

# Preliminary Program

## MACS Fall Meeting & Buying Show

**SATURDAY, November 6, 2010**

**8:00-am – 12:00 noon**            **MACS Board Meeting**

**8:00-am – 12:00 noon**            **CCR Exam (7:30 check-in & \$100 off with full registration!)**

**1:00-am – 3:00 pm**                **Discover Downtown Lancaster Walking Tour-Bonus Session**

Lancaster County is so much more than just the Amish and outlet shopping. This area offers plenty to see and do, much of it in Downtown Lancaster — the heart of Lancaster County. On this guided Lancaster City Tour a local guide will take us around the city, showing us some of Lancaster’s most popular and famous sights, and educating us about the City’s rich history.

Here are just a few of the many things you’ll experience on the “Discover Downtown Lancaster” tour:

Lancaster’s Central Market — the oldest continuously-operating farmer’s market in the country—and you are right across the street! Buy souvenirs (WITH YOUR INCLUDED DOWNTOWN DOLLARS!). The Heritage Center Museum is also on the agenda where you can explore three floors of exhibits; everything from folk art to fine furniture. We will also be stopping by the Quilt & Textile Museum which has a permanent exhibition of the world-famous collection of quilts established by the Esprit Corporation and the Stevens & Smith historic site will bring history to life.

**5:30-??**

**First Night Networking at Annie Bailey’s**

(Beverage tickets & hor-douvres are included with above Bonus package)

From the expertly hand-crafted bar created by skilled tradesmen in Waterford, Ireland, to the furniture shipped from County Armagh, you will experience a little bit of Ireland that transports the feel, look and taste of authentic Irish culture to your doorstep. Join your fellow MACS members as we celebrate our 1<sup>st</sup> night together in our own private room.

**SUNDAY, November 7, 2010**

**8:00am – 5:00 noon**                **Registration Open**

**8:00am – 9:00am**                 **Continental breakfast**

**8:30am – 10:30am**                **Danny Key, CCR & Randy Storm, CCR... “Getting it all done with FUN!”**  
You won’t want to miss Danny, our NACS President –Elect and Randy, a NACS Trustee teaching us their unique version of having fun at work (It’s worth coming in a day early!!)

10:45am- 11:45am

**Concurrent Sessions "A"**

- Facebooking
- Textbook legislation
- Leadership
- Prep Schools

12:00am – 2:30pm

**Life Lessons & Lunch with John Grogan**

Author of *Marley & Me* John Grogan was a columnist at the *Philadelphia Inquirer* when he wrote a column saying goodbye to his incorrigible 13-year-old Labrador retriever, Marley. When hundreds of messages flooded his inbox and voicemail the next day, John recalls, "That's when I knew I had a bigger story to tell."

The story became *Marley & Me: Life and Love with the World's Worst Dog*, his book about what a misbehaving dog meant to his family. A touchstone for people worldwide, the book grew into a runaway #1 *New York Times* bestseller with more than 3 million copies in print in 30 languages. Made into a movie starring Owen Wilson and Jennifer Aniston, the book is now part of Grogan's engaging and inspirational conversation about family, loyalty, optimism, and what really matters in life.

Don't miss John Grogan as he shares with MACS what his mischievous dog taught him about patience, constancy and acceptance, "that commitment matters and that 'in good times and bad, in sickness and health' really means something.

2:45pm – 3:30 pm

**Concurrent Sessions "B"**

- Next-worth
- Monsoon
- Financial Management
- Partnership

3:45am- 4:30 pm

**Concurrent Sessions "C"**

- What's Hot
- Textbook Rentals
- TBA

4:45pm – 5:45pm

**Business Etiquette with Susan Timko, Carnegie Mellon**

In today's increasingly culturally diverse workforce, the chances of saying or doing "the wrong thing" are much greater than ever before. The past three decades have been a time of increasing informality in the workplace and a transition to a fast-paced, high-tech existence for most Americans. Additionally, this is the first time in history that four generations are together in the workplace. Each generation's communication style can differ dramatically and can cause chaos and confusion.

Learn about Bookstore interactions with the broad range of contacts from students to parents to administration to the president and the essential etiquette skills for any situation.

**6:30pm – 10:00pm**

**MACS 40<sup>TH</sup> ANNIVERSARY CLASS REUNION**

After a full day of educational sessions on Sunday, get ready to party at the MACS 40th ANNIVERSARY CLASS REUNION. Unwind & dance with the Mark Michaels Orchestra, playing the best of the 70's music. All full registrations get a FREE YEARBOOK at the door! You'll get a 70's pen too for all those famous signatures! Come in style ...70's style that is! There will be a 70's COSTUME CONTEST so wear your best 1970's fashion to the party! Win great prizes such as Pet Rocks, mood rings, lava lamps, and a free registration to next year's CAMEX! Come enjoy the food, the beverages, old and new friends for a 40th anniversary party you won't soon forget.

**MONDAY, November 8, 2010**

**8:00am – 5:00pm**

**Registration Open**

**8:00am – 9:00am**

**Continental Breakfast & Business Meeting**

**9:00am – 11:30 am**

**Vendor Set-up**

**9:15am – 11:30am**

**Kelly McDonald**

Kelly McDonald is a marketing and advertising expert with more than 20 years of global advertising agency experience. She has deep experience in marketing to different generations, values, lifestyles, races and ethnicities. Her client experience includes brands such as Toyota, Sherwin-Williams, Kimberly-Clark, Budweiser, Harley-Davidson, Mattel, Ace Hardware and Nike. In 2010, she was named one of the Top 5 Speakers in Marketing, based upon expertise and original contribution to the field. She has been featured in BusinessWeek, on CNNMoney.com and on XM Radio.

**(9:15am – 10:15am)**

**Customer Service – How to Keep Customers Rushing Back for More**

- Learn the latest techniques that innovative companies are using to train their staff
- Best practices among leading companies and brands will be reviewed
- Learn how to listen for what a customer wants, not just what he/she may ask for
- Specific strategies and tactics will be discussed as well as Do's and Don'ts

**(10:30am – 11:30am)**

**How to Market to People Who Are Not Like You: the New Market Segmentation**

- Learn about the hottest new market segments and how they're shaping culture
- Learn the key emotional drivers for important target segments

- Learn which group represents the largest opportunity for your business
- Specific strategies and tactics will be discussed for identifying your high potential prospects and reaching them effectively.

**11:45am – 1:00pm**

**Fashion Show Lunch!**

**1:00pm – 5:00pm**

**TRADE SHOW**

40<sup>th</sup> Anniversary Specials like you haven't seen since 1970!!

**5:00pm – 6:00pm**

**Vendor Tear-down**

**5:30pm – 6:30pm**

**Past President's Meeting**

**6:30pm – 7:30pm**

**Cocktail Hour**

**7:30pm – 10:30pm**

**INSTALLATION DINNER (semi-formal)**

Enjoy a relaxed evening with live jazz, a little ceremony and a lovely dinner with your peers.

**TUESDAY, November 9, 2010**

**8:00am – 9:00am**

**Breakfast buffet**

**8:30am – 10:00am**

**NACS presents "Store of 2015"**

The road ahead for college stores has plenty of curves and not so many directional signs. However, the National Association of College Stores (NACS) Foundation project—The College Store of 2015—conducted by Retail Forward offers a list of imperatives for college stores that want to improve their positioning for future success. The goal is to develop tools and resources to help stores transition from today to tomorrow—enabling them to become dynamic campus retailers serving their campus communities in new and innovative ways.

**10:15am – 11:15am**

**Spotlight On Success**

Your turn to share what has been successful and gotten results at your store!

**11:30am – 12:30pm**

**Round Table Sessions**

- Customer Service
- Additional Revenue Sources
- Publisher Issues
- First Timers
- Book Buyback
- Great Promotions