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## LETTER FROM THE PRESIDENT

Dear Fellow Members and Colleagues,

Where has the time gone? I find I am asking myself and my staff this question with increasing frequency. It is hard to believe that our annual meeting and tradeshow at the beautiful Embassy Suites- Columbus Airport was more than three months ago! I really enjoyed seeing so many of you at this gathering, and I hope that it was as much of an educational experience for you as it was for me. I am so proud of my fellow board members for planning and executing such a successful event. One of the most exciting aspects of the meeting was the Fashion Show presented by Zen Genius. Stacey Mulinex from Columbus State Community College and students from a local Columbus high school, Ft. Hayes really took the OACS Fashion Show to a whole new level. It was fantastic and a lot of fun! Proceeds from the silent auction went towards supporting Ft. Hayes and their music program. We also had a FUNdraising event at BD's Mongolian Grill with guest grillers Terri Hudson, former OACS President and David Ding, OACS Treasurer, with proceeds going to the NACS Foundation. In addition to sharing a lot of good times, we also tackled some tough issues at the Fall meeting. Tony Ellis from NACS presented a fresh perspective on the College Store of 2015 and great ideas and discussions developed in both the Textbook and the General Merchandise Roundtables. A big thanks to all those who participated!

CAMEX is right around the corner! Will your store be attending? I would like to personally invite you to the OACS reception on Sunday night at Lucky's Pub. We will be embarking on a two year partnership with the Michigan Association of College Stores starting at the CAMEX reception. Our next joint gathering will be the Fall Joint Meeting and Tradeshow in October 2011 at Sawmill Creek Resort followed by a 2012 Joint Meeting and Tradeshow in the Detroit area. We are very excited to collaborate with this great group of people. In our changing industry, it seems like the perfect time to build new relationships and create opportunities for sharing ideas and creating solutions for your store. We are very fortunate to work in an industry where idea exchanges and best practices are encouraged to be shared from one store to the next. We will have an exciting and dynamic program that you will not want to miss. And please don't forget, scholarships are available! Wishing you a fantastic spring...

See you in Houston!

*Julie Banks*  
OACS President



## OACS STUFF

### UNIVERSITY OF DAYTON BOOKSTORE EARNS NATIONAL RECOGNITION

DAYTON, Ohio — The University of Dayton Bookstore has been named the first-ever Collegiate Retailer of the Year by the National Association of College Stores Foundation, which recognizes the highest level of collegiate retailing excellence in the United States and Canada.



Judging was based upon six criteria: campus connection, academic support, customer commitment, shopping experience, workplace culture and profitability.

"The University of Dayton Bookstore has held staff accountable to the highest standards possible; developed key relationships with faculty, students and administrators; is creative with merchandising; uses new and emerging technologies; created an exciting and inviting store environment," said DeAnn Hazey, NACS Foundation executive director.

The NACS said the University's application was exceptional and would serve as the model for future applications. The NACS also singled out bookstore director Julie Banks for her work in staff development and creating programs and services to both support the academic mission and make the business profitable.

"I believe the biggest reason we stand out is our level of service; we really do try to make service paramount and grow our relationships on campus and in the community," Banks said.

Such relationships have resulted in student internships at the bookstore ranging from security positions for criminal justice majors to marketing and graphic design positions. The bookstore partners with other University offices to create and support programs such as alumni catalogs, a gift shop for the library's annual Nativity scenes exhibit, book signings, a grad fair for seniors and open houses for prospective students, campus cookouts and family reading events with popular children's book characters. The bookstore has even taken children's reading events into local schools.

"With all the changes in the book industry, with more alternatives available for acquiring textbooks, we strive everyday to make books more affordable," Banks said. "We're going to continue to work hard to save students money. That's one of our responsibilities."

Two recently implemented Web applications highlight these cost-saving measures. The first allows students to use one site to compare University of Dayton bookstore textbook prices against multiple textbook providers and makes it easier to order from any vendor. The second application is a textbook rental program.

Other textbook achievements include the successful implementation of an in-store rental program, increased eTextbooks availability and an online program for ordering, packaging and picking up textbooks. As a direct result of these initiatives, the bookstore saved students more than \$183,000 during the 2009-10 academic year.

"All of these programs were implemented, not necessarily with sales in mind, but rather with a focus on students by lowering their costs and providing a high level of customer service," said Ken Soucy, the University's director of purchasing.

The bookstore operates four campus retail operations: the main bookstore, the School of Law bookstore, the Tech Shop and Flyer Spirit on Brown Street. It employs 12 full-time staff members and between 65 and 120 students throughout the year, depending on seasonal demand.

Visit the bookstore online at <http://bookstore.udayton.edu>.

The NACS will present the bookstore with the award and \$5,000 on Saturday, Feb. 26, at the Campus Market Expo, the college store industry's largest educational and buying show, held in Houston, Texas.

## OACS STUFF

# Camex

## Campus Market Expo 2011

### Ohio & Michigan Association Reception

If you are attending CAMEX, we hope you will join us in Houston for the Ohio and Michigan Association Reception. A great chance to mingle with new and old friends! Hope to see you there!

Camex Reception Information:

When: Sunday, February 27th, 6:30-8:30pm  
Where: Lucky's Pub, 801 St. Emanuel Street, Houston, TX 77003  
<http://www.luckyspub.com/>

Walking Directions: George Brown Convention Center  
1001 Avenida De Las Americas,  
Houston, Texas 77010 - (713) 853-8000

Head northeast on Avenida De Las Americas toward Walker St about (apprx 1 minute)  
Turn right at Rusk St (about 4 minutes)  
Turn right at St Emanuel St  
Destination will be on the left

**Please RSVP to Pam Oler, if you will be attending. [psoler@bgsu.edu](mailto:psoler@bgsu.edu)**

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### Thank You For Your Support

During our Fall Meeting in Columbus last October funds were raised for two worthy causes...

1. \$500 was raised for the NACS Foundation at the fundraiser event held at BD's Mongolian Grill. Special thanks to the guest grillers Terri Hudson and David Ding.
2. \$763 was raised during the silent auction and a check was sent to the Ft. Hayes High School in support of their music program. Thanks to the high school group for the music during the fashion show, thanks to all the members that kept out-bidding each other and raising the money higher and MANY, MANY thanks to the vendors who provided the ever-so-popular items that were auctioned off.



## OACS STUFF

Results from some of the OACS 2010 Fall Meeting Evaluations have been tallied up and here is what you had to say...



### CAMPUS STORE IDEA EXCHANGE

1. Rate the subject matter: Excellent **44%**, Good **56%**
2. Was the material covered appropriate for the class: Strongly Agree **25%**, Agree **75%**
3. Does the material covered have practical value: Strongly Agree **37%**, Agree **63%**
4. Was there an appropriate amount of material covered in the class: Strongly Agree **13%**, Agree **87%**
5. How well were the objectives accomplished: Excellent **33%**, Good **67%**
6. Rate the effectiveness of handouts/audio-visuals: Excellent **17%**, Good **36%**, N/A **57%**
7. Should this topic be presented in the future: Yes **94%**, No **6%**



### VISUAL MERCHANDISING (presented by Joe Baer)

1. Rate the subject matter: Excellent **81%**, Good **19%**
2. Was the material covered appropriate for the class: Strongly Agree **67%**, Agree **33%**
3. Does the material covered have practical value: Strongly Agree **77%**, Agree **23%**
4. Was there an appropriate amount of material covered in the class: Strongly Agree **61%**, Agree **36%**, Neutral **3%**
5. How well were the objectives accomplished: Excellent **71%**, Good **29%**
6. Rate the effectiveness of handouts/audio-visuals: Excellent **71%**, Good **23%**, N/A **6%**
7. Should this topic be presented in the future: Yes **100%**
8. Was the presentation clear and logical: Strongly Agree **77%**, Agree **23%**
9. Did the instructor answer all of the questions satisfactorily: Strongly Agree **64%**, Agree **43%**, Neutral **4%**

Comments for the Joe Baer Presentation included...

- \* Great presentation & good source of ideas.
- \* Not enough time for his presentation - could have listened to him for another hour.
- \* AWESOME PRESENTATION!
- \* EXCELLENT!
- \* Too long, ran over but great. Maybe should have been scheduled longer.
- \* Nice Presentation!
- \* Great!

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*Below are the results of our "Bookstore Survey" conducted at the 2010 OACS Fall Meeting. More detailed information will be available on the OACS website shortly.*

STORE TYPE:           **18** Institutional                      **1** Private                      **0** Other

Does your bookstore currently offer textbook rentals    **18** YES    **1** NO

Does your bookstore sell digital textbooks **10** YES        **8** NO

Does your bookstore have an ecommerce site        **13** YES        **4** NO

Does your bookstore offer a textbook reservation program        **7** YES        **12** NO

What is your standard return period during RUSH (not counting add-drop periods)

**0** no return    **0** 1-3 days from start of classes    **7** within a week from start of classes        **11** within two weeks from start    **0** other

After standard returns period do you allow return with an add/drop slip        **11** YES        **7** NO

Does your bookstore have a facebook page (this is for bookstore only, not college site)        **12** YES    **6** NO

Does your bookstore conduct every-day buyback        **10** YES        **8** NO

Does your bookstore conduct buyback at remote locations        **8** YES        **11** NO

Does your bookstore sell books through 3rd party online sites such as amazon.com, half.com, etc.

**2** YES    **15** NO

Does your bookstore sell custom clothing (where you do the printing) **4** YES        **15** NO

Is your bookstore a member of a buying group    **16** YES        **3** NO

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### Futures Theater Offers Look at Proactive Stores

Fifteen college stores that received \$1,000 College Store of 2015 Investment Grants from the NACS Foundation through their state or regional association will show how they used the money in a series of videos on display in the Futures Theater at CAMEX.

The Futures Theater, located next to the NACS Foundation Booth on the first floor of the George R. Brown Convention Center in Houston, TX, will air the videos on a wide screen via the Foundation's YouTube channel. Attendees can drop by the theater at any time during CAMEX hours and select which videos to view.

The videos depict the many ways in which the grant recipients put the College Store of 2015 concepts to work with the help of students on their campus. Other videos at the Futures Theater will include the series featuring how the Florence O. Wilson Bookstore at The College of Wooster, Wooster, OH, planned and implemented small changes with a big impact last year and a loop with information about various NACS resources and programs. Attendees will also be able to access the Foundation's College Store of 2015 microsite containing checklists, articles, ideas, and advice.

### Onsite Auction Just for Apparel Items

Ten apparel companies have donated credit memos just for the NACS Foundation's Onsite Auction, which will take place only during CAMEX 2011 in Houston, TX.

All 10 of the donors are participating in *The College Store* magazine's 16th annual Fashion Show, sponsored by My U, on Feb. 26.

Bidders can place or check bids on the display boards at the NACS Foundation Booth on the first floor of the George R. Brown Convention Center. Bidding will close at 10 a.m. Tuesday, March 1. Winners can either pick up their credit memos at the booth or they will be e-mailed after CAMEX.

### New at the Hub: Test Drives, iPads, More

The NACS Opportunity Hub will host several new events and activities during CAMEX 2011 in Houston, TX.

**Test Drives**—Attendees can take a 30-minute spin through a specific NACS program or resource to learn more about them and how to use them. Test Drives cover the Certified Collegiate Retailer (CCR) program; using financial benchmarking presentation templates; creating an annual report using the NACS template; and ways the store can help advance student learning on campus.

Eleven Test Drives (topics are repeated at least once) are scheduled on Sunday, Monday, and Tuesday. Check the daily schedule for times and use the Daily Planner to add them to your own schedule. All attendees who stop by for a Test Drive will be entered into a drawing for a prize related to that particular Test Drive.

**Author Meet & Greet**—Laura Dodd, author of *Dig This Gig: Find Your Dream Job—or Invent It*, will be on hand for Meet & Greet events with attendees on Monday at 8:30 a.m., 11 a.m., and noon. Dodd will discuss her new book, which features advice from twentysomethings on how young people can build passion into their career. Copies will be given away at each hour-long Meet & Greet.

**iPad survey**—Several iPad devices will be available for members to try out, while at the same time filling out a quick, six-question survey for NACS. Those who complete the survey will be entered into a drawing to win one of the iPads.

**CCR bulldog giveaway**—The Certified Collegiate Retailer program will give away several small plush bulldogs. Attendees can enter the drawing at the Hub with a special card included in the CAMEX welcome bag. On Tuesday, the grand prize will be a large plush bulldog with a skateboard.

Also in the welcome bag will be a scratch-off postcard featuring discounts on products and services at The NACS Store. A number of items, including several new and upcoming products, will be on display for attendees to browse.

Attendees can also pick up this year's collectable CAMEX pin while visiting the Hub, which will be located near the registration area just inside the trade show floor on the first floor of the convention center. NACS staff will be at the Hub to answer questions about member benefits and other NACS programs and services. There will be several chairs and ta-

## NACS CORNER

bles where attendees can relax, as well as a charging station for electronic devices.

### **Swap Your Baseball Cap at Reception**

Instead of swapping tee shirts this year, those attending the Opening Night Reception on Friday evening are invited to bring a baseball cap with their school logo to trade with another attendee.

The cap swap not only salutes the reception's location at Minute Maid Park, home of the Houston Astros, but also NACS President Carol Miller's enthusiasm for baseball. Information on where and when the cap swap will take place will be provided at the reception.

### **Give and Get Ideas at Unsessions**

Attendees can share successful ideas and pick up lots of new ones at the Unsessions "discussion" space, new at CAMEX this year.

On Friday and Saturday, flipcharts will be set up in the third-floor lobby near the educational session rooms. During breaks, attendees are welcome to jot down ideas or insights on five topics: engaging students in the store; faculty/store relations; telling your store's "story"; displays; and store events and sales.

NACS volunteers and staff will be on hand to assist or answer questions. Unsession ideas and comments will be compiled for posting on [www.camex.org](http://www.camex.org) after the show.

### **Grand Finale Date Is Really Feb. 28**

Some CAMEX attendees may have received registration packets in the mail that include Grand Finale tickets with the wrong date. The event will be held Monday evening, Feb. 28. Tickets with the incorrect date are still valid for entry to the event.

### **Retail Tour Moves to Montrose**

The Retail Learning Tour scheduled for Thursday, Feb. 24, in Houston, TX, will explore the eclectic mix of independent retailers in the hip Montrose neighborhood rather than the Uptown Park development.

Tour facilitators Joe Rollheiser and Colleen Olexiuk from the University of Alberta Bookstore, Edmonton, Canada, decided the Montrose stores, whose customers are largely young adults, would offer more ideas and inspiration for college stores to borrow and adapt. The area is known for its diversity and emphasis on arts and music. Shops sell apparel, jewelry, vintage items, arts and crafts, music, giftwares, and books.

Notification of the venue change was e-mailed to those already registered for the tour. The tour will leave the George R. Brown Convention Center at 1 p.m. and will return by 5:30 p.m.

The Retail Learning Tour still has openings for additional participants. The fee is \$55. Interested individuals can sign up on site the day of the tour.

### **Coupons, Audio Tours, More on Houston Site**

The Greater Houston Convention and Visitors Bureau has a special CAMEX 2011 microsite to help attendees and exhibitors learn more about what to see and do while in Houston, TX.

The microsite at [www.visithoustontexas.com/micro-sites/camex](http://www.visithoustontexas.com/micro-sites/camex) includes a welcome video from rockers ZZ Top, a calendar of local events, and a link to discount coupons for restaurants, city transportation, and sightseeing.

There are also links to free, downloadable, audio walking tours for the iPod, MP3 player, iTunes podcast, and cellphone, with maps included. An interactive map shows recommendations for restaurants, entertainment, and shopping.

Additional links provide information on a variety of Houston sights and how to obtain tickets, including the Houston City Pass, which offers discounted admission to museums and other attractions.

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### Lutz, Hayward Added to Author Panel

Lisa Lutz, author of the bestselling *Spellman Files* humorous mystery series, and her former boyfriend, poet David Hayward, will join authors Craig Johnson and Sarah Vowell on the Book & Author Mega Session panel at CAMEX 2011 in Houston, TX.

Mystery writer Harlan Coben had to cancel his appearance due to a scheduling conflict.

Lutz and Hayward, who both live in San Francisco, collaborated on *Heads You Lose*, an unusual mystery novel set to debut in April. In the book, the pair takes turns writing a "he said, she said" account of the main characters, two marijuana-farming siblings who find a dead body, minus its head.

Lutz has earned numerous awards for her five books about the quirky Spellman clan of private investigators, and she's now working on a sixth due out in 2012. Hayward, who's also a musician and an astrologer, has published four volumes of poetry in addition to running an editorial business in Healdsburg, CA.

For more about the authors, who are appearing courtesy of Penguin Group (USA), go to [www.lisalutz.com](http://www.lisalutz.com) and [www.davidhaywardinc.com](http://www.davidhaywardinc.com). For more about their upcoming book, go to [www.headsyoullose.com](http://www.headsyoullose.com).

The Book & Author Mega Session will be at 3:30 p.m. Friday, Feb. 25, at the George R. Brown Convention Center. A book signing will follow. For details, go to [www.camex.org](http://www.camex.org).

### Session Handouts Now Online

Handouts for many CAMEX 2011 educational sessions are now available at [www.camex.org/handouts](http://www.camex.org/handouts). More are expected to be posted prior to CAMEX.

Session descriptions on the CAMEX web site also link to the handouts for those sessions. Some sessions have multiple handouts; others have none.

In an effort to make CAMEX as "paper-lite" as possible, hard copies of handouts will not be distributed in the session rooms at the convention center. Attendees who want to view handouts during sessions should download or print them before coming to Houston.

Handouts will also be available online after CAMEX.

### Trade Show Now the Biggest Ever

Store buyers will have a lot more territory to cover in CAMEX this year. The 2011 trade show in Houston, TX, will be the largest in the history of the event, exceeding last year's record-breaking show in Orlando, FL.

The 2010 exhibition featured 151,200 sq. ft. of vendor booths, but the upcoming show has grown to 155,500 sq. ft. A total of 708 companies will exhibit, with a couple dozen companies on the waiting list. To aid buyers, the show will be open a total of 23 hours, more than in recent years.

The exhibitor list and booth map are updated regularly at [www.camex.org/buyer/tradeshow/directoryfloorplan.aspx](http://www.camex.org/buyer/tradeshow/directoryfloorplan.aspx).

Booth maps were included in the January/February issue of *The College Store* magazine and in the CAMEX Program, which can be picked up in the registration area at the convention center.

### NACS Foundation Online Auction Open for Bids

More than 150 packages are on the bidding block for the NACS Foundation Online Auction, which opened Feb. 8 and will continue through March 15 at 5 p.m. Eastern.

This year, no credit card is needed in order to register to bid. You can also view all the packages before registering. Packages feature a wide variety of store merchandise, such as apparel, jewelry, electronics, spirit and graduation items, books, and gifts; store displays and merchandising aids; credit memos and freight credit; point-of-sale system modules; services for store design, secret shoppers, and loss prevention; registration for NACS events, including CAMEX 2012; and four "dream" vacations.

To participate, go to [www.biddingforgood.com/auction/AuctionHome.action?vhost=foundationauction](http://www.biddingforgood.com/auction/AuctionHome.action?vhost=foundationauction) and click on Register to sign up to bid. You can return as often as you want to check or add bids.

Details about receiving e-mail updates on bids, donating items or cash, referring friends, and shipment of win-

## NACS CORNER

ning bids are available on the auction site.

The Online Auction helps support the NACS Foundation's initiatives and education programs for the college store industry.

### Registration Is Open for Online Courses

Registration is being accepted for three upcoming NACS online courses.

Launching Your Social Media Presence is a one-week course from March 21-25, with a registration deadline of March 18. Charting Your Course to 2015 and Beyond will be from April 4-8, with a deadline of April 1.

The one-week courses cost \$75 for NACs members and \$105 for nonmembers. Registration, open until March 18 for the Social Media course and until April 1 for 2015 and Beyond, is available at [www.nacs.org/educationevents/online/oneweek.aspx](http://www.nacs.org/educationevents/online/oneweek.aspx).

The five-week Principles of Course Materials Management is from April 18-May 20. The cost is \$495 for members and \$595 for nonmembers. The registration deadline is April 6 and is available at [www.nacs.org/educationevents/online/fiveweek.aspx](http://www.nacs.org/educationevents/online/fiveweek.aspx).

### Benchmarking Overview Now Available Online

The Benchmarking Overview is a list of objectives and outcomes designed to help college stores compare one area of your business to that of another or one area of your business to the same area of your business in another year. The Overview, available at [www.nacs.org/research/benchmarking.aspx](http://www.nacs.org/research/benchmarking.aspx) provides college stores with tips and actions to take to identify successful practices within the college store, determine where processes need more attention, and become part of a larger benchmarking initiative.

### Put the Campus Relations Toolkit to Work

The end of the spring semester is a great time to summarize your accomplishments for the just-concluded academic year and communicate your store's value to your campus.

NACS has developed the Campus Relations Toolkit, available to full-member stores only, providing practical tools to gain insight into the perceptions and concerns of important constituent groups, develop a plan of campus relations and outreach initiatives to create closer alliances, and communicate with constituents more effectively.

The toolkit will raise the visibility of your college store among university decision-makers and create positive perceptions of the store's value to the campus community. Items included in the toolkit are an annual report template, sample annual reports, and more.

For information, go to [www.nacs.org/toolsresources/mcr/campusrelationstoolkit.aspx](http://www.nacs.org/toolsresources/mcr/campusrelationstoolkit.aspx).

**camex**  
Campus Market Expo 2011

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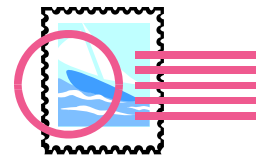
**camex**  
Campus Market Expo 2011

**February 25 - March 1**  
George R. Brown Convention Center  
Houston, TX



**One Mission, One Vision**

Pam Oler, Secretary  
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*The OACS Newsletter is published three times per year. The editor & board reserve the right to edit any and all material submitted to OACS for publication in the Newsletter. The Newsletter is automatically emailed to attendees of our OACS Fall Meeting. Others can get on the mailing list by submitting your full name, institution, position and email address. If you would like to submit ideas, stories, requests for future issues, please email the editor.*

Deadline for submissions are as follow...

- \* Jan 31 for Spring Edition
- \* May 31 for Summer Edition
- \* Sep 30 for Fall Edition

Please direct all submissions to... Email: [administrator@oacsohio.org](mailto:administrator@oacsohio.org)

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