



2001 OFFICERS

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(309) 796-1311 Ext 3210

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Board of Directors

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Stacy Douglas
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Lauren Sandberg
Illinois Valley College Bookstore
(815) 224-2720

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Union Bookstore
(309) 298-1931

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College Bookstore
(815) 288-3190

IACS Office

P.O. Box 2245
Champaign, Illinois 61825
(217) 586-4414

Professionally Speaking

ILLINOIS ASSOCIATION OF COLLEGE STORES

February 2001

FALL MEETING WAS EXCELLENT -

WERE YOU THERE ?

From
the
President



Put down the price labels and step away from the boxes. At least long enough to take a break to read this newsletter and catch up on what's going on in Illinois.

Our fall meeting is over, and even if I do say so myself, we had a really good attendance. Now don't get me wrong, there is always room for improvement in that area but I am thankful so many of you came to Peoria. I'd like to thank the committee who worked so hard to bring you that meeting: Christy Monroe, Follett Education Group, Sonda Reinartz, Black Hawk College, Madge Buchholze, College of Lake County, and Lynn Malcolm, Illinois Central College. They did a great job and we could not have met without them!

Personally, I was really happy to hear what Stevin Herald had to report about House Bill 4742, regarding state sales tax exemption on textbooks. I couldn't wait to get back to work to pass the information on to our student senate. By taking the initiative, perhaps the students won't all think I am heading to islands this winter on what I personally made on textbook sales. I hope everyone makes an attempt at getting their student body involved. If you have any questions or need further information, contact Stevin at the Alamo II.

Now it's time to turn our thoughts to snow, spring semester and CAMEX down in N'awlins. Best wishes to everyone for a happy New Year, complete with smooth book rushes and record-breaking sales!

Paula M. Smith

FALL MEETING 2000



From left to right: Dr. Thomas Schaunessy, featured speaker signs copies of his book. Bookstore Tours of Illinois Central College and Bradley University. The Trade Show at the Pere Marquette Hotel.



NACS Announces New Spring Marketing Kits

The new NACS spring marketing kits, a direct result of the suggestions and ideas that we heard from state and regional members, are scheduled to mail in early December to full member stores. Association members met and participated in the NACS State and Regional Leadership Conference in Washington D.C. in July where they discussed several relevant issues including effective marketing techniques for bookstores.

Based on your suggestions, the marketing kit promotes the bookstore as a convenient one-stop source for the college student. By cleverly building parallels between two unrelated items found at the college bookstore, such as a candy bar and an art volume, bookstore managers can emphasize the wide range of products available at the store besides textbooks.

Bookstores are able to customize each advertisement to include the store's name, address, hours of operation, website, and phone number. Each kit contains advertising slicks for newspapers, bag stuffers, bookmarks, radio spots, classified promos, a press release template and a four-color poster. All advertising materials are available on the NACS website in the member advocacy area which can be accessed by full member stores.

We urge you to share any suggestions and ideas about the new marketing kits with the NACS Public Relations department. All questions and comments can be directed to Theresa M. Pedone, Public Relations Coordinator at 800-622-7498 x2249. Send e-mail to tpedone@nacs.org.

ILLINOIS ASSOCIATION OF COLLEGE STORES
BUSINESS MEETING
NOVEMBER 7, 2000
PEORIA, ILLINOIS

CALL TO ORDER- The meeting was called to order at 8:35 a.m.

Fred Puffenberger presented information on having a super regional meeting hosted by the Michigan Association of College Stores, October 13-16, 2002. This would include the Ohio, Wisconsin, and Michigan Associations, with invitations also extended to the Illinois and Indiana Associations. Fred also asked that if we decide to do this, we need to have several people involved on committees for planning.

TREASURER'S REPORT- The treasurer's report was presented. Motion to approve by Christy Monroe, seconded by Madge Buchholz.

TAX EXEMPT COMMITTEE- Stevin Herald presented information on tax exemption in Illinois. Store members were encouraged to contact Student groups on their individual campuses in support of an amended version of House Bill 4742. A suggestion was made by Stevin to develop an IACS official statement that supports the efforts and intent of the bill, however, it must be amended to include all schools and students.

MEMBERSHIP COMMITTEE- Matt Reck is the new membership chair. Kristy Monroe and Cathie Scherman will serve with him. New member applications were submitted for the following:

Traditions USA	Reid Olson	Sandy Beach Sales	Todd Combs
Sequoia Peripherals	Amitava Mitra	Barbara Creations	Mark Wineberg
Turner and Assoc	Gary Turner	University Accessories	Tom Naylor
Lakeshirts	Paul Lazare	J.A. Majors	David Phillips

CONSTITUTION COMMITTEE - Amendments to the constitution were presented and approved. Copies will be distributed via the handbook.

HANDBOOK COMMITTEE- The Handbook has been reprinted and distributed at registration for the meeting. Revisions to the constitution and officers sections will follow.

NEWSLETTER COMMITTEE- Trina will be taking over the newsletter responsibilities.

MEETING COMMITTEE 2001- October 21-24, Starved Rock State Park

ELECTION OF OFFICERS- The following were elected/re-elected as officers and directors of the association.

Paula Smith - President	Sonda Reinartz - Vice President
Craig Roper - Secretary	Cathie Scherman - Treasurer
Dave Kennedy - Board of Directors	John Bloecher - Board of Directors
Lynne Durin - Board of Directors	Stacey Douglas - Board of Directors
K. J. Johnson - Board of Directors	Lauren Sandberg - Board of Directors
Sally Neist - Board of Directors	

Mark Your Calendar

February 1- IACS Board Meeting - 10:00am - Illinois Valley Community College

February 15- Mininar – Kishwaukee Community College
Registration information has been sent!

April 6-10- NACS – New Orleans, April 6-10
IACS Hospitality April 8, more info to follow

WEB SURVEY ENCLOSED---

Did you know that IACS has a web site? www.iacs.org Our internet service provider is changing and now is our opportunity to make changes to the web site. Please fill out the enclosed survey and return or fax to:

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Trinity Bookstore
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Deerfield, IL 60015
FAX: (847) 317-8028

FEBRUARY 2001 NEWSLETTER

IACS
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