



# MACS NEWS

**MICHIGAN  
ASSOCIATION OF COLLEGE STORES  
NEWS AND INFORMATION**

**WINTER, 2009**

**2009, vol. 4**

## LETTER FROM THE PRESIDENT

MACS Members,

It is with great pleasure I write my first letter to you as MACS President. I am the 4<sup>th</sup> MACS President who has called the Central Michigan University Bookstore home. I hope to follow in their success as MACS President and Bookstore Management.

We had a great fall meeting in East Lansing where store personnel and vendors engaged in education, networking, and our trade show to share ideas that make our bookstore lives better. The round robin format trade show was a new experience and was received very well. Along with help from the MACS Board we launched a survey asking for further feedback from the fall meeting as well as some questions regarding next fall's meeting in Marquette. Results are being organized and a separate note with our findings will come out soon.

Despite some scheduled renovations to the building the bookstore is in here in Mount Pleasant, we are currently scheduled to host next spring's MACS meeting. The tentative dates are June 13-14. We will send out confirmed dates and locations in early 2010.

During our transition Board Meeting in November, the board decided to no longer pursue organizing a 5 state regional meeting in 2012. Feedback from our outlying states lead us to this decision, key reasons include; increased outsourcing, inability to travel out of state, decrease in attendance at current state meetings, and economic concerns. The Board agreed to discuss a joint meeting with the Ohio Association for two consecutive years, 2011 & 2012. The Ohio Association is agreeable to this idea as well. Early indications are that Ohio will host in 2011 somewhere in NW Ohio and then we would host in 2012, likely in the Livonia/Novi area.

Lastly, our fall meeting in 2010 will take place in Marquette. It has been 9 years since MACS has made it up to the U.P. Mark your calendars for the last weekend in September and of course more information will come to you soon.

Happy Holidays and have a great 2010.

Barry

**Barry Waters**

**Director, CMU Bookstore**

**#202 Bovee UC**

**Mount Pleasant, MI 48859**

**(989)774-7496**



# MACS MEMBER NEWS

Winners—Frank Irwin Scholarship Award

**Karen Willis** from *Thomas Cooley Law School Bookstore* and

**Brad Miller** from *Henry Ford Community College Bookstore* are the winners of the Frank Irwin Memorial Scholarship Award. Both will receive \$300 to be used toward their registration to the 2010 CAMEX event this March in Orlando, Florida.

MACS Board Members:

<b>President</b>	Barry Waters	Central Michigan University
<b>President Elect</b>	Jim Seymour	Nebraska Book Co.
<b>Treasurer</b>	Brad Erismann	Schoolcraft College Bookstore
<b>Secretary</b>	Joelle Topp	Cooley Law School
<b>Store Trustee</b>	Lyndsay Tagarel	Schoolcraft College Bookstore
<b>Store Trustee</b>	Amy Bodbyl-Mast	Baker College of Muskegon
<b>Vendor Trustee</b>	Bob Watkowski	Ash City Worldwide
<b>Vendor Trustee</b>	Mark Denning	Denning & Assoc.
<b>Meeting Coordinator</b>	Cindy Willing	Hillsdale College

# NEWEST MACS BOARD MEMBERS

## APPOINTED FALL, 2009

### **President-Elect**

**Jim Seymour**, *Nebraska Book Company, Middleville, MI* Jim has represented numerous office product lines from 1974 – 2003, including: Boise Cascade Office Products, United Stationers, and Ampad Corp. Since 2004, he has been representing Nebraska Book Company wholesale textbook division along with promoting their store management systems. He also conducts numerous student buybacks. Jim also served as MACS Store Trustee twice along with being President 1993-1994.

### **Secretary**

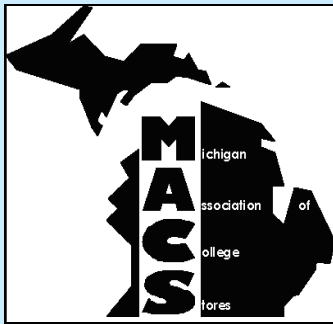
**Joelle Topp**, *Thomas Cooley Law School Bookstore, Lansing, MI* Joelle has a B.S. from Michigan State and has been in the bookstore business for over 15 years. She has been managing the Cooley Law School Bookstore for the past six years. Cooley is currently the largest law school in the country, with four campuses spread across Michigan. "Being in a small store but with four campuses, we all tend to wear a variety of hats, which lends a lot of interest to each and every day and teaches a whole lot about prioritizing. It would be an honor for me to serve the MACS community."

### **Store Trustee**

**Lyndsay C. Tagarel**, *Schoolcraft College Bookstore, Livonia, MI* Lyndsay has worked nine years at the Schoolcraft Bookstore. She has spent the last 7 years as the full-time General Merchandise Buyer. Lyndsay has served as a volunteer at the NACS phonathon fundraiser 2008-2009. She is currently serving on the judging panel for the 2010 NACS Innovation Award.

### **Vendor Trustee**

**Steve Mirande**, *J.A. Majors, Cincinnati, OH* Steve Mirande has enjoyed being in the bookstore and publishing industry for most of the last 19 years. For the past five years, he has represented J.A. Majors in the state of Michigan as a Key Account Manager. More recently, he has taken a role of National Accounts Manager, in addition to his Key Account Manager position. In the past, Steve has served on the State Association Boards of Kentucky and Tennessee.



**Michigan Association of College Stores  
would like to thank the following  
Fall 2009 Vendor Sponsors:**

**GOLD \$500**



**Nebraska  
Book Company**

*Business solutions for the college bookstore*

**Partner  
Ship<sup>®</sup>**

**SILVER**

**\$200**

**Balfour<sup>®</sup>**  
**www.balfour.com**



**South Eastern Book<sup>co.</sup>**

Check out the MACS website for photos from the  
Fall, 2009 meeting and other MACS member photos at:  
[www.michigancollegestores.org](http://www.michigancollegestores.org)

# PROFESSIONAL DEVELOPMENT OPPORTUNITIES

## **NACS ONLINE LEARNING\***

### **Exploring Trends and Driving Change in Campus Retail**

Jan. 25-Feb. 26, 2010 This online course is designed to give you both an overview of the trends impacting our industry and the skills needed to create plans to prepare your store for that future.

**CAMEX TO GO 2009** Purchase audio of the 2009 education sessions.

Get the free Wikinonics webcast here too! <http://2009.camex.org>

For more information about these courses, visit the NACS website at [http://nacs.org/public/prof\\_development/](http://nacs.org/public/prof_development/)

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## **INDEPENDENT COLLEGE BOOKSTORE ASSOCIATION\*\***

ICBA 2010 Retail Conference & PRIMETime

(FEB 17-20) SAN ANTONIO, TEXAS

\*\*For more details about this event, visit the ICBA website at

[www.icbainc.com](http://www.icbainc.com)

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Join your NACS friends on FACEBOOK



<http://www.facebook.com/pages/NACS/47397957008>

## MACS MEMBERS INVITATION TO CAMEX— SPRING, 2010-Spring Break in Orlando, Florida

### **CAMEX 2010 in Orlando, FL.**

This year, CAMEX will debut an exciting new format. The revised event dates are **March 12-15, 2010**. Visit [www.camex.org](http://www.camex.org) for more details.

Sunday's Annual Celebration at CAMEX 2010 in Orlando, FL, is transforming from a formal banquet into the Grand Finale Closing Reception, "a tremendously fun-filled evening with dancing, live entertainment, and good food," according to NACS President Vicki Morris Benion, CCR. The Grand Finale will take place at B.B. King's Blues Club, popular for its live music and Carolina barbecue. The club is located in Pointe Orlando within a walk from the NACS hotel block (shuttle transport will also be available). For more information, go to [www.bbkingclubs.com](http://www.bbkingclubs.com).

If you are experiencing any difficulty booking online reservations for the CAMEX 2010 hotel block in Orlando, FL, or if rooms are not available for the nights you wish, contact The Housing Connection, the official CAMEX housing bureau. Even if the web site says a room is not available for one or more nights during CAMEX, The Housing Connection may be able to make the reservation. **To reach The Housing Connection, e-mail [thc@housingregistration.com](mailto:thc@housingregistration.com) or call (801) 214-7280.**

Thinking about attending CAMEX this year in Orlando, but worried about the cost? Check out:

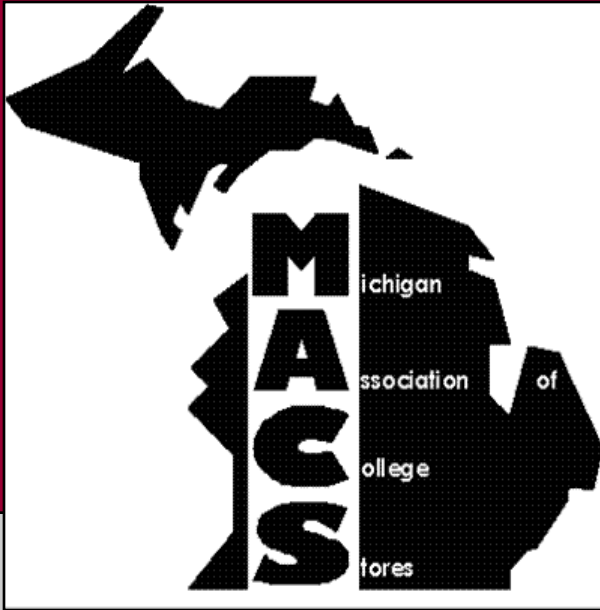


For more information about the "Official Not Made of Money Deals" for CAMEX, visit this link <http://camex.org/deals.asp>

**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](mailto:abodby01@baker.edu), SUBJECT: "WHO'S READING WHAT?"**

MACS President-Elect Jim Seymour, Nebraska Book Company, is an avid reader and recommends the following authors for an engaging holiday read:

- **John Lescroart:** Any of his books that involve the continuing characters Dismas Hardy (San Francisco attorney) and his associate Abe Glitsky (San Francisco police detective). This series is Grisham-like but more street-gritty. You're wondering how the accused will ever be vindicated, left hanging with some surprising twists.
- **Carl Hiassen:** He's a columnist for the Miami Herald who's written a number of comical mysteries centered around ecological issues facing
- **Michael Connelly:** His main character is Harry Bosch, a Los Angeles police detective. Great street action with a whodunit flare. Some violence, great emotions as Harry deals with personal issues along with his crime-
- **David Baldacci:** His earlier novels are more realistic in terms of dialogue and character/plot development. An espionage/government intrigue plot throughout. I would recommend *The Winner*, *The Simple Truth*, *Saving*
- **Nelson DeMille:** Try *The Gold Coast* as a fun read. Great observations about how the other half (East Coast) lives.



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](mailto: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](http://www.michigancollegestores.org)

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.