



2003 OFFICERS

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Brad O'Brien
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Professionally Speaking

ILLINOIS ASSOCIATION OF COLLEGE STORES

December 2003

FALL MEETING A SUCCESS - THANKS TO ALL!

From
the
President



The 2003 fall meeting is barely over and plans are already underway for the 2004 meeting! More information will be coming soon! A big thanks you to all of you who attended the meeting in Bloomington and

helped to make it successful! By the way, if you are looking to become more involved in the Association, contact Lauren Sandberg at Illinois Valley Community College to volunteer!

It's hard to believe it's been two years since I wrote my first letter from the President. I have enjoyed my time as your President but am more than ready to pass the baton to Lauren and take a backseat for a while! A person gains a much better understanding of what goes into planning a meeting when you are working on it for almost a year. I think the next years will bring many positive changes to our associations and how we conduct our business as an association. I'm excited about the conversations we are currently having with other states to have joint fall meetings. I have heard nothing but positive things from all of you as well as members from other associations. The economic times we are all facing will force us to take a closer look at what we do and what we as an association can do for our members. Hopefully we will have more information on this in the very near future.

See you all in San Antonio!

Sincerely,
Sonda Reinart z

IACS RECEPTION PLANNED FOR SAN ANTONIO!

When: Sunday, February 29th, 2004

Where: Rio Rio Cantina
412 E. Commerce
210/226-8462

Time: 5:30-7:30

The view from the Tradeshow floor.....

After having attended most of the regional college bookstore tradeshows west of the Mississippi, I would like to share my thoughts on the Illinois show.

The Illinois Association of College Stores still remains one of the strongest single state bookstore associations in the industry. I was pleased with the turnout and organization of the meeting. I really appreciated the off-site dinner at Alexander's, it was a nice change of pace and offered a relaxed environment to catch up with everyone.

I was able to spend quality time talking with nearly all the stores in attendance (I know because I had the store list during the tradeshow and I was able to track who I hadn't seen yet!) The show is big enough to be worth my while and yet small enough that people do not have to hurry to get through it all. There was a great mix of new stores and vendors as well as the veterans (yes Will I mean you!). This was a successful show for me, because I was able to talk about the services my company offers with a majority of the attendees.

As a vendor I believe that the combined meetings are a great value for all involved, but I am also a big fan of tradition. So, count me in for the big meeting, but I will also be there for the Illinois Association gatherings! Thanks for a great meeting!

Triina Turula
Siriani & Associates, Inc.

IACS 2004 Officers and Board Members

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Illinois Valley Community
College Bookstore

**Vice
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Dick Jeffrey
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Steve Honn
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IACS FALL MEETING - BLOOMINGTON/NORMAL



Paul Mares Speaks on Human Resources



Tour of Illinois Wesleyan Bookstore



NACS Trustees Bredfield & Storm Speak At Luncheon



Tour & Reception at Alamo II Bookstore



Shopping the Trade Show



Grilling at Alexanders

Human Resources Is Topic Of Conversation At Fall IACS Meeting

Attendees at the IACS Fall Meeting heard from a NACS sponsored speaker as well as their fellow members during “Your Human Resources Role”. This session described the store manager’s many responsibilities before, during and after the hiring of personnel. Topics included planning, recruiting, training, evaluating and coaching.

Planning involves analyzing your store’s personnel needs and identifying how to accomplish them. The NACS website was mentioned as a good source of information when beginning this process.

The **Recruiting** portion of the discussion brought in the experience of IACS members. Many ideas were mentioned including school newspaper ads, internships and recommendations from trusted sources. Interviewing was also discussed from proper and improper questioning through the selection process.

Training begins with the employee orientation including a store tour. Members mentioned handbooks, immediate cash register training, dress code and an introduction to the culture of the store.

Evaluating store employees brought about discussion of how often they should take place and a reminder to managers that the employee should speak more during the evaluation than you.

Coaching was the final pillar of success in managing employees. Managers need to steer employees in the right direction and praise them when they do well. Employees enjoy being challenged and knowing that their manager trusts them to do their job.

Everyone who attended the Human Resources session walked away with some new ideas about how to hire qualified and motivated employees.

IACS Welcomes New Members

SIC Bookstore - Bob Jansen

DeVry University Bookstore -
Lilian Knight

5th Ave Textbooks - Judy Stoettner

Robert Morris College Bookstore -
Julie Meller

N Zone Sportswear - John Byers

Club Colors - Raymond Wirtz

CI Apparel - James Knopp

Booklog - Arnold Cuarenta

TechMart - Jen Jones

Graphic Awards - Christa Hanson

Premier - Jane Hix

Pride Sash - Joelle Boskenbaum

Siriani & Associates - Trinna Turula

LAD Custom Publishing -
Lance Liggin

Zephyr Headware - Lee Pagan



WISHING YOU A SAFE, HAPPY, AND
HEALTHY NEW YEAR, FROM THE IACS
OFFICERS AND BOARD OF DIRECTORS.
THANK YOU FOR YOUR TIME AND
COMMITMENT TO OUR ORGANIZATION
THIS PAST YEAR!