



M A C S N E W S

SUMMER, 2009

MICHIGAN ASSOCIATION OF COLLEGE STORES
NEWS AND INFORMATION

2009, vol. 2

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LETTER FROM THE PRESIDENT

Dear MACS Members,

The MACS Board and our meeting coordinator, Cindy Willing, have worked diligently to provide a Spring Meeting that will provide you valuable information for your store, no matter the duties you perform. Along with the informational sessions the spring meeting provides time to network with other MACS members. Some added bonuses to this meeting, weather permitting, are the opportunity to see a West coast sunset, a walk on the beach or the ability "work in" a round of golf. As we continue to move through an era of both time and financial stresses for our stores, it is valuable for us to squeeze in events to both share and gather information to help all operate efficient and customer friendly operations. We hope you can make it to beautiful Holland, Michigan for the meeting.

I would also like to take a moment to once again send our condolences to the family and co-workers of Frank Irwin. Everyone Frank met was a friend to him and he will be missed by all of us who knew and worked with him.

I hope to see you at the meeting!

Janet Campbell, CCR
MACS President
Montcalm Community College
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Sidney MI 48885
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UPCOMING MACS EVENTS

Spring, 2009 EDUCATIONAL FORUM

Register today!

<http://www.michigancollegestores.org/>

SUNDAY AND MONDAY,

June (14 &) 15

Hope College

Haworth Inn & Conference Center*

-Holland, MI

* Please note: Location change.

www.hope.edu/pr/map.html

Fall, 2009 MEETING

SUNDAY-TUESDAY,

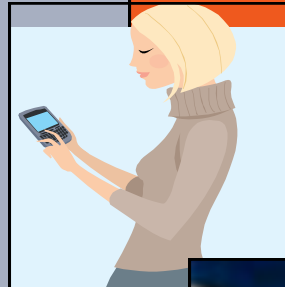
October 18-20

Michigan State University

Kellogg Center-East Lansing, MI

www.hfs.msu.edu/Kellogg

MARK YOUR
CALENDAR!



HOPE COLLEGE—SPRING FORUM EDUCATIONAL SESSION TOPICS

BUYING AND SELLING BOOKS ONLINE—Share your thoughts and experiences with selling books online. Find out what others are doing to capture this market. Learn more about vendors like BookShare, Monsoon, Inc., BookVolume, and others.

HIGHER EDUCATION ACT UPDATE—Discuss the Higher Ed. changes and how they are affecting you.

OTHER TOPICS OF INTEREST—Jump books, rental books, store promotions that work, the MACS Innovation Award and more.

Plus, SUNDAY, JUNE 14TH—If you are planning to stay over, be sure to visit the New Holland Brewing Co. for an informal get-together for appetizers and drinks at 7:30pm. And maybe a walk at the Saugatuck Dunes State Park or some Wii Sports.

KELLOGG CENTER—HIGHLIGHTS FOR THE FALL MEETING EDUCATIONAL SESSION TOPICS & VENDOR TRADE SHOW INFO.

Faculty/Administration/Student Panel—Ask the panel about:

- * digital content
- * the role of the college store on campus
- * textbook issues
- * topics on your mind

Computer and Electronic Reselling—Learn what others are doing to promote and sell computers, software and electronics on campus.

Vendor Trade Show—A round robin show organized so you are able to visit and talk with each and every vendor. Plus, you'll have time to revisit vendors afterward, as needed.



MACS MEMBER NEWS

Frank Irwin—rep. for Wescosa Florida and J Jacobs (and others) passed away this May 17th. He had been diagnosed with esophageal cancer and was receiving radiation treatment. Our thoughts and prayers go out to his family. The family has asked that any donations be sent to Karmanos Cancer Institute at: www.Karmanos.org. There is a donation link on the home page.

EXPECTING: Heidi Renton, Manager Oakland Community College—Auburn Hills store is expecting her first child this MAY.

NEW GRANDCHILD: Jim Seymour's son & daughter-in-law, Andy & Keisha, had a baby girl on Friday, May 22nd. Sian (pronounced Shawn) came into the world at 6lbs 15ozs. All are doing well.

NEW MEMBER: Jessica Butler (Hudzinski) —Bookstore Manager, Baker College of Port Huron. She was just married this May. Please send your congratulations and MACS welcome to: jessica.hudzinski@baker.edu

WINNER: UTA Faculty Scholarship—Dr. Steve VanderVeen, Hope College.

WINNER: NACS Collegiate Student Research Contest—Hope College student Chelsea Vandlen. She won a \$250 scholarship.

PROFESSIONAL DEVELOPMENT OPPORTUNITIES

NACS LEADERSHIP TRAINING

OBERLIN, OHIO JUNE 13-15, 2009 (SAT-MON)

www.nacs.org/public/events/leadership

COMMUNITY COLLEGE STORES SUMMIT

NACS - OBERLIN, OHIO July 15, 2009 (MON)

CONTACT: NACS (800) 622-7498 Cindy Thompson, ext. 2226

(cthompson@nacs.org) or Julie Nemec, ext. 2352 (jnemec@nacs.org)

NACS ONLINE LEARNING**

- MASTERING OPEN-TO-BUY (JUL 13-AUG 14)
- THE PRINCIPLES OF COLLEGE STORE MANAGEMENT (JUL 6-AUG 7)
- MANAGING OPPORTUNITIES & OPERATIONS IN GENERAL MERCHANDISE (SEPT 12-OCT 23)
- IN-STORE MARKETING & VISUAL MERCHANDISING (OCT 5- NOV 6)

**For more information about these courses, contact Candace Vincent, NACS manager of online learning and collaboration technology, at (800) 622-7498, ext. 2407, or

cvincent@nacs.org.

MACS MEMBERS VISIT CAMEX—SPRING, 2009 —
REMEMBERING HOLLYWOOD

CAMEX 2009 trade show was the largest ever, with 720 exhibitors and 1,504 booths. More than 100 education sessions were offered.

Follow CAMEX on FACEBOOK at:

www.facebook.com/pages/Anaheim-CA/CAMEX/35169242585

CAMEX 2010 will be held **March 12-16 in Orlando, FL.** More than 73% of the exhibit space has already been sold.

WHO' S READING WHAT?

MACS MEMBERS TALK ABOUT BOOKS THEY ARE READING OR HAVE ENJOYED.

IF YOU HAVE A BOOK YOU WOULD LIKE TO SHARE, SEND YOUR REVIEW TO

abodby01@baker.edu, SUBJECT: "WHO' S READING WHAT?"

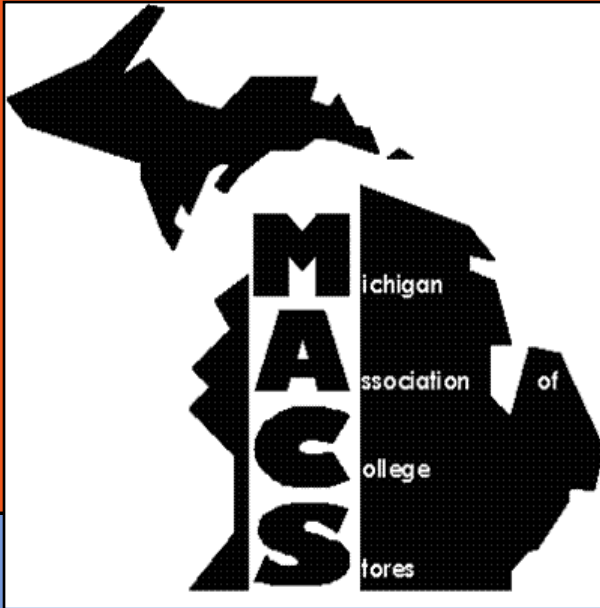
Debbie Sanderson, Hope-Geneva Bookstore reviews The Madman by Tracy Groot

The mystery set in Palestine in 30 A.D. features Tallis, a philosopher's clever servant sent to discover the reasons for the demise of the school of Socrates. As the ruse unfolds, Tallis encounters fear and intrigue as a murder, suicide and deception are exposed.

The complicated characters he encounters both impede and aid his search. His own disturbing personal flashbacks often distract him from his quest for the truth.

It is clear the author has done extensive research concerning the everyday lives of the first century Palestinians and their twisted worship of the god Dionysus. The chaotic thoughts and bizarre behaviors of the madman (the demoniac featured in the gospels of Mark and Luke) will appall you as the reason for his refuge in the Gerasene tombs is revealed.

I was originally drawn to the book after learning the author was a local person and a winner of the Christy Award for historical fiction. The novel with the twists and turns of a mystery also has a quiet, redemptive Christian message. It's a captivating read - enjoy.



MACS NEWS IS DESIGNED AND PUBLISHED USING YOUR NEWS, PHOTOS, AND CORRESPONDENCE. SEND YOUR MACS NEWS AND INFORMATION FOR THE NEXT NEWSLETTER TO AMY BODBYL-MAST.

AMY'S EMAIL IS:

ABODBY01@BAKER.EDU.

BOOKMARK THE MACS WEBSITE

Find information on the latest meetings, newsletters, membership forms & Board Member contact information online at:

www.michigancollegestores.org

...MACS will be publishing a Facebook page SOON! Be sure to become a fan...

The **Mission** of the Michigan Association of College Stores (MACS) is to promote the professional development of its members through support, networking and educational opportunities.