



# MACS

## THE FUTURE STARTS NOW!

### MACS 47th Annual Fall Meeting - November 11<sup>th</sup>- 14<sup>th</sup>, 2017 Marriott Hotel and Convention Center, Lancaster, PA

#### Schedule of Events

##### Saturday, November 11th - Bonus Day

- 7:30am-noon      **CCR Exam – Susquehanna Board Room**  
A professional designation that is the hallmark of industry excellence. For additional information go to <http://www.nacs.org/yourcareer/ccr.aspx>.
- Noon-4:30pm      **BONUS SESSION PART 1 – Millersville University Bookstore and Franklin & Marshall College Store Tours w/ Michael Wood, 747 Insights**  
Join us as we tour the facilities of Millersville University Bookstore and network with Audrey Herr, University Store Manager and her staff on operations, marketing, sales, and more. We will have a boxed lunch at Millersville University with a brief introduction by Michael Wood from 747 Insights. We will then head over to Franklin & Marshall College and visit their Bookstore. We will meet with Debra Schwanke, Store Manager. Their bookstore is owned and operated by Barnes & Noble and will provide us with another perspective on marketing, merchandising, and product selections.
- 5:30pm-8:30pm      **BONUS SESSION PART 2 – MACS Networking**  
We'll wrap up our Bonus Day at Character's Pub for a networking event with delicious hors d'oeuvres and a cash bar. The evening event will include a sneak peek of One Coast's hottest apparel items and show specials from Legacy. Michael Wood will join us to discuss the day's observations.  
**Character's Pub – 38 N. Christian Street**

##### Sunday, November 12th - Educational Sessions

- 8:00am-5:00pm      **Registration – Heritage Pre-Function area AB, Third Floor**
- 8:00-8:50am      **Continental Breakfast – Heritage Ballroom, Salon C**
- 8:00am-11:00pm      **Vendor Show Set-up – Freedom Hall A**
- 8:50am-9:00am      **Welcome and Introduction of Michael Wood, 747 Insights**  
*Heritage Ballroom, Salon C*
- 9:00am-10:00am      **General Session – Millennial & Gen Z – Heritage Ballroom, Salon C**  
**Michael Wood, 747 Insights**  
Be inspired, entertained, and enlightened by one of the nation's leading experts on Millennials and Gen Z youth. Michael Wood and his company 747 Insights specialize in identifying groundbreaking insights about our target audience. His innovative approaches to both qualitative and quantitative research provides information that we can use immediately in our stores and on our campuses.

10:00am-10:50am **Session Block 1**

- **Remaining Relevant – Distribution of Digital Course Content - Kato Meley, UC Davis Stores, Assistant Director Course Materials (Retired)**– *Heritage Ballroom, Salon A*  
Course materials are quickly changing on campuses around the nation. As we strive to understand new format options and new ways students learn, we need to re-evaluate our own abilities to best serve our students while fulfilling our schools' academic mission. Kato will discuss the distribution and management of digital course content, how to understand this new distribution method in terms of historical revenue models, and how to lead and benefit from a digital revolution on campus. These lower cost alternatives already have the attention of administration, faculty and our primary customer, students – we need to make sure we're leading the charge on our campuses.
- **Q&A Session- Michael Wood, 747 Insights - Heritage Ballroom, Salon B**  
Michael will offer Q&A time after his general session for MACS members to delve into specific questions and data-driven insights that we can apply immediately in our stores. Please attend for some exclusive MACS insights and to learn what your colleagues find most valuable in Michael's general session.

11:00am-11:50am **Session Block 2**

- **Q&A re: Remaining Relevant – Distribution of Digital Course Content - Kato Meley, UC Davis Stores, Assistant Director Course Materials (Retired)**  
**Jason Foley, Course Materials Manager, Towson University Store**  
**Cassie Del Pilar, Director W.W. Norton & Co.,**  
**Gordon Elson, Director of Sales, RedShelf**  
*Heritage Ballroom, Salon A*  
This Q&A will be a continuation of Kato's session, bringing in four course materials experts with different examples of digital programs for you to learn about and discuss.
- **Textiles: Who Knew How Cool? –Janet Brady, Associate Professor and Director, Jefferson University Grundy Materials Evaluation Laboratory and Marcia Weiss, Associate Professor and Director, Jefferson University Fashion & Textiles Futures Center- Heritage Ballroom, Salon B**  
Textiles are innovative, responsive, customizable platforms for a wide range of applications. They offer enhanced user experiences with digital interfaces, improved comfort and sensing/monitoring capabilities. This session will cover interesting technologies of today with a view to the future.

Noon-1:30pm **Lunch**

- **Millennial & Gen Z Panel and Luncheon - Moderated by: Shirley Landis, Director, Jefferson University Bookstore - Karen Normann, Director 'Berg Bookstore - Beth Christian, Director of Client Experience, Sidewalk- Heritage Ballroom, Salon DE**  
Join us for lunch and a panel format Q&A discussion with six Millennial and Gen-Z Students representing three nearby higher education institutions in Pennsylvania. Let's find out what makes them tick, what drives them to our stores, how we can increase interest in our programs, and how we can serve them better. Submit advance questions to the Program Committee so the panelists can come prepared, and get excited to hear insights directly from the mouths of our customers.

1:40pm-2:30pm **Session Block 3**

- **Store to Store Course Materials Discussions- Facilitated by Lisa Bernfeld, Channel Partnerships Manager, Pearson - Nikki Hernandez, Assistant Manager Course Materials, Monmouth University - Michael Kotlinski, Director, Gettysburg College Bookstore - Heritage Ballroom, Salon A**  
Let's take advantage of gathering together to discuss the topics that affect us all. Moderators will facilitate discussions in smaller groups, based on questions gathered from survey answers earlier this year. Network with your peers and share ideas about how best to address the topics that are important to you.

- **Store to Store GM & Technology Discussions - Facilitated by Dan Darkow, Assistant Director, Swarthmore Campus Community Store - Chuck Corsi, Manager, Lafayette College Bookstore Michelle Tipton, Manager, Glenelg Country School Store- Heritage Ballroom, Salon B**  
Let's take advantage of gathering together to discuss the topics that affect us all. Moderators will facilitate discussions in smaller groups, based on questions gathered from survey answers earlier this year. Network with your peers and share ideas about how best to address the topics that are important to you.

- 2:40pm-3:30pm      **General Session – We're In This Together: Better Library-Bookstore Relationships for Student Academic Success- Steven Bell, Associate University Librarian for Research and Instruction, Temple University - Heritage Ballroom, Salon C**  
There exists a common perception that academic librarians and their colleagues in college bookstores have less than ideal relationships. Librarians may think the store will oppose efforts to introduce textbook affordability strategies. Bookstore managers may believe the library is trying to take over the provision of course learning material. The reality is that both share a common ground in supporting student academic success. Steven will discuss current academic library trends and how the mission is changing from content delivery to the support of learning, creative digital research and radical collaboration for opening in higher education. Steven will also share findings from his research on the relationship between academic libraries and college bookstores.
- 3:30pm-4:20pm      **General Session – NACS Student Watch/Faculty Watch, Maria Meyer, Research Analyst, OnCampus Research, National Association of College Stores - Heritage Ballroom, Salon C**  
Maria will present the major ongoing studies including Student Watch™: Student Attitudes and Behaviors toward Course Materials, Faculty Watch, and the Independent College Store Financial Survey. OnCampus Research offers research support through its Campus Survey Services, and manages an online survey panel of more than 22,000 college students on 500 campuses nationwide.
- 4:20pm-4:30pm      **Break - Heritage Ballroom, Pre-Function C**
- 4:30pm-5:30pm      **Vendor Presentations - Heritage Ballroom, Salon C**  
Get an advanced look at some of the vendor show specials exclusively for the MACS Trade Show.
- 6:30pm-9:30pm      **Opening Night Event- “The Future is NOW! - Commons on Vine**  
Join our themed opening night event for networking, food, and fun! Wear a futuristic costume and enter our costume contest for great prizes! Get a digital caricature of you and your colleagues. Enjoy great music and futuristic effects from Mr. B's Entertainment, and most importantly of all, enjoy the company of your colleagues while remembering that we should always be looking toward the future!

### **Monday, November 13th - Educational Sessions & Buying Show**

- 8:00am–12:00pm      **Registration – Heritage Pre-Function area AB, Third Floor**
- 7:30am--9:30am      **Vendor Continental Breakfast – Freedom Hall A**
- 8:00am–9:00am      **Continental Breakfast / MACS Business Meeting – Heritage Salon C**  
All MACS members are encouraged to attend the business meeting. Learn what your Board has been working on and participate in a discussion about what has been planned to help take MACS members “into the future!”
- 8:00am–1:00pm      **Vendor Setup – Freedom Hall A**  
**Loading Dock is open from 8am-Noon**

9:00am-10:20am **General Session – The Future of Work is the Future of Higher Education- Dr. Spinelli, Chancellor, Thomas Jefferson University**  
*Heritage Ballroom, Salon C*

Rapid change is the new normal. Technology, information flow, data analysis and personal expectations for employment are creating a new world of challenges for higher education. The merger of Philadelphia University and Thomas Jefferson University is designed to address the needs of students in 2017 and beyond.

10:30am-11:20am **Session Block 4**

- **K-12 Idea Exchange and Future Trends- Michelle Tipton, Manager, Dragon Store, Glenelg Country School Store - Heritage Ballroom, Salon A**  
Michelle will lead discussions on current and future trends of K-12 Stores. She will cover several categories including apparel, school supplies, gift items, snacks, tech and more! She will also discuss promotions and store activities that are popular with K-12 students. This will be an **interactive session** and we encourage you to bring ideas, product samples and suggestions for a fun “show and tell” amongst your colleagues. We will help guide K-12 School Stores into the future.
- **Targeting the Non-Traditional College Student- Lisa Simonds, Account Manager, The Douglas Stewart Company- Heritage Room, Salon B**  
Enrollment of non-traditional students is projected to increase more than twice as fast as traditional students from 2012-2022. It is crucial for retailers to understand the unique set of challenges non-traditional students face and acknowledge their specific needs to ensure that the college store evolves along with campus demographics for ultimate success.
- **Growing Digital Course Materials on Your Campus; Inclusive Access - Gordon Elson, Director of Sales, East Region, RedShelf - Heritage Room, Salon, C,**  
Your students need affordable textbook options. As the fastest growing inclusive access provider, we make it easy to equip up to 100% of students with required course materials on the first day of class at the most affordable price. Working with publishers, institutions, and campus bookstores RedShelf is a leading distributor of digital learning materials. RedShelf Inclusive connects students with discounted course materials through a seamless, end-to-end solution integration across campus systems. Involving ourselves throughout the inclusive journey, from vetting opportunities on campus to course management and billing, means you have an inclusive partner invested in bringing affordable, accessible content to all students.

11:30am-12:45pm **Fashion Show Luncheon – Commonwealth Ballroom**

Check out the hottest new fashions, trends, and colors from all your favorite vendors! Enjoy a Fast-paced Fashion Show with a Futuristic Feel. Music is provided by Mr. B's.

1:00pm-5:00pm **Buying Show - Freedom Hall A**

The College Store Marketplace comes to you! New vendors and old favorites. Visit an anticipated 50+ booths and a variety of vendors to see what's new in the collegiate marketplace. Take advantage of specials just for this show!

**\*\*NEW FOR 2017\*\***

- **Bring your Course Materials Buyer to the buying show for FREE!**
- **Visit our NEW Course Materials Theater with live presentations from course materials vendors beginning every 15 minutes!**

6:00pm-7:00pm **Reception for members – Pre-function area, Commonwealth Ballroom**  
Relax and network with colleagues before dinner.

7:00pm-10:00pm **47th Annual Banquet – Commonwealth Ballroom**

The evening will include an abbreviated program of recognition and awards for our esteemed MACS members and installation ceremony, followed by fantastic entertainment provided by Mr. B's.

**Tuesday, November 14th**

8:00am-9:00am      **Breakfast Buffet – *Heritage Ballroom, Salon D/E***

9:00am-10:00am      **Fighting off Leasing – Kato Meley, Assistant Director Course Materials (Retired), UC Davis Stores, Beth Christian, Director of Client Experience, Sidewalk - *Heritage Ballroom, Salon D/E***

In 2017 alone, we've watched a number of our fellow stores fall to the disingenuous promise of easy profits and carefree external management with a leased store. Each one erodes the unique value provided by an independent bookstore on campus. Unfortunately, in most situations, we find out too late that the decision makers in this process don't have complete information about how independent stores benefit our campus communities, and we haven't been able to make a compelling enough case for staying independent. Kato Meley and Beth Christian will use real-world examples +from UC Davis, as well as broadly applicable concepts to urge our members to be proactive in protecting our businesses, and to start the process immediately upon returning to our stores. The Future is NOW, it's time to fight!

10:10am-11:00am      **How Collaboration Supports Independent Campus Store Operations – Kevin Gish, Vice President Campus Engagement, indiCo - *Heritage Ballroom, Salon D/E***

In this session, we will look at the evolution of the college bookstore, and introduce our new model for campus stores that supports independent operation. With the indiCo Independent Campus Stores Collaborative. indiCo is redefining independent. From providing the latest tools and technology to ensuring the freedom to meet the individual needs of your campus, indiCo is committed to supporting and strengthening the independent campus store through the power of collaboration.

Noon until 1:00pm      **2018 Planning Committee Meeting, Carrie Rose**