



MACS Times

SUMMER 2011

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

MACS MINI-NARS

Education is a key to success and the MACS Mini-Nars are a perfect fit for the summer. Educational and fun, MACS Mini-Nars this summer will cover Textbook Rentals, Digital Content, Engaging Faculty, Hot Products & Services and Bringing them back after the Freshman year!! Mini-Nars also give you time to network with your peers over a great lunch and have the added bonus of a STORE TOUR!!

Take advantage of this chance to discuss these topics (and more!) with your college store industry peers. MACS is offering three opportunities to participate in focus group discussions.

Though facilitated, these discussions will be participant-driven sessions to discuss current events and trends in the college store industry. Come prepared with your questions, comments, ideas, praises, complaints, frustrations, and solutions. As long as we keep it constructive, you can even bring an ax or two to grind.

All sessions run from 10:00 AM - 3:00 PM.

The registration fee is \$20 per person which includes lunch.

Summertime is here and it's easy to do a MACS Mini-Nar! Sign up today at one of the 3 great locations:

- Gettysburg College - July 15
- Grove City College - July 19
- Philadelphia University - July 26

Please allow us to provide adequate meeting space and accurately prepare lunch by sending your contact information and which session you are attending to Dave Hammersmith at daveh@nacscorp.com or phone 800-622-7498 (x-2222)

Do not worry about payment right now. You can bring your payment (make checks payable to MACS) with you to the session or MACS can invoice your store.

Register Today!



David Hammersmith, MACS Education chair welcomes Bill Rainey, Vice-President to a summer Mini-Nar session

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The MACS TIMES is a benefit for the members.



Please share this copy.

Circulate to:

The newsletter may also be found on the MACS web site, www.macs.org.

FIRST NATIONAL STUDENT DAY

The first National Student Day on October 6 is an opportunity for college stores to promote student volunteerism and social responsibility through a variety of store-based events. National Student Day will generate foot traffic and offer promotional opportunities to endorse other materials or programs, while providing a chance to build relationships with students outside of commerce and gain positive exposure.

NACS member stores and vendors have received e-mails detailing the association's efforts to organize the project. The web site, www.nationalstudentday.com, features a free downloadable marketing toolkit with the necessary materials to plan and promote a successful program.

For a nominal fee, NACS is also offering a starter kit through The NACS Store that includes 100 wristbands, posters, and more.

For more information, contact NACS Public Relations Director Charles Schmidt at (800) 622-7498, ext. 2351, or info@nationalstudentday.com.

Oct 6th, 2011

CREATE BETTER relationships...

AND MORE FOOT TRAFFIC!

Host a National Student Day event on Oct. 6!

LEARN MORE