internet users frequent social media sites, and that more than half of the visitors to the notoriously youth-oriented social networking site, MySpace, are 25 and older. Some 100,000 new blogs launch daily.

In today's rapidly evolving business landscape, it is therefore essential to understand the business implications of these groundbreaking technologies and, importantly, how to take advantage of them.

All businesses need to understand and creatively incorporate this collaborative style of communication into their communication strategies," says Carolyn Rhinebarger, chief brainstormer at marketing agency Strategic Guru.

"Fresh trends in consumer behavior driven by social media pose significant challenges to companies stuck in a traditional market-to-the-masses mind-set," [Booz Allen's Stefan Eikermann, Jad Hajj and Michael Peterson](#) say in a strategy-business.com article entitled [Web 2.0: Profiting from the Threat](#).

Consumers increasingly share their opinions about products, services and the behavior of companies on new technology platforms. "What this means for business is not always clear, but most executives have a sense that their company must respond to this phenomenon. They're just not sure what to do or how to begin," Eikermann, Hajj and Peterson note.

However, social media need not set off a panic. Companies must realize that these new platforms also have potential benefits.

Booz Allen's Eikermann, Hajj and Peterson outline three areas in which Internet-based social media impact the corporate marketing environment:

1. Web 2.0 means companies are no longer solely in control of their message. Web 2.0 has turbocharged the whole notion of word-of-mouth, circumventing traditional marketing by letting individuals talk directly to each other about their passions, their buying preferences, and their pet peeves. In the interactive context, traditional marketing campaigns are no longer enough. Getting the desired message to the target audience takes vigilance and constant adjustment to the fast-changing communications landscape. This means companies can no longer count on the power of traditional one-way methods of communication, like television and print advertisements, to reach and influence consumers. So, instead of trying to control the message, companies should focus on joining in these conversations. Web 2.0 offers limitless opportunities for companies to engage their

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customers in meaningful dialogues and learn exactly what they've wanted to know all along: exactly what consumers think about their products and brands. Companies can begin at sites like [Technorati.com](#) or [Icerocket.com](#) to find out what's being said about them online. Companies can respond to postings about their products or services, correct misconceptions and address reasonable concerns. Companies can also start conversations by creating their own blogs, like Sun CEO Jonathan Schwartz' [Jonathan's Blog](#) and Southwest Airlines' [Nuts About Southwest](#). Schwartz's blog receives 50,000 hits per month. Each post generates dozens of comments from existing and prospective customers, as well as shareholders. Since it started in April 2006, Southwest's blog has received more than 6,300 comments in response to just over 250 posts. Southwest changed its approach to assigned seating and advance scheduling as a direct result of customer feedback on its blog. By actively participating in online conversations, these companies are engaging with their customers and demonstrating that they care about their opinions. This gives them a fair shot at influencing opinions.

2. Web 2.0 fragments marketing channels The explosion of blogs and social networking sites is breaking already-fragmented marketing channels into even smaller pieces. Visitors to the Web no longer start at large portals like Yahoo, AOL, or MSN. Instead, they go straight to niche communities and Web sites catering to their specific interests. However, fragmentation has an upside: It offers companies a shortcut to highly desirable demographic groups. Companies trying to grab the attention of professionals with an average of 15 years of experience should try [LinkedIn.com](#). Moreover, establishing an online channel brand presence costs a fraction of what it does through traditional media channels. It also allows companies to leverage consumer evangelists, customers who, once captured, undertake their own word-of-mouth marketing campaigns and help evolve a company's customer-base. In addition, companies can take advantage of fragmented channels to perform targeted, inexpensive product research, since customers already use these channels to describe what they love and loathe about companies' offerings. Companies that collect and analyse this data can use it to improve and shorten product development cycles, which in turn can make product successes more predictable. For example, General Motors vice chairman and author of [GM's Fastlane Blog](#) Bob Lutz says he receives better consumer

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"If you don't know LinkedIn from link sausage and think MySpace has something to do with closets, you are missing out on golden opportunities to build and market your business," says Inc.com's Michael Fitzgerald.

LinkedIn is best for finding professionals

LinkedIn is an online social network for business that may replace the exchange of business cards. It has more than 11 million registered users representing 150 industries globally of which more than 25,000 members are South African. "LinkedIn is the most useful social networking tool to find professionals," says Fitzgerald. LinkedIn's search engine is an excellent tool for recruiting and job hunting." Registered users list their work experience, references and job goals. The point is to find and be found for business opportunities. The jobs area gives companies a huge base of connected businesspeople to recruit from. It also has an answers service, which has a start-up and small-business category, allows the posting of business questions.

MySpace is best for targeting Generation Y

"MySpace is the most useful social networking tool to market to Generation Y," says Fitzgerald. About 65 million people use MySpace to create pages with personal pictures, blog entries, video clips, and links to the pages of their friends. "Its size and the passion of its users make MySpace a good way to build buzz among consumers, especially younger ones," says Fitzgerald. "Even if you don't have a MySpace page, the company's partnership with Google allows placement of ads targeted to specific pages, interests, and searches. If you have a page, you control how it looks, and it's easy to post audio and video," he notes.

Twitter is best for mobile marketing

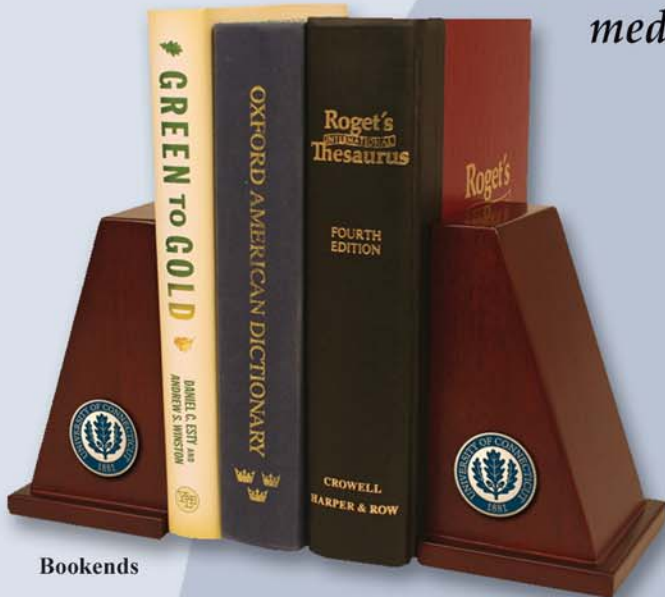
Launched about a year ago, Twitter is a social network that provides the ability to post short (140 character max) text messages from your cell phone or the web. Invited friends and/or the public can read your message in real time, transforming one-to-one texting to a one-to-many communication tool. Fitzgerald says many people use Twitter for short-form blogging, but marketers can use it to post quickie updates to customers. Work groups can use it to keep tabs on what other members are doing. Free third-party developed search engines allow you type in your company name and see Twitterers talk about it. Twitter also runs on cell phones, so customers or co-workers don't have to be at a desk to get or post messages.

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How to Thrive on Web 2.0.....

(Continued from page 6)

intelligence from reading the comments on his than those from traditional market research channels, like surveys and focus groups. And it's free.

3. Web 2.0 offers a bullhorn for consumer complaints Learn from computer maker Dell's mistake: In 2005, it ignored a single blogger's complaint about its poor customer service, only to see that posting set off an avalanche of negative commentary online that eventually reached traditional media outlets such as the Wall Street Journal and the New York Times. In the months that followed, Dell's customer satisfaction rating, market share, and share price in the United States plummeted. Rather than ignoring or fearing criticism generated in Web 2.0 forums, companies should use Web 2.0 tools to respond. For example, when frustrated JetBlue customers launched a blog recounting the hours the airline left them stranded on the tarmac during a storm in February 2007, JetBlue responded by posting an online a video apology from its CEO on YouTube. The video was viewed 40000 times in the first week, during which time JetBlue received thousands of supportive e-mails and phone calls from consumers. In addition, blogger pundits praised JetBlue for successfully incorporating social media into its crisis communications strategy.

The bottom line

"With today's shortage of time and attention, combined with a focus on increased productivity, anything that enables employees to improve their working practices will be welcomed," says Rhinebarger.

Corporate internal use in the form of instant messaging and Twitter-type communication will grow. But, the greatest impact will be from external use, utilizing blogs, podcasts, webinars, video and RSS feeds to more cost-effectively get the word out," she notes.

RSS feeds facilitate the broadcasting of information to a worldwide audience. RSS is a format for distributing and gathering content from sources across the web, including newspapers, magazines and blogs. Web publishers use RSS to easily create and distribute information. Yahoo! News, for example, offers dozens of RSS feeds in topics that run the gamut from sports to obituaries. Feeds are not limited to the written word. Video is also distributed via RSS feeds.

For business-to-business (B2B) models, consider adding podcasts, webinars and video presentations to your marketing plans and get your business development staff hooked into LinkedIn. For consumer-based businesses, jump on this trend now and create your MySpace page, Twitter account or YouTube promotional video.

"But beware: social networking invites public comment so blatant sales pitches are highly discouraged," says Rhinebarger.

Lights, Camera, Action! It's YOUR Casting Call!!!!

OK, It's not Hollywood but you can be a star in your own back yard—playing an exaggerated version of you! Our 2008 Super Regional Murder Mystery Dinner Coordinators, Gina Byers and Kerri Wilson need a few industry actors for their event on March 25th @ the Super! No previous acting experience required!

For more information or to sign up, contact:
 Kerri Wilson @ kerri.wilson@bc.edu, 617 552-1569 or
 Gina Byers @ bookstore@thomas.edu, 207 872-6167

It will be a scream!



CSNE – Customer Service Programs

Earlier this month, members were treated to excellent customer service programs put on by the always highly rated and always fun, **Melody Templeton** (pictured below).



We would like to thank **Robin Dziczek** of **Assumption College Bookstore**, **David Hazen** of the **UMaine Bookstore**, **Peg Mead** of **Balfour** and **Jerry Houlihan** of **Matthews McCoy** for all their excellent coordination of these programs!



CSNE President, **Jerry Houlihan**, presents NACS President and CSNE Past President, **Bill Simpson** with a gift from CSNE at the Worcester program.

Job Opening

STORE MANAGER POSITION AVAILABLE

Plymouth Book Exchange, independent bookstore serving Plymouth State University, Plymouth, New Hampshire, is seeking a store manager.

Textbook sales for an approximate 3700 enrollment campus, along with a large trade section including children's books and educational toys, clothing, and art supplies.

Please send resume to:
Durham Book Exchange
36 Main Street
Durham, NH 03824

or email to: orders@durhambook.com

No phone calls please.



Church Hill Classics
594 Pepper Street
Monroe, CT 06468
Phone: 203 268-1598
Fax: 203 268-2468

Global Xposure
3209 Sovereign Rd.,
Burlington, ON L7M 2W1
Canada
Phone & Fax #s remain the same

Call for News!

The next edition of the Campus Connection, CSNE's Newsletter, will be going to print in the winter. Please submit your professional or personal news, job openings, photos, articles and/or advertisements to office@csne.net by **February 1st**.

**McGraw-Hill Higher Education
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Institutionally Owned Vs Leased Store

By: Gina Byers, Thomas College Bookstore,

Career paths and the insight they bring are very interesting. My journey into the college industry has been full of curves and forks in the road. I began by working as a temp in the Business Office (as a Purchase Clerk), then applied and was hired for the position when it was officially offered. This gave me a good foundation to understand the processes and procedures of a State run college. One and a half years later, when the Bookstore manager position opened, I applied and moved into the “new world” of the bookstore industry. This path brought me the fascinating possibilities of a retail career within the security of the institution, or so I thought. I learned that a State run college has a lot of union/contract rules that conflict with the bookstore environment (working only 8 hours a day, 40 hours a week – during rush this is a definite problem!) Due to the fact that the college was not supportive to the bookstore needs, my dream became a nightmare (not enough staff, hours, or software resources that would aid me with book ordering/selling.)

This is when a fork in the road appeared and I was told about a position as manager of a leased store - which up to this point I was very opposed to - believing that the “leased stores” were the “black sheep” relatives we knew, but didn’t speak of. But my journey has brought me to a leased store within a private college, and I have to say it seems so far to be a great decision! I now work for a company that understands the bookstore industry and the fact that you need to work more hours at times and given the right resources you can prosper. The private college community that I am now in welcomes the store (and personnel) with open arms and it seems to be a win-win option.

I am still sorting out which differences are due to the institutional owned vs. leased or the state run vs. private college environments, but I do know that no matter which type of bookstore, the support of the college is essential! Communication and understanding with all effected, are key to the win-win solution as well.

My journey continues...

Gina Byers, Vice President CSNE

Welcome New Members

Paula Berberian
Brewster Wallcovering Co

67 Pacella Park Dr
Randolph, MA 02368
Phone: 781 963-4800
Fax: 781 963-8805
pbe@brewp.com
Products: WallPOPS

Jo Lee, Student Services Manager

Brooks School

100 Great Road
North Andover, MA 01845
Phone: 978 686-6101 x3161
Fax: 978 725-6268
jolee@brooks.school.org
www.brooksschool.org

Steve Senosk, Sales
Inform Business Solutions

110 Elm St 2nd Floor
Millbury, MA 01527
Phone: 508 865-5031
Fax: 508 865-6325
ssenosk@informonline.net
informonline.net

Products: Promotional products, apparel and printing

Bob Keezer, President

Keezer Sportswear

106 Finnell Dr #5
Weymouth, MA 02188
Phone: 781 335-9305
Fax: 781 335-9325

bob@keezersportswear.com
keezersportswear.com

Products: Exclusive apparel & accessories

Jennifer Madaras, Marketing Associate

Sequoia Retail Systems

1001 SE Water Avenue #290
Portland, OR 97214
Phone: 503 821-7136
Fax: 650 641-8906
jen@sequoiars.com
www.sequoiars.com

Products: Point of sale software — college bookstores

Regina (Gina) Byers, Manager
Thomas College Bookstore

180 West River Road
Waterville, ME 04901
Phone: 207 872-6167
Fax: 207 872-5182
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Michael Burger/
Audrey Romano
866.740.0840
for details
on our new
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