

## Thank You to our Vendor Partners

*The Tri-State Bookstores Association would like to thank these companies for their sponsorships & donations for the 2016 conference. Please thank these vendors when you see them at the trade show or other events.*

### Gold Sponsor \$500

MBS

### Bronze Sponsor \$100+

Follett  
OneCoast  
PartnerShip  
Pearson

### Silent Auction Donations

CI Sport  
The Douglas Stewart Company  
Follett  
JM Sales  
MBS  
Roaring Springs  
Sidewalk  
Under Armour

### Thank You to our Conference Goodie Bag Providers:

**Conference Tees:** Blue 84

**Conference Tote Bag:** Mike LeDoux, Carolina Sewn

**Cups & Notepads:** J&M Printing

**Penstix Tech Markers:** Jim Geary/Alvin

**Pens:** Proforma

**Snacks:** Viking Coca-Cola Bottling

**Lanyard:** Connect 2 One



*Special thanks to the many people who helped to make our 2016 conference a success:*

### EDUCATION COMMITTEE:

Julie Feiring, UMD Stores  
Ashley Anderson, MBS  
Kim Anvinson, NDSU  
Julienne Entinger, Northwestern  
Heather Gillespie, Dakota State  
Chris Sales, St. Ben's  
Brad Smith, Sidewalk

### HOST COMMITTEE:

Alexandria Technical College  
Kim Anvinson  
Kari Erpenbach  
Julie Feiring  
Martha Hoppe  
Sonda Reinartz  
Molly Yunkers

# Tri-State BOOKSTORES ASSOCIATION

*April 4 - 6, 2016 • Alexandria, MN*



#TriState50

# Welcome From Our President

Welcome Tri-Staters!

I'd like to personally welcome each of you to the 50th Annual Tri-State Bookstores Association Conference and Trade Show. It's a challenging yet exciting time for the college bookstore industry. We continue to grow and adapt, remaining always flexible, motivated and responsive to new ideas and opportunities. Our industry is confronting a time of many changes. This conference has been designed to give you more tools and ideas to bring back to your stores. The world of collegiate retailing is an exciting area in which to work/study/play. We will continue to meet and bring inspired people together in forums like this to ensure our organization remains relevant to your needs.

Before I close, I'd like to thank each of you for attending our conference and bringing your expertise to our gathering. As campus and industry leaders, you have the vision, knowledge, and experience to pave your way into the future. You are truly a great asset to your campus, and it could not be successful without you. Throughout this conference I ask you to stay engaged and think proactively to help us shape the future of your store, the association, and our industry.

Please utilize our vendors while you are here. If you need an introduction, please let us know. Everyone here is eager to help us be successful.

My personal respect and thanks goes out to all of you.

Kim Anvinson



Tri-State Bookstores Association President  
North Dakota State University

# Monday, April 4

**11:00am-3:00pm** **CONFERENCE REGISTRATION**  
*Arrowwood Resort / Lower Level Foyer*

**1:00-2:00pm** **GENERAL SESSION**  
*Lake Osakis Room / Lower Level*

**Using Social Styles:**  
**Julie Feiring, UMD Stores**

This fun, interactive session will help you become more aware of your own social style and help you develop better relationships with others based on their social styles.



**2:00-2:15pm** **BREAK**

**2:15-3:15pm** **1. TEXTBOOK TRACT: RENTAL/WHOLESALE PANEL**  
*Lake Miltona Room / Lower Level*

*Moderator: Heather Gillespie, Dakota State University*

**The Building Blocks of Textbook Rental:**  
**Tim Kurth (Follett), Lori Van Gerpen (MBS),**  
**Steve Showalter (Nebraska Book Company)**

A successful rental program requires the ability to balance many different components including multiple rental lists, pricing, marketing, and return processes. So, what makes a store's textbook rental program successful? We'll ask representatives from Nebraska Book, MBS & Follett to share what they have seen at stores around the country.

**2. GENERAL MERCHANDISE TRACT: PROMOTION**  
*Lake Osakis Room / Lower Level*

**The Building Blocks of Promotion and Marketing**  
*Kari Erpenbach, University of Minnesota*

Successful marketing and promotion requires the ability to balance a lot of different components, including the right product, the right timing and the right planning. We'll take you through the promo planning process, and how to make sure your next event is successful.

## Monday, April 4

3:15-4:15pm

### GENERAL SESSION

Lake Osakis Room / Lower Level

#### **Striving for Excellence in Customer Service**

Anastasia Whited,  
Iowa State University Bookstore



Kick off your Tri-State conference with an inspiring presentation from our friends at the Iowa State University Bookstore. Learn how they transformed their store and their service with an innovative customer service program called GIFT. Come experience GIFT for yourself so you can take this knowledge back to your store too!

4:15pm

### FREE TIME

5:30pm

### DINNER

Lake Itasca Room / Main Floor

6:30-8:30pm

### EVENING EVENT: SOCIAL TIME & BONFIRE

Join us for an evening of fun in the Rafter's Lodge. Unwind, socialize, network and catch up with old and new friends. Weather permitting, we'll have a bonfire & s'mores outside the Deck Bar.



## Tuesday, April 5

7:30-8:30am

### BREAKFAST

Lake Itasca Room / Main Floor

8:00am-2:00pm

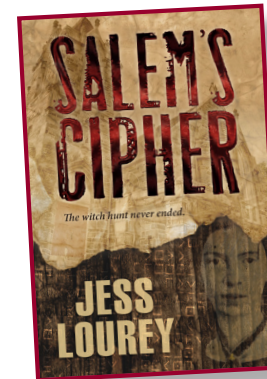
### CONFERENCE REGISTRATION

Lower Level Foyer

8:30-9:30am

### AUTHOR BREAKFAST & BOOK SIGNING WITH JESSICA LOUREY

Lake Itasca Room / Main Floor



Jess Lourey is best known for her critically-acclaimed Murder-by-Month mysteries, which have earned multiple starred reviews from *Library Journal* and *Booklist*. She also writes sword and sorcery fantasy as Albert Lea and YA adventure as J.H. Lourey. She is a tenured professor of creative writing and sociology at a Minnesota college and a recipient of The Loft's 2014 Excellence in Teaching fellowship. When not teaching, reading, traveling, writing, or raising her two wonderful kids, you can find her dreaming of her next story. *SALEM'S CIPHER*, the first book in her thrilling Witch Hunt Series, hits stores September 2016.



### FOLLOW TRI-STATE ON FACEBOOK

Search: "Tri-State Bookstores Association" to join our group!

**Enjoying the conference?**  
**Share your pics on social media!**

**#TriState50**

## Tuesday, April 5

9:30-10:45am  
Concurrent  
Sessions

### 1. TEXTBOOK TRACT: SOURCING

*Lake Miltona Room / Lower Level*

#### ***Sourcing Saves Money: Aaron Johnson, Sidewalk***

There currently are many sourcing options out there for course materials. If you aren't using them, you're leaving money on the table. We'll focus on how stores of any size should be using data, alternative sources and technology to simplify the world of course material sourcing.

### 2. GENERAL MERCHANDISE TRACT: IDEA EXCHANGE

*Lake Osakis Room / Lower Level*

Want to know what's hot and what's not? Look no further! Bring it on... it's the great idea exchange! In this interactive session, bring your best selling products to show and share with the group. Clothing, gifts, supplies, tech gadgets and more.... It's your session to share!

10:45am

### BREAK

11:00-12:15pm  
Concurrent  
Sessions

### 1. TEXTBOOK TRACT: DIGITAL/INCLUSIVE MODELS PANEL

*Lake Miltona Room / Lower Level*

#### ***Digital and the Bookstore-Empowered Campus:***

#### ***Drew Lestrud, Kyle Uhelski (RedShelf)***

Digital technology is creating more roles, opportunities and bridges on today's campuses. Find out how our partner stores are using these opportunities while continuing to be an integral part of campus and grow as the new digital hub.

#### ***Getting ALL-IN with Pearson: Lisa Bernfeld (Pearson)***

With rapid growth of ALL-INclusive programs in the independent store community, learn how Pearson can help to establish a 100% sell-through model, while keeping your store at the center of the transaction.

#### ***Inclusive Access: Steve Walker (Cengage Learning)***

This session will review the benefits of Inclusive Access, the challenges associated with this model and share examples of success stories from across the nation. Attendees are encouraged to share their experiences and conversations that are taking place on their campuses.

## Tuesday, April 5

11:00-12:15pm  
Concurrent  
Sessions

### 2. GENERAL MERCHANDISE TRACT: TECHNOLOGY PANEL

*Lake Osakis Room / Lower Level*

#### ***Matt Silvern, The Douglas-Stewart Company***

#### ***Kathy Debrot, D&H***

Are you carrying tech products? If not, you should be! We'll talk about the new consumer profile for technology products, and trending technology forecasts. Find out what's hot in tech!

12:30-1:30pm

### TRI-STATE BUSINESS LUNCH

*Lake Itasca & Vermillion Rooms / Main Floor*

1:30-4:00pm

### VENDOR TRADE SHOW

*Arrowwood Exhibit & Tennis Center / Lower Level*

Reconnect with your favorite vendor partners and meet some new ones too at the annual trade show. Attendees will once again have the opportunity to earn Campus Cash and Minnesota Moolah for visiting with our vendor partners and placing purchase orders at the show. We have some great silent auction items for you to purchase with all your "dough" at dinner!

4:00pm

### FREE TIME



### 5:00 pm: DINNER & EVENING EVENTS

*Lake Itasca & Vermillion Rooms / Main Floor*

Join us for cocktails, dinner and an evening of fun! Visit the **Silent Auction** and bid on great prizes with your trade show "dough".

#### **SongBlast Dueling Guitars**

What's better than two dueling pianos? Two interactive dueling guitars delivering a fun stream of endless songs from yesterday and today. Join us for a great evening!

# Wednesday, April 6

7:30-8:30am

## BREAKFAST

*Itasca & Vermillion Rooms / Main Floor*

## GENERAL SESSIONS with TOM SHAY

*Lake Osakis Room / Lower Level*

8:45-10:00am

### ***“Strategies to Win in a Challenging Economy”***

Today’s customer has changed the way they do business. The question is... have you changed the way you operate and market your business? This very engaging presentation provides insights on what to do, what not to do, and what to stop doing. After this session, you can adapt your game plan and immediately implement a winning strategy.



10:00am BREAK

10:15-11:30am

### ***“Pricing Strategies for Profits Plus”***

How do you determine the price for a product? Few businesses give little consideration to price other than the cost of an item, which leads to many items being over-priced as well as under-priced. In this session, you will learn how to increase your overall margin yet eliminate the image of being a high-priced store. Tom will show you where to make margin changes in every area.

11:30am BREAK

11:45-12:45pm

### ***“How Much is That Doggy in the Window?”***

Inventory is often the biggest single investment a business makes. For the business to be successful, the inventory has to sell. Inventory that is sitting on the shelf month after month is the same as putting the money under a mattress. This session will show how getting rid of dead inventory can improve not just the turn rate, but also the gross sales, profitability, and ROI in your business.

1:00pm

## LUNCH

*Itasca & Vermillion Rooms / Main Floor*

# Conference Attendees • STORES

## Alexandria Tech

Jan Anderson  
Lori Klassen

## Century College

Jill Hanson

## Concordia College

Greg Borgen  
PJ Hines

## Concordia University

Chad Mastel

## Dakota State University

Heather Gillespie

## Gustavus Adolphus

Molly Yunkers

## Lake Region State College

Melissa Stotts

## Mayville State

Cheryl Angen

## Minnesota State Southeast

### Technical - Red Wing

Mary Schoeder

## Minnesota State Southeast

### Technical - Winona

Nancy Skroch

## Minnesota St Univ. Moorhead

Jennifer Jorud  
Kim Samson  
Jason Werk

## North Dakota State College of Science

Katie Tarter  
Bob Steinborn

## North Dakota St. University

Kim Anvinson  
Brent Seewald-Marquard

## Northwestern Health Sciences University

Karen Larson

## Riverland College - Austin

Carissa Drake

## Riverland College - Albert Lea

Teri Rauenhurst

## Southeast Tech - Sioux Falls

Jason Skiff

## College of St. Benedict

Mary Kron  
Chris Sales  
Julie Sorteberg  
Tina Streit

## St. Cloud State Technical

Marge Parry  
Jim Scholler

## St. Olaf

Victoria Beussmann  
Chalee Follansbee

## St. Paul College

David Wesley

## University of Jamestown

Tanya Ostlie

## University of St. Thomas

Jerry Coneau  
Jeanine Riley  
Colleen Utecht

## Univ. of Minnesota Duluth

Julie Feiring  
Jim Kolar  
Ann Pellant  
Jeff Romano

## Univ. of Minnesota - Morris

Angela Anderson  
Wendy Evink  
Cassi Nohl

## University of Minnesota

Talia Averbeck  
Laura Clasemann  
Austin Dufault  
Kari Erpenbach  
Jan Fritsche  
Sandy Johnson  
Laurie Kuhl  
Christopher Larson  
Michelle Leerhoff  
Rochelle Schmidt  
Tivon Ranson  
Tera Ukestad

## Univ of Minn. - Crookston

Leanne Butt

## Univ. of Northwestern

Julienne Entinger

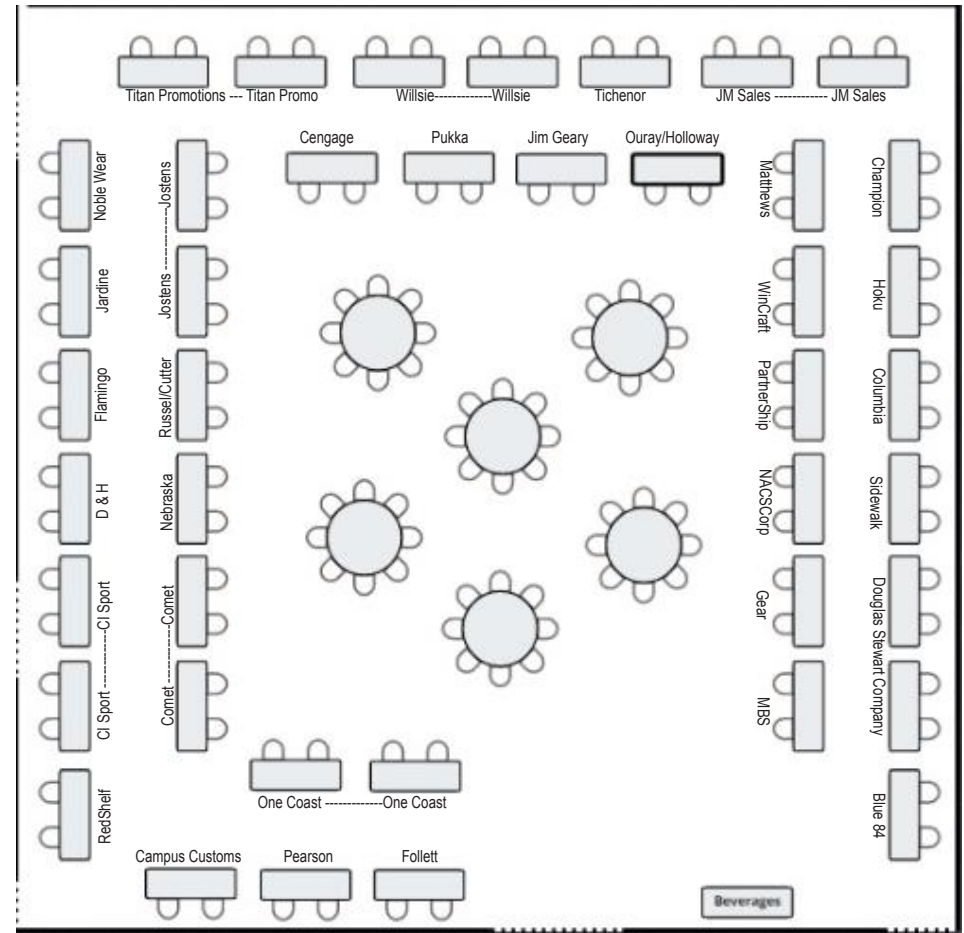
## Winona State University

Lori Flikki  
Karen Krause

# Conference Attendees • VENDORS

<b>Blue 84</b> Diane Lundmark	<b>Gear for Sports</b> <b>Under Armour</b> Doug Peterson	<b>OneCoast Collegiate</b> Kelli Golembeski
<b>Campus Customs</b> Josh Fabio Derek Leigh	<b>Hoku Book</b> Tim Hampton	<b>Ouray Sportswear &amp; Holloway</b> Tracy Jones
<b>Cengage Learning</b> Steven Walker	<b>Jardine Associates</b> Mike LeDoux	<b>Partnership</b> Lesley Moore
<b>Champion</b> Jennifer Hoiska	<b>Jim Geary &amp; Associates</b> Jim Geary	<b>Pearson</b> Lisa Bernfeld Tom Hoffa
<b>CI Sport</b> Jamie Knopp	<b>JM Sales</b> John Mantel	<b>Pukka Headwear</b> Mark Roekle
<b>Columbia</b> Deanne Johnson	<b>Jostens</b> Marcus Carpenter	<b>RedShelf</b> Drew Lestrud Kyle Uhelski
<b>Comet School Supplies</b> Bernie Gerard	<b>Matthews / McCoy</b> Corey Weber	<b>Sidewalk</b> Kelsie Garrett Aaron Johnson Brad Smith
<b>Cutter &amp; Buck</b> <b>Russell / Ahead</b> Jake Ritchie	<b>MBS</b> Ted Connolly Kris Geister Lori Van Gerpen Darchy Zimmerman	<b>Tichenor College Textbook Company</b> Dave Trinka
<b>D &amp; H Distributing</b> Kathy Drebot	<b>NACSCorp</b> Rick Dempsey Renee Mack	<b>Titan Promotions</b> Sal Salonek
<b>The Douglas Stewart Co.</b> Matt Silvern	<b>Nebraska Book Company</b> Angela Fleishhacker Steve Showalter	<b>Willsie University Cap &amp; Gown / Balfour</b> Ryan Lenger
<b>Flamingo</b> Aaron Hurd Joe Schneider	<b>Noble Wear</b> Brock Holbert	<b>WinCraft, Inc.</b> Becky Hines
<b>Follett</b> Tim Kurth Sonda Reinartz		

# Trade Show Floorplan



## Trade Show takes place in the Arrowwood Exhibit/Tennis Center (Lower Level)

**Tuesday, April 5th (one day only) -- 1:30pm to 4pm**  
**Set Up is Available from 9am to 12:30pm**

Collect "Campus Cash" from each vendor visited, and "Minnesota Moolah" for every order you place. Use your earnings at the silent auction at dinner on Tuesday for prizes!