



2001 OFFICERS

President

Paula Smith
Lincoln Land Community
College Bookstore
5250 Shepherd Road
Springfield, Illinois 62794
(217) 786-2300

Vice President

Sonda Reinartz
Blackhawk College Bookstore
6600-34th Ave
Moline, Illinois
(309) 796-1311 Ext 3210

Secretary

Craig Roper
Kaskaskia College Bookstore
27210 College Road
Centralia, Illinois 62801
(618) 532-1981 x250

Treasurer

Cathie Scherman
McHenry County
College Bookstore
8900 Highway 14
Crystal Lake, Illinois 60012
(815) 455-8747

Board of Directors

Dave Kennedy
D-A-K Sales & Marketing
(708) 985-7640

John Bloecher
J B Marketing
(314) 928-8184

Lynne Durin
Kishwaukee Community
College Bookstore
(815) 825-2086 Ext. 227

Stacy Douglas
Trinity Christian College Bookstore
(708) 239-4701

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

K.J. Johnson
Western Illinois University
Union Bookstore
(309) 298-1931

Sally Neist
Oakton Community
College Bookstore
(815) 288-3190

IACS Office

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

Professionally Speaking

ILLINOIS ASSOCIATION OF COLLEGE STORES

June 2001

From the President



Greetings!

When I was the newsletter editor I would get so upset when the president was late sending me information, thus delaying my deadline. I have been confident that Triina would call for my impeachment if I did not get my letter in soon. Or, was I just hoping? As I use this lull in the buyback action wisely, I have to ask myself, "What ever happened to down time in the bookstore?" and, "Why, in this world of computerization, is there still so much darn paperwork?". I am sure vendors have the same kind of questions. But, enough of my miserable excuses.

What a great soiree we had in New Orleans! The Storyville District did such a great job with the food and drinks and the French Quarter provided a magnificent atmosphere. Big THANKS to Sonda Reinartz for making the arrangements. We had a huge crowd of 85 members and guests and we were so glad to see some friends we don't often see!

Though I, personally, have buried myself with POS training and data entry, I know that your IACS committees have been working hard. The Fall Meeting Committee nearly has everything set for our October gathering at Starved Rock. I hear the Membership Committee is putting together a mailing directed at stores and vendors who have been members in the past and are not current members. Stacey Douglas is working to improve our website. Triina Turula has been desperately trying to do a newsletter. So you see, even if I have been a little lax in my presidential duties, I have made sure to surround myself with excellent worker bees! I hope everyone survived the spring and I wish you the best for a relaxing summer!

Paula M. Smith

Michigan Super Regional Education Update.

It was a warm and muggy morning in New Orleans. It was early – too early. The night before I went to see the Commodores and they are just not the same without Lionel! I then went to Club Energy, but I left fairly early and headed back to the hotel.

As I sat on the bus at 7:30am I thought about the day ahead. It was going to be another busy day on the CAMEX show floor. I thought about how hot it was and how smart I was to go to bed and not party all night. What I didn't think about was getting off the bus at the Hilton Riverside to go to the Michigan Super Regional Education Committee meeting. Needless to say, they met without me. I remembered the meeting about 2 hours too late! And this is my feeble attempt to tell you about the meeting, even though I wasn't there. That is where Stephen Hochheiser comes in. He did attend the meeting and he is going to help me tell you all about it.

The committee members who did attend the meeting are:

Stephen Hochheiser from Thompson Learning
Deanna Hall from Indiana University
Stacey Douglas from Trinity International University
Fred Puffenberger from Thomas Cooley Law School and Meeting Chairperson

To reiterate Triina Turula from The CampusHub should have been there and was not!!!

The Super Regional meeting is going to be in Grand Rapids, Michigan in 2002. As there are bound to be changes in the industry during the year, the committee didn't want to spend too much time figuring out the actual sessions. The committee did brainstorm on the best format for all attendees including the possibility of having specific educational tracks for management, financial, course materials and general merchandise. They also discussed what the Education Committee (EdCom) would be responsible for and what should be passed to the other committees. The EdCom committee will meet via conference calls in the upcoming months to keep ideas flowing. Triina was nominated to do a whole bunch of work – and since she wasn't there – no one objected. (Just kidding – I hope.)

This Super Regional meeting is going to be big and it is going to be exciting. There will be lots of new faces and plenty of networking opportunities, as well as a very large tradeshow. Keep watching your newsletter for more information on this worthwhile event. I will keep watching my calendar so I don't miss the next committee meeting!!!

IACS Web Survey Results

Stacey L. Douglas, Trinity Bookstore

Thank you to all who responded and gave us valuable feedback on our recent IACS web survey. We have tallied the results of the submitted questionnaires and thought you might like to know what people are thinking. So, here we go . . .

Everyone who responded is both an IACS and a NACS member, knows that IACS has a web site, and has internet access. [By the way, the web address is: www.iacs.org . If you are an IACS member and want to know the "Members Only" login and password, e-mail me at: sdouglas@tiu.edu . For a mere 25¢] Most people said they use or have used it, and everyone said they would/probably would use it if the site has on it the features they want. Of the 53 features surveyed, 23 features rated a 70% or higher desirability level for being on the web site, 15 features at 50-60%, 11 features at 40%, and 4 features at 20% or 30%. So, what do people want? *As to the strength of their preference* for specific features, at a quick glance in assessing the responses, here's what those who responded indicated -

High preference features (8 items = 15%)

IACS officer information
IACS membership registration form
IACS store and associate member information
IACS calendar and schedule of events
IACS education seminars summary articles
IACS event(s) registration forms
IACS newsletters
“What works for us” column

High-Medium preference features (7 items = 13%)

IACS vision and mission statement
IACS strategic plan and related goals
IACS constitution and by-laws
IACS board of directors information
IACS member services
“I just learned . . .” column
“Hey! Look what I found” notices/links

Medium-High preference features (9 items = 17%)

IACS committees reports
IACS project(s) status
IACS vendor member specials/new products
IACS process & rules on receiving financial assistance for attending IACS events
Networking information and opportunities
Employment opportunities
Education opportunities
Marketing ideas/tips
Buying ideas/tips

Medium preference features (14 items = 26%)

IACS history
Discussion group(s)

As far as to which features respondents want in the public area over against the “Members Only” area of the web site, there was fairly strong agreement on some features but wide divergence on many others. Some respondents marked virtually every feature as “Members Only” and others marked only a few; a couple didn’t mark any for “Members Only.”

So, what do the survey responses tell us, and where do we go from here? Given the results, here’s what I see and think where things are mostly likely headed:

- IACS members want and will use a functional web site that has features that appeal and are of use to them (okay, everyone say “duh”)
- features ranked in strength for medium-high to high preference also ranked high in desirability (except for three items)
- features that are of high and high-medium value should be retained or added to the site and kept up-to-date (all right, second “duh” fits right about here)
- items that are in the medium-high area are areas we should probably maintain or add to the site in the near future
- medium preference items might be occasional features to the site but not high maintenance areas
- medium-low and low preference items need only be part of the web site only if they are highly desired items as well

Medium preference features (continued)

Management ideas/tips
Merchandising ideas/tips
Customer service policies, ideas/tips
Trends in retailing
Trends in education
Industry news
Legal issues and news in the industry
Point-of-Sale/Inventory Management System information & resources
E-commerce solutions/systems
Tools for information management
“Opinion” column
Member news (personal/professional)

Medium-Low preference features (9 items = 17%)

IACS organization chart
Focused/topical question & answer forums
Leadership ideas/tips
Financial & budgeting ideas/tips
Store/Vendor relations, issues, ethics
Buyer’s guide & resources
Books, articles, audio/video tapes, etc. resources relevant to the industry
Member pictures (in member directory)
Pictures taken at industry events

Low preference features (5 items = 9.5%)

Operations & procedures ideas/tips
Ethical buying guidelines
“Must reading” list
“I am reading” list
Cartoon/joke of-the-month

WEB SURVEY (Continued)

So, the bottom line seems to be that the level of desirability of any given feature as well as the strength of preference on that item gives us the strongest indication of where we need to focus our attention and effort in the near future (third and final “duh” works here).

Hope you found this interesting and helpful. Say, if you haven't filled out the questionnaire and want to, we would love to have your input. Also, if you have any additional feedback or ideas about the IACS web site, please tell me what you're thinking or get in touch with me: sdouglas@tiu.edu or 847.317.7111.

CONGRATULATIONS!

Congratulations to Randy Storm, Lincoln Christian College Bookstore, who recently was elected to the NACS Board of Trustees and officially inaugurated during the NACS meeting while in New Orleans.

Here's your chance to let Randy know if you have any concerns about our industry or NACS. He would be happy to hear from you. Congratulations, Randy!

Fiscal Year Dues Invoices

It's that time of the year again. The new fiscal year for IACS begins July 1 and runs through June 30. Dues invoices will be sent out shortly. Dues remain only \$45.00 for store members and \$55.00 for vendor members. Membership brochures and applications are available from the IACS office for anyone you know who might be interested in joining the association.

JUNE 2001 NEWSLETTER

IACS
STA. A - BOX 2245
Champaign, IL 61825

Preliminary Agenda

Fall Meeting at Starved Rock State Park, Utica, IL.

This year the Fall meeting will be held from October 21-23 at Starved Rock State Park in Utica, IL. There are lots of fun things to do at Starved Rock including, shopping, hiking, boating, fishing, whitewater rafting, golf, bicycling and antiquing. The hotel rates will range between \$75 and \$95. Look for more information and your registration package sometime in August or September.

Sunday – October 21, 2001

Afternoon – Lecture and walk through the park.

Dinner

Hospitality

Monday – October 22, 2001

Morning - Steve Stout/ Author and Photographer will talk about his book on the Starved Rock murders.

Education Session(s)

Lunch

Afternoon – Trade Show

Dinner – Larry Lockwood will speak about the Starved Rock Indians and perform traditional dances.

Tuesday – October 23, 2001

Morning – Continental Breakfast

Education Session(s)

Business Meeting

This is a Preliminary schedule and we will be giving you more information in the next newsletter and complete details will be in your registration packets.