



## 2002 OFFICERS

### President

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

### Vice President

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

### Secretary

Lynne Durin  
Kishwaukee Community  
College Bookstore  
21193 Malta Road  
Malta, Illinois 60150  
(815) 825-2086 Ext. 227

### Treasurer

Stevin Herald  
The Alamo II  
319-21 North Street  
Normal, Illinois 61761  
(309) 888-1105

### Board of Directors

John Bloecher  
J B Marketing  
(314) 928-8184

Dick Jeffrey  
Tichenor College Textbook Co.  
(800) 367-4002)

Stacey Douglas  
Trinity Bookstore  
(847) 317-7111

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

Madonna Slife  
Shawnee Community  
College Bookstore  
(618)634-2242

### IACS Office

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

# Professionally Speaking

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## ILLINOIS ASSOCIATION OF COLLEGE STORES

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May 2002

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## From the President



I want to apologize for the lateness of this newsletter and although I think, I have great reasons why, they are just excuses! So, I apologize and hopefully we will do better!

I thought I would take this opportunity to share a couple of my goals for the next year for the Illinois

Assoc. First and foremost, I believe we need to resolve our problems with the IACS web-page. It has been an ongoing issue for some time now, and hopefully it will soon be a valuable resource for all of our store and vendor members! Changes are taking place on it as I write this!

Secondly, I would like to see an effort made to increase the involvement of the membership. If you are out there, just wishing someone would ask you to do something in the association, please let us know you are available. We currently have committees who desperately need members, membership, education, and handbook. The more people we have involved, the less work for all of us! Not only do we need more people involved on committees; we need to find ways to increase our attendance at meetings and mini-nars. We all benefit from the input of all our members! So, for those of you who do not regularly attend, you will be hearing from us soon! (I know you're waiting by the phone!)

The Association has some great things coming up that many people are working hard on! October 13-19, 2002 is the Grand Reunion in Grand Rapids, Michigan with Illinois, Indiana, Michigan, Ohio and Wisconsin. The education committee is working on a mini-nar this spring in the Chicago area, watch for information soon! Also, we will be having our 2003 meeting in Bloomington, October 12-14 at the Chateau, formerly Jumer's Hotel. Stevin Herald and his committee are busy planning!

Enough for now! I look forward to hearing from some of you very soon on how you can volunteer your time and talents! Maybe you will even find out you have talents you didn't know about! I also look forward to seeing you at the up-coming events!

*Sincerely,  
Sonda Reinartz*

# GRAND REUNION PRELIMINARY AGENDA

October 13-16, 2002

Grand Rapids, MI

Amway Grand Hotel

## Sunday, October 13

11:30-4:30 Golf Outing  
3:00-8:00 Registration  
7:00-9:00 Opening Reception: Gerald Ford Presidential Museum

## Monday, October 14

7:30-5:30 Registration  
8:00-9:00 Breakfast  
9:00-12:00 Education Sessions -Management (2 Sessions), Financial (2 Sessions), General Merchandise (2 Sessions), Course Materials (2 Sessions)  
12:00-1:30 Lunch: MSU Women's Basketball Coach Joanne P. McCallie  
2:00-5:00 Education Sessions -Management (2 Sessions), Financial (2 Sessions), General Merchandise (2 Sessions), Course Materials (2 Sessions)  
8:00-? BOB Restaurant-Monday Night Football

## Tuesday, October 15

7:30-9:00 Breakfast  
9:00-5:00 Trade Show  
Box lunches provided  
6:00-7:00 Cocktail Reception  
7:00-10:00 Banquet: Rudy Reuttiger

## Wednesday, October 16

8:00-10:00 Author Breakfast  
10:00-12:00 State Business Meetings



**IACS  
VISUAL  
MERCHANDISING  
MININAR**

**May 20**

**Woodfield Mall/Harper College**

### **IACS WEB SITE:**

#### **HAVE YOU BEEN THERE LATELY?**

The IACS web site has recently undergone major renovations and expansion. The site has updated information and new areas, and it is constantly being updated and developed along the lines indicated by members on our web survey. Your use of and interaction with the site will help us in developing it to better meet your needs and those of other IACS members. The link is: [www.iacs.org](http://www.iacs.org). The current Members Only login / password is: iacs / only4u. So the only question is: Have you been to the site lately (say, since March 1st)? If not, why not? If there is not something there that should be, please let us know. Contact the IACS office or Stacey Douglas at [sdouglas@tiu.edu](mailto:sdouglas@tiu.edu) or give him a call at 847.317.7111

# tidbits....

## Mark Palmore Named Executive Director of Connect 2 One

As of April 1, Mark Palmore will become the Executive Director of Connect 2 One, replacing Dick Welsh. Dick is stepping aside as Executive Director but will remain with the company.

Mark has over 21 years in the college store industry. He started his career as a sales rep for West Publishing, where he quickly moved up to a management position and was responsible for bookstore relations. Mark joined C2O in 1998 as the Midwest rep and became the Program Director for Books. As Senior Program Director, he took on the role of Institutional Store Advocate, helping hundreds of stores in their quest to market themselves on campus or to deal with a possible leasing situation. He will continue to assist stores who need our help.

Very active in the bookstore community, Mark is currently the President of the Southwest College Bookstore Association and is on the Planning Committee for the 2003 Western Mega-Regional. He has just been appointed to the board of the College Stores Research and Educational Foundation (CSREF).

Dick has served as Executive Director of Connect 2 One since 1997, and has overseen the tremendous growth of the organization, both in the number of members and the strength of our program offerings. After stepping aside as Executive Director, he will take on a variety of projects for Connect 2 One and our parent Nebraska Book Company, as well as some independent projects. He has been a tireless supporter of the industry and was very instrumental in coordinating this year's co-location with NACS as a member of the Annual Meeting Committee.

Headquartered in Mason, OH, Connect 2 One is the industry's largest buying group, with over 500 independent college store members. Members enjoy a variety of benefits, all designed to improve a store's bottom line. For information about membership, contact Lynne Williams (west) at (858) 592-0268 or Ellen Broughton (east) at (609) 730-4266. Information is also available at [www.connect2one.com](http://www.connect2one.com).

(Contact Information for article and information: Lynne Williams, [lwilliams@nebook.com](mailto:lwilliams@nebook.com) or at (858) 592-0268.)

**McGraw-Hill Extends Congratulations** to Association members who have qualified for maximum benefits as 2002 Platinum customers.

Shawnee Community College Bookstore  
Moraine Valley Community College Bookstore  
Wabash Valley College Bookstore  
Parkland College Bookstore  
Springfield College Bookstore  
Oakton Community College Bookstore  
Millikin University Bookstore  
Eastern Illinois University

Kishwaukee College Bookstore  
Frontier Community College Bookstore  
Olney Central College Bookstore  
Waubensee Community College Bookstore  
Black Hawk College Bookstore  
McHenry Community College Bookstore  
Danville Area Community College Bookstore  
Elgin Community College Bookstore

## people.....

**Doris Seats**, Soft Goods/School Supply buyer at Village Commons Bookstore, Northern Illinois at DeKalb retired April 1, 2002. **Beverly Roeschel**, General Merchandise buyer at Harper College Bookstore in Palatine retired April 30, 2002.

**Linda Kehm**, Manager of Elgin Community College Bookstore will be retiring in September only to be working part-time. **Alice Paul** is the Trade Book/Software buyer at Harper College Bookstore in Palatine.

**Kathy O'Brien** is Manager at Moraine Valley College Bookstore. **Kashif Shah** has moved to Moraine Valley as Director of Auxiliary Services. **Tony Holtz** is the new Soft Goods/School Supplies buyer at Village Commons in DeKalb.

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# IMPORTANT NOTICE!

This is the last printed newsletter you will receive, unless you have no access to e-mail. Newsletters in the future will be sent to you as an attachment via e-mail. They will also be available on our web site at [www.iacs.org](http://www.iacs.org).

This will not only cut down on printing and mailing costs but it will definitely speed up the delivery time with which you receive the newsletter, thereby allowing us to put out information more frequently and on a more timely basis.

The only thing you need to have on your computer is the program Adobe Acrobat. This allows you to view the newsletter in full color just like the one you are reading now. And you can also print it out to pass it around to your staff!

If you don't have Acrobat on your computer already (many new ones come with it installed), you can get it for FREE at either our web site, [www.iacs.org](http://www.iacs.org) or at [www.adobe.com](http://www.adobe.com).

If you have no access to e-mail, please call or fax the IACS office at 217-586-3401 and we will continue to send you a xerox copy of the newsletter.

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**MAY 2002 NEWSLETTER**

IACS  
STA. A - BOX 2245  
Champaign, IL 61825