



Your Campus Store
Industry Resource

The Campus Connection

Campus Stores of New England, Inc.

www.csne.net

Summer 2006

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A Letter from your President

Dear CSNE Valued Member;

CSNE—That is, **CAMPUS STORES OF NEW ENGLAND**. Our new name, voted into existence at our annual meeting on April 5, 2006, now accurately reflects our membership --- bookstores from both colleges and secondary schools.

Although CSNE does not limit membership to independent bookstores, we are all aware that independent bookstores are our lifeblood. I know we were all happy to hear that the Brown Bookstore will remain institutionally owned. Be sure to read more about that news in this newsletter.

Many kudos as well to the Super Regional Committee Chaired by **Jay Menninger CSP**, Director of the **UVM Bookstore** with the always incredible **Pam McKenna**. The Super was fun, informative and had one of the highest-rated events ever held – Jay's interview with **Gene Wilder**.

By popular demand, CSNE and CSA-NYS will hold a Joint Meeting and Trade Show at the gorgeous **Sagamore Resort** on Lake George in NY from March 4–7, 2007. **Therese Garufi** of **SUNY Oneonta** has gallantly volunteered to chair the Joint Meeting. Volunteers are needed for everything so please take this opportunity to send Therese an email at garufitm@oneonta.edu and plan to attend!

As part of our ongoing fulfillment of our strategic plan, CSNE will continue to provide networking and educational opportunities for our members. This fall, CSNE will sponsor two one-day, educational sessions on customer service. One will be held at **Bates College** in Lewiston Maine and the other will be at **Worcester Polytechnic Institute** in



Worcester. There is a nominal cost for CSNE members and we encourage you to bring your bookstore staff.

Your CSNE board will be meeting at the end of June to update our strategic plan and work on more ways to provide service for our members. Your suggestions are welcomed and encouraged. Please email me at peg.mead@balfour.com or call 781 828-6172.

Thank you for continuing to support CSNE.

Peg Mead
President

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Member News

No Outsourcing for Brown Bookstore:



The **Brown Bookstore** will not be outsourced by Brown University.

The bookstore review committee has ended plans to lease out the store. A campaign supporting the bookstore in its current form impressed upon the committee that there is strong campus community support for maintaining the independence of the Brown Bookstore.

The Bookstore Review Committee, Chaired by , Beppie Huidekoper, Executive Vice President for Finance and Administration at Brown believes Brown's values, culture and customers can be best represented and successfully served at this time in a self operated store. Huidekoper extended a special thank you to the staff of the Bookstore for their patience and professionalism throughout the review process and said that they look forward to working together on the exciting challenges and opportunities ahead.

Who But Bob McGee?



Best wishes to long time CSNE member, **Bob McGee** on his new position with W.B. Mason. After many years of serving campus bookstores in New England, Bob has decided to make a career change.

Taking over the **ICS** accounts in New England for Bob will be **Ed Zacharski** who has been working with campus stores in New York State for over twenty years. Ed can be reached at 315 682-4453 or ezacharski@icsrepgroup.com



Congratulations to **Amy Vancs** at **NACS** on her new position. She is now a Meeting Specialist with NACS.

Awards & Recognition:

Congratulations to **Mary Ellen Martin CCR**, Manager of the **UMaine Farmington Bookstore**, on achieving the NACS CCR (Certified Collegiate Retailer) designation.



Congratulations to **Terry Murphy**, Manager of the **Holyoke Community College Bookstore**, on receiving the **NACS Aspen Award**. The Aspen Award recognizes professionals in the collegiate retailing industry who have made continuous, notable contributions to the education and professional development efforts of NACS and actualized the advancement of the industry through learning endeavors. Terry is the 2nd recipient of the award and the 1st from New England. Presenting the award to Terry is NACS President, Kathy Grace CCR.

Congratulations to **Another Bookstore** in New Britain, CT who recently won 2nd place for Best Independent Bookstore in the Hartford Advocate's, Best of Hartford Readers' Poll 2006.



Congratulations to **Mitch Suslan** of **MV Sport** winner of the **CSNE Outstanding Service Award!** The award is presented annually to one deserving vendor that stores think has displayed outstanding service, support, follow-up, reliability and product knowledge in the previous year. Mitch is pictured to the above right with CSNE's President, **Peg Mead** (left) and CSA-NYS's Immediate Past President, Emily Gray CCR (center). Mitch also won this award in NY!

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CONTACT:

Jennifer MacLachlan at 888.759.2111 or Jennifer.MacLachlan@Bowker.com

2006 Super Regional Photos



The Author's Luncheon featuring Actor **Gene Wilder** was one of your highest rated Super Regional events scoring a 4.9 out of a possible 5 with attendees! Pictured seated: Gene Wilder and his wife Karen. Standing: Pam McKenna, McKenna Management Inc & Jay Menninger CSP, UVM Bookstore & Meeting Chair.



Banquet Attendees



Attendees from the three associations get to know each other better and enjoy a light moment before a session.



General Session Speaker, **Frank Pastizzo**, "Warm Up The Workplace", was once again your favorite speaker receiving a remarkable 4.97 out of a possible 5 from attendees as a presenter. Frank is shown above in an exercise with Claudia DePalma from the UConn Co-op.



The Networking Breakfast led by the ever popular Melody Templeton was also a lot of fun. Pictured: Mary Ellen Martin from UMaine Farmington with Cindy Breton and Kathy Baribeau, both from Bowdoin College.



First time Exhibitor, Vermont Originals, received the most votes by our stores to win the Best Booth Contest. Pictured above are Tad and Jane Washburn of Vermont Originals with Meeting Chair, Jay Menninger CSP (center)

THANK YOU ALL FOR MAKING THE 2006 SUPER REGIONAL SO SUPER!

2006 SUPER REGIONAL COMMITTEE:

Jay Menninger CSP, Chair
The University of Vermont Bookstore

Matt Branca CCR, Treasurer
College Store, Penn College of Technology

Donna Casselberry, Mansfield University Bookstore

Karen DeLarco, 'Berg Bookshop, Muhlenberg College

Phyllis Gaerte, Campus Store, Houghton College

Therese Garufi, Red Dragon Bookstore, SUNY Oneonta

Don Gibson, Jones & Mitchell Sportswear

Elsworth Gottlieb, Nebraska Book Company

Emily Gray CCR, SUNY Cortland College Stores

Carlie Harper, The College Store, SUNY Potsdam

Dianne Holmes, University Bookstore, UMaine

Carla Jost, Univ of Mass Medical School Bookstore

Richard Kloster CCR, Wells College Bookshop

Darrin Lyons CSP, SUNY Cobleskill College Store

Bev McClure, Adirondack Comm College Bookstore

Peg Mead, Balfour

Michelle Paiva, New England Inst of Tech Bookstore

Mike Pilsbury, Jardine Associates

Ariel Puente, College of the Holy Cross Bookstore

Dan Rabideau, Empire State College Bookstore

David Rapp, Rapp's Packaging

Joyce Spratt, Adirondack Comm College Bookstore

Mark Steiner, Framing Success

Kerri Wilson, Boston College Bookstore

ON SITE VOLUNTEERS:

Ron Abbott, Corning Community College Store

Connie Brant, Mansfield University Bookstore

Deb Campbell, University of Vermont Bookstore

Roger DeLarco, University Store, E Stroudsburg Univ

Wayne Diffin, Campus Bookstore

Dave Hazen, University Bookstore, UMaine

Kimberly Lyman, Jardine Associates

Priscilla Stone, Wheel House Designs

Melody Templeton, Templeton Consulting

Triina Turula, Siriani & Associates

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SOUTH EASTERN BOOK COMPANY

TOTAL COMPUTING SOLUTIONS

IN-KIND DONATIONS:

Campus Customs — Tote Bags

Charles River Apparel — Jackets

The Douglas Stewart Company — Index dividers

Four Point Products — Conference Binders

Framing Success — Frames

ICS/Roaring Springs — Folders

MBS — Barbeque Sauce

R&D Specialty Company — Mugs

Service Wholesale — Pens

Spirit Products — Lanyards

More Member News

Charitable:

It was Mark Twain who once said "If you don't like the weather in New England wait a minute and it will change" – well this spring water-logged Bostonians were desperately seeking ways to keep warm and dry. Having a jacket to provide warmth and shelter from the rain seems so basic to most of us, but how about the thousands of homeless people that walk the streets of Boston trying to protect themselves from the elements?

Charles River Apparel donated water proof jackets, pants and ponchos to numerous homeless shelters in the New England area, including the Pine Street Inn, Rosie's Place and Mass Coalition for the Homeless. Employees at the shelters were eager to pick-up the rainwear at Charles River Apparel's Medford location, hoping to get their habitants outfitted quickly.

Babies:

Congratulations to **Laura Gronski**, Assistant Manager of the **Holyoke Community College Bookstore** and her husband Steve on their adoption of two beautiful children! They are biological siblings and are 1 and 2 years old. Although they've had them since they were 3-months old, the adoptions weren't finalized until this spring. Laura says, "We started almost 2 years ago with this. It was a long road but worth every minute. Our one year old son, Collin and our 2 year old daughter Meaghan are keeping us very busy and we couldn't be happier!"

Congratulations to **Dirk Fecho**, Professional/Regional Campus Stores Division Manager for the **UConn Co-op** and his wife Leila on the birth of their first child, Leilani Rose Fecho. Leilani entered the world on St. Patrick's Day and weighed 6 lbs. 10 ozs.



Congratulations to **Bill Larson of BL Sales** and his wife Lara on the birth of their second son. Nickolas Jay Larson was born on May 23rd, weighed 8 lbs 4 ozs. and was 19 7/8 inches long. Nick joins big brother Noah (2 yrs old). Both Lara and Nick are doing well

We've Moved:

Cote Associates, a Uniflex Holdings Company, has closed their New Hampshire Office. Their new contact information is:

Michael Burger
988 Blvd of the Arts Suite 112
Sarasota, Florida 34236
Phone: (866) 740-0840
Fax: (941) 953-9158
E-mail: m.burger@uniflexbags.com

New Address for **Legacy**:

Legacy Athletic
14 Barnhart Drive
Hanover, PA 17331

Strategic Partners has a new address:

Strategic Partners
9800 De Soto Avenue
Chatsworth, CA 91311

Their toll free numbers remain the same. Their new local #s are Main: 818 671-2100 Fax: 818 671-2101.

Job Change Opening:

UConn Co-op Torrington is looking for an assistant to help in all parts of the operation of a smaller store that serves one of the regional campuses at the University of Connecticut. Position would be with full benefits and would range from 20-40 hours per week, depending on the time of year. Experience helpful, but will train the right candidate to work with the store manager, who currently works alone. If interested, please email your resume and letter of interest to dirk.fecho@uconn.edu

Friends of the Association:

Best wishes to CSA-NYS Past President Eli Majlaton, Union College Bookstore Manager, on his upcoming retirement. A reception will be held on Wednesday, June 21st from 3:00 to 5:00 at Hale House on the Union College Campus. Members and friends are welcome to attend.



Make the Move!

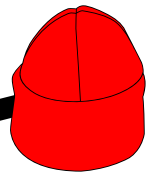
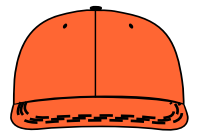
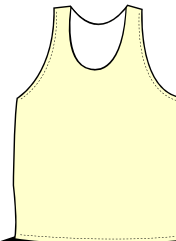
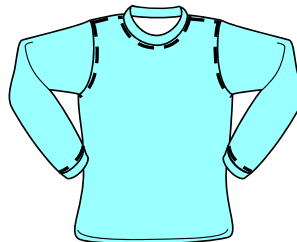
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The Basic Tee-Shirt The Basic Cap

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Welcome New Members

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 4284 Transport St
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 Ventura CA 93006-6930
 805 644-7100
 805 644-8540 fax
 wader@accutechdata.com
 www.accutechdata.com
 Products: Distributor of computer supplies

Stephanie Vincent, Manager
Ai The New England Institute of Art Bookstore
 10 Brookline Place West
 Brookline, MA 02445
 617 582-4474 phone
 617 582-4520 fax
 svincent@aii.edu
 www.neia.aii.edu

Amy Kim, President
AMS Toy Intl.
 210 South Newman St
 Hackensack, NJ 07601
 201 968-1203 phone
 201 968-1205 fax
 amy@amstoy.com
 Products: Decorative pillows

Kallie Kirchberg, Director
Atlantic Union College Bookstore
 PO Box 1000
 South Lancaster, MA 01561
 978 368-2269 phone
 978 368-2015 fax
 kkirchberg@atlanticuc.edu

Elizabeth Smith, New Business Director

Beau Ties Ltd
 69 Industrial Ave
 Middlebury VT 05753
 802 388-0108 phone
 802 388-7808 fax
 lsmith@beautiesltd.com
 www.beautiesltd.com
 Products: Men's neckwear & accessories

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 Jasper GA 30143
 706 253-7794 phone
 706 253-7784 fax
 jpcote@bookbagsinc.com
 www.bookbagsinc.com
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Erica Rogers, MIS College Bookstore Coordinator
Bowker
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 New Providence NJ 07974
 888 759-2111
 908 219 0194 fax
 erica.rogers@bowker.com
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 305 969-9966 fax
 connie@cottonimages.com
 www.cottonimages.com
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 Terryville, CT 06786
 860 582-5031 x200
 Products: Surround sound seating

Gabrielle Melchionda, Owner
Mad Gabs Inc
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 Westbrook, ME 04098
 800 547-5823 phone
 207 854-1679 fax
 gab@madgabs.com
 www.madgabs.com
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Reinoud Brandt Pen Drawings
 Sportlaan 37
 1757 PG Oude Sluis
 Netherlands 1757PG
 0031-224-223156 or 01131-224-223156 phone
 01131-224-221774
 info@reinoudbrandt.com
 reinoudbrandt.com
 Products: Framed pen drawings of historic buildings

Stanley Horowitz, VP
Superb Souvenirs
 1119 Douglas Ave
 North Providence RI 02904
 401 861-3200 x110
 401 861-1905 fax
 stanhero@aol.com
 Web: superbprovidence
 Products: Logo gifts and souvenirs

Bob Ross
The Tunes Company
 3878 Prospect Ave #11
 Riviera Beach, FL 33404
 561 881-8053 phone
 561 841-8784 fax
 bross117@earthlink.net
 Products: Classic concert tees

Skip Ruffkess, National Sales Manager
Vesi Inc
 16 Tech View Drive
 Cincinnati, OH 45215
 513 563-6002 phone
 813 969-2523 fax
 sruffkes@vesiinc.com
 www.vesiinc.com
 Products: Apparel

Correction:

The phone number for **Embroidery Express Plus** was incorrect in the last newsletter. It should have been:

508 845-3800 or 888 791-3800

What's Hot in Spring 2006!

The following list of hot selling items was generated by attendees during the "What's Hot!" session at our **Super Regional Meeting & Buying Show** at Foxwoods in April.

- Capri pants in black and gray (Jane M)
- Eliza B belts
- Flip flops
- Ganz shea butter
- Gaucho capris
- Inner Views ornaments and paperweights
- Jadon plush animals
- Nalgene branded bottles (2-8 colors)
- Ornaments
- Overly holiday ornaments
- Togos (flip flops) (Jardine Associates)
- Umbrellas
- Vera Bradley bags
- Vermont Originals knits, hats and flap hats

Managing Workplace Stress

Workers most often blame colleagues for their office anxiety, with 16 percent citing difficult co-workers as their primary cause of stress at work. Other top workplace stressors included unrealistic workload, tight deadlines, last-minute projects and an overbearing/interfering boss.

CareerBuilder.com offers the following tips to help limit workplace stress.

Organize and prioritize. Tackle the more difficult and important tasks first each day to ensure you have time to complete them. Before you leave work, take a few minutes to clean up your workspace and create the next day's to-do list.

Manage expectations. Set reasonable short-term and long-term goals for yourself. When promising work to others, under-promise and over-deliver to prevent deadline crunches.

Put down the "Crackberry." Set aside a certain period each day devoted to returning e-mails and voice mail messages. That way, you won't be constantly interrupted.

Don't neglect your health. Getting plenty of sleep, drinking water, eating nutritiously and getting exercise will help you feel in control and do wonders for your mood.

Choose The BEST... & Build More Sales.

Get higher margins and more dollars on your bottom line!



The National Association of College Stores Reports that insignia products deliver higher average margins than any other product—and no other insignia product matches the quality of a piece from W.A. Mitchell of Maine.

Our heirloom quality furniture is made by hand in the finest old-world tradition using solid wood joinery. Uncommon touches such as handcut mortise and tenon joints and precision hardwood pegging go into creating furniture your customers will treasure for a lifetime. These unique pieces are then carefully engraved with your school's insignia. For more information on how these exceptional products can help you boost your insignia sales program, call us today at **1-877-499-8163**.

- **BOOST** Your In-Store Merchandising
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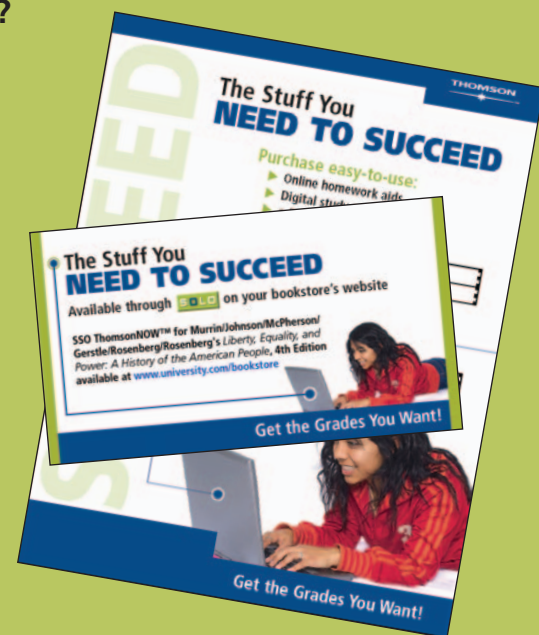
Help your student customers succeed and increase your store revenue. Everybody wins!

HOW DO YOU MARKET SOLO PRODUCT TO STUDENTS?

- ▶ **Identify your targeted titles** on your My SOLO page
- ▶ **Customize shelf tags**—direct students to your store website's SOLO link
- ▶ **Customize flyers**—insert these in books and give to professors to hand out in class
- ▶ **Print out technology product information** that describes the online study aids

DO YOU WANT EXTRA REVENUE FOR YOUR STORE?

Ask your Thomson sales representative to help you identify and market the **SOLO** digital study aids to your students.



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You'll find additional details and the SOLO Student Marketing eKit at <http://serviceplus.thomsonlearning.com>.
Click on the SOLO button.

Prep School Report

By: Louisa Jones, Pomfret School Store



A display at Pomfret School Store

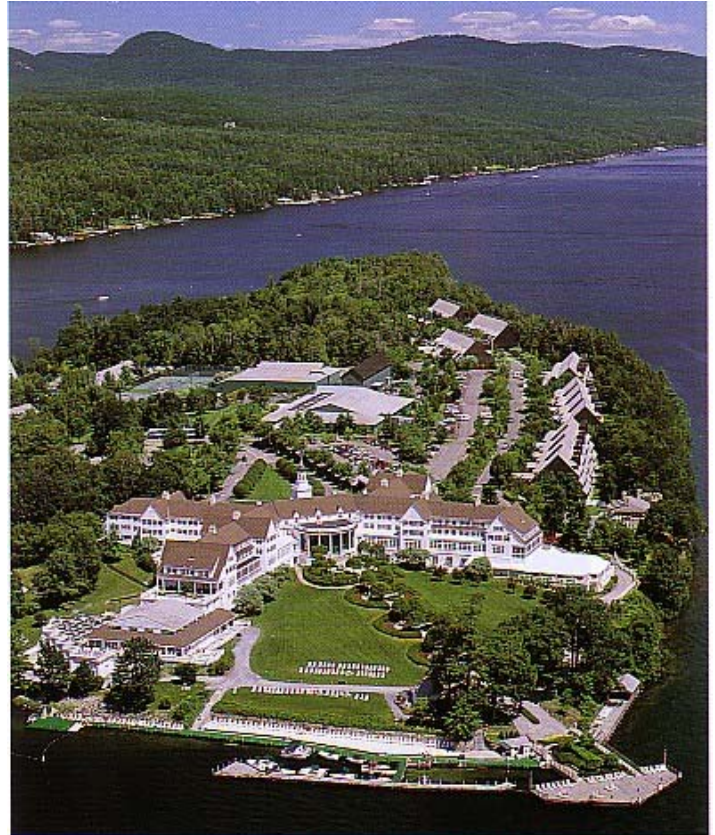
As in the past, participation and involvement is the goal in each area of the CSNE Prep Schools. We have increased our CSNE membership as well as our participation at the Super Regional from this time last year. With so many of our school stores run by one person, we rarely get a chance to get away from our own store to visit others or to attend the Super Regional.

I was lucky to visit Kathy Eastman at the Middlesex School (Concord, MA) Store in late May and it is helpful to be able to make suggestions to store managers when I see what they have to offer. Kathy, like so many of us this spring sold out of umbrellas at Parent's Weekends, Alumni Day and then AGAIN on graduation. Our eager new members have wonderful praise for the 'old guard'. **Guy Gnerre**, who runs the Athletic Store at **The Hotchkiss School** (Lakeville, CT) shadowed **Sarah Potter** from **Bates College** (Lewiston, ME) at the Supper Regional. Guy is new to the business and can't thank Sarah enough for all of her help! The prep schools are working to coordinate their colors, font, art-work with the other departments in their school for uniformity.

Online book ordering is still a very hot topic in secondary schools. **MBS Direct** gets 'big ups' from many of the schools for their easy and convenient program. Schools still want to be 'hands on' with their students and parents, and store managers have found a difference in boarding school vs. day school programs.

The 'Hot' items seem to be Nalgene, mesh lacrosse shirts, umbrellas (in New England).

We want to welcome to new member Jennifer Davis who takes over for Cathy Meyer at **The Bancroft School** (Worcester, MA) store.



Save the Date!

*CSNE and CSA-NYS
Joint Meeting & Trade Show*

March 4 -7, 2006

*The Sagamore on Lake George
Bolton Landing, New York*

While my goal as a board member is to increase membership and participation amongst school stores, my other goal is to get vendors to contact the Prep Schools. As I go through the trade shows and see very few names prep school names on the clothing at the displays booths, I wish they would show that we DO purchase their products.

Enjoy the summer.

Louisa

Where There is a Web, There is a Way

By: Robin Dzięczek, WPI Bookstore

Do you use your publishers' web sites? Here are my experiences. I use all of the publisher's sites and they make my job easier. I can access the sites 24/7, great for those night and weekend shifts.

I can place orders. Ordering is faster online than other methods. With the other methods you're waiting for a response. Online you have availability, pricing, which warehouse the item is shipping from and expected due date if the item is unavailable. You have detailed information on any substitution that has been made because of a package. Some of the sites notify you that there is a newer edition available or expected. Great for ordering in July for August or September. You can see what is a package and all of the package alternatives. Some sites alert you to study guides if you want some add on sales.

Tracking orders is easier. You know the instructor is always calling 5 minutes after the publisher closes looking for a status. Or they're on the phone first thing in the morning before the publishers open up. Being able to track a shipment while they're on the phone is much easier than saying you'll make a call and then call the instructor back. It's even better when you can say the shipment is out for delivery.

Downloading invoices for when the packing list is missing from a shipment is faster than calling customer service and waiting for a fax. They all say you'll have the fax in a half-hour but not always. The faster the books are on the shelf the faster you can sell them.

So if you haven't checked them out. I would say get yourself registered at a publishers website or two and see how much easier your life is.

Know Thy Customers

How well do you know the thought process of your customers? According to a recent Fast Company article, there are seven questions that customers either consciously or unconsciously ask themselves before they commit to buying a product or service. They are:

1. What can you DO for me? Customers need to easily and quickly understand the benefits of your products and services.
2. Why is that IMPORTANT to me? Know what your customers want and need most. They will examine the value of your product/service to them and go for something they want to buy rather than something you want them to buy.
3. Is that MORE than I'm getting now? People feel smarter getting more for their money—everybody wants more.
4. Is that BETTER than I'm getting now?
5. Is that SOONER than I'm getting it now?
6. Does it COST LESS than I am spending now?
7. Is that LESS RISKY than what I am doing now?

Whether you are a vendor selling to a store or a store to your customers, to be successful, you need to always consider what your customers want from you!

Call for News!

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