



MACS Times

OCTOBER 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.

FEATURED GUEST SPEAKERS

Don't miss the MACS Annual Meeting and Trade Show in State College, PA November 5-8! The meeting will be packed with informational sessions, and will offer stimulating store tours as well as professional networking opportunities in an informal and festive atmosphere. Bring lots of business cards and purchase orders!

Tony Ellis is the Chief Knowledge Officer for the National Association of College Stores. He directs the development and implementation of professional development programs and publications including an industry-specific series of self-directed learning books, face-to-face training, online courses and self-directed learning modules. Tony also directs the educational program for CAMEX (the association's primary annual conference). His responsibilities have been expanded to include setting direction for, and then implementing and guiding the development of the NACS Knowledge Center; he is charged with implementing knowledge management systems and processes for NACS and its members. Under his guidance, NACS has developed the College Store Competency Model. Tony also manages the NACS Certified Collegiate Retailer program.

Dave Elchoness is co-founder and CEO of Tagwhat, a new media company specializing in a unique social media technology. Dave has been advising companies and individuals for years after a career practicing law and serving as a Fortune 200 executive. He will speak about the present and future role of social media, location-based social media, and other emerging technologies on university campuses and for retail in gen-

eral. He will offer practical suggestions and answer the audience's questions.

Randy Stejskal is the Vice President and Founder of College Store Design, a Division of Nebraska Book Company (NBC). Randy is credited with design and development of several collegiate fixture lines that include College Store Design's Signature Collection, and NBC's Neebo brands: the Urban Collection and the Sophistic Collection. Additionally, Randy is an Officer of Nebraska Book Company, Inc.

Matt Supko is the Technology Director of the American Booksellers Association which is a not-for-profit organization devoted to meeting the needs of its core members (independently owned bookstores with retail storefront locations) through advocacy, education, research, and information dissemination. The ABA actively supports free speech, literacy, and programs that encourage reading.

Tony Caputo is a Television Reporter for the Channel 12 News New Jersey, a 24-hour cable news television channel and author of the guide book, "NO! I'm Watching Foot-ball! Your Guide to a Successful Football Watching Relationship". Tony is also a two-time New York Emmy Award Winner for live television field reporting. He has been in the broadcasting field for more than 20 years. Although Tony has spent nearly a quarter century covering news stories, he's spent even more time simply being a football junkie! Tony spends every Sunday of the pro football season glued to his television, watching the game he loves with a passion! His book is filled with great football-related stories that any one, in any walk of life can relate to.

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