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# Professionally Speaking

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## ILLINOIS ASSOCIATION OF COLLEGE STORES

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July 2003

### FALL MEETING IN PREPARATION!

From  
the  
President



I hope this finds you enjoying, or at least trying to enjoy your summer. At times it seems the nature of our business cuts the summer in half! At least at my store, the majority of shipments are held until after July

1. As a result, once they start bombarding us it is non-stop until the back to school rush is over! August is a blur and then... before you know it it's time for our fall meeting!

Which leads me to the true purpose of this letter! We are working very hard to plan a great meeting and yet keep it affordable for everyone. Many of us, if not all, are experiencing tough budget cuts on our campuses. In the past, submitting a travel request was a formality, they were all approved. For some of us it is becoming harder and harder to justify travel, especially out of state. Others of us have already been told there will be no out-of-state travel. That's when your local and regional association becomes a cost effective alternative. IACS provides a forum for networking with your colleagues, sharing of ideas and the opportunity to attend a trade show! This is the time for the state associations to step up and provide those opportunities for us as members. An association is only as strong as its members and we need all of our members to participate in the meetings and to be involved with the organization.

The IACS Fall 2003 meeting will be held in Bloomington, IL, October 12-14. We are trying to keep the cost down for our stores as well as our vendors. Please look at this also as an opportunity to bring staff members who do not have the opportunity to attend events such as these. We've included a brief summary of the meeting and will include a detailed schedule with registration materials to be mailed in August.

See you ALL in October!

Sincerely,  
Sonda Reinartz

## “AWARD WINNING BOOKSTORES”

**The Chateau  
Bloomington IL  
October 12-14, 2003**

**Sunday, October 12<sup>th</sup>**

**Registration**

**Educational Session**

**Bookstore Tour - Alamo II**

**Dinner at Alexander's**

**Monday, October 13<sup>th</sup>**

**Educational Session-Human Resources**

**Trade Show**

**Dinner and Entertainment**

**Tuesday, October 14<sup>th</sup>**

**Author Breakfast**

**Educational Session-Loss Prevention**

**Business Meeting**



**Hooray for  
Hollywood!  
Hooray for the  
IACS!**

As you may have guessed we hope to reel you in with our Sensational Hollywood Theme. Watch upcoming editions of our own Gossip Sheet (Otherwise known as the IACS Newsletter) for movie trivia questions that can win you an award all your own! So be prepared to read scripts, take direction and you may be in the spotlight in Bloomington! Here are the first three questions. Note the question and your answer each issue. Bring them to Bloomington and win!!!!

- 1. Which was the only one of the Seven Dwarfs to sport spectacles?**
- 2. What Robert Louis Stevenson work is the most frequently-filmed novel?**
- 3. What 1976 Oscar winning sleeper was shot in 28 days on a \$960,000 budget?**

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**On the IACS Web - [www.iacs.org](http://www.iacs.org)**

If you haven't checked out the 2003 CAMEX pics yet, you can see your colleagues via the homepage or get there directly at <http://www.iacs.org/images/IACSGalleries/CAMEX2003.gallery.htm>.

Basic dates and information on the 2003 Fall Meeting and other educational opportunities are updated regularly - see what's going on at <http://www.iacs.org/education.htm>.

We encourage you to update your member information at any time through the new "Update Member Information" page accessible at the lower right of the homepage or at [http://www.iacs.org/updates/member\\_info.htm](http://www.iacs.org/updates/member_info.htm)

**Spotlighted IACS Web Feature - "Basic Marketing Calendar"**

You may have noticed on the homepage right under the IACS logo, that every week there is an updated link emphasizing "Events & Marketing Themes for . . ." the current week. This is tied into a "Basic Marketing Calendar" plan that we have designed to help you get focused and stay focused on quarterly, monthly, weekly marketing events and themes. While every school's calendar will differ somewhat, we hope that the ideas in this basic plan will stimulate you to customize and create your own. Feel free to print them out and mark them up to your heart's content.

This is a "Members Only" feature and is accessible at [http://www.iacs.org/members-only/MarketingCalendars/marketing\\_calendar.htm](http://www.iacs.org/members-only/MarketingCalendars/marketing_calendar.htm).

p.s. If you need to know the "Members Only" login and password, go to the homepage and follow the directions at the bottom of the page.