



# MACS Times

The Newsletter of the Middle Atlantic College Stores, Inc. serving Delaware, the District of Columbia, Maryland, New Jersey, Pennsylvania, and West Virginia since 1970.

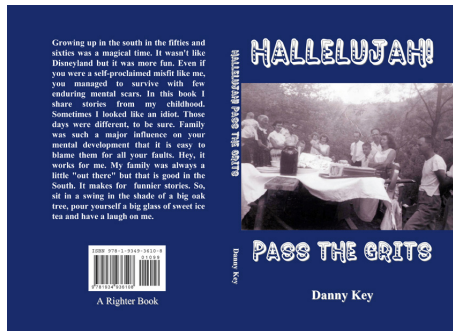
## TAKE THE LEAD IN COLLEGIATE RETAILING

By Art Johansen  
President Elect

The 2008 Annual Meeting was developed with two main considerations: professional development and networking. A review of the program reveals a plethora of educational opportunities presented by nationally recognized professionals from within the campus store industry. The show begins Saturday with the Certified Collegiate Retailer exam from NACS. Show your administration that you are a recognized professional. MACS members with a full registration can take the exam for half price, that's a one hundred dollar savings! The Bonus Session, "Creating Your College Store's Future", presented by NACS 2008 Aspen Award winner Danny Key, CCR, is an opportunity to work with fellow MACS members to identify challenges facing our industry and develop solutions for future success. The bonus session is free for all members with a full registration.

Sunday morning starts off with one of our favorite presenters, Melody Templeton, and "Building a Great Team for Your Industry". In addition to providing tips and techniques you can apply in your store, Melody will 'rev up' our Team Challenge. At registration you will be asked if you would like to participate in the Team Challenge networking opportunity, open to both vendors and stores. Everyone who agrees to be a team member will be informed of their team color, given a color dot for their name badge, and a task. The challenge is to find the rest of your teammates and complete the unique task assigned to each member. The Team Challenge culminates Sunday night with the Fast Action Motorsports Entertainment events. There will be a leader board with standings and winners will be announced Monday at the MACS Business

Meeting. There are fifteen Focus Sessions in five blocks offered on Sunday that correspond to store management, course materials, and general merchandise. There is certainly 'something for everybody' in each session block. Author J.G. Sandom will join us for lunch. In addition to writing nine works of fiction, he is also considered the "father of internet advertising". J.G. Sandom has been exploring the potential of the internet since 1984, before most of us knew what email was. The buffet dinner and FAME racing Sunday night will give everyone a chance to digest all that information.

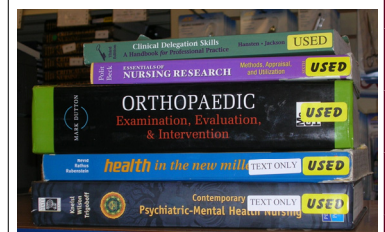


Newly published author of *Hallelujah, Pass the Grits*, is one of our own, Danny Key, CCR, Director of the Wingate University Bookstore in North Carolina who will share his writing experience with us during a continental breakfast Monday morning, followed by the MACS Business Meeting. The keynote address will be given by NACS CEO Brian Cartier, titled "The Future of the College Store". We'll build excitement for the Trade Show with the always popular Fashion Show Luncheon, and spend the afternoon with new and familiar vendors.

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The MACS TIMES is a benefit for the members. Please share this copy. Circulate to:



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