

## October 2023 CSANC / SCACS Meeting Agenda

BEACH COVE, Myrtle Beach, SC

**10/2/23**

Registration Table Open (starting at 1 pm)

**2:00 – 2:30 Welcome/Ice Breaker – Cookies Provided Rm G**

Let's start this meeting off right! We will do a quick icebreaker and say hello to new and old college store industry friends. Don't forget to grab a yummy cookie!

**2:30 – 3:15 Maintaining Your Independence: Strategies & Tactics to Limit/Prevent College Store Outsourcing (Educational Session - Presented by ICBA) Rm G**

In this session, we will provide and review a detailed "Healthy Store Checklist" ICBA has developed for independent stores to use as a self-assessment tool to help discourage campus administrators from even considering outsourcing. The session will help you to gain a competitive advantage by identifying key areas that the college store chains tend to focus on when making their case to campus and how you can make a great case for self-operation.

**3:30 – 3:45 NACS (National Assn of College Stores) Update Rm G**

Join NACS staff for an engaging session on the ever-evolving landscape of the campus retail industry. Gain valuable insights on hot topics, trends, challenges, and opportunities that can drive impact and shape the future. Plus, time may be available for thought-provoking discussions and sharing your store's experiences

**3:45 – 4:30 Eight Strategies for Staying Strong and Independent (Educational Session - Presented by NACS) Rm G**

The possibility of an institutional store being outsourced to a contract-management company is an area of concern for many independent store managers. How do you show your campus community that your store is indispensable to institutional success? This session examines eight ways stores can stay strong and independent, including relevant campus store standards and store perspectives that contribute to greater success.

**6:00 – 9:00 On-site dinner catered by Beach Cove & Entertainment: Tropical Jammers Foyer on 2<sup>nd</sup> Floor**

- Hospitality/Network room open **Rm 204**

**10/3/23**

**8:00 – 9:00 Breakfast catered by Beach Cove – Tradewinds Café**

**9:00 – 9:30 Parade of Vendors during catered breakfast – Rms ABCD**

**9:30 – 12:00 Vendor Tradeshow**

CSANC/SCACS Show specials, Place orders, and network with Vendor members. Be sure to stop by each table to learn how our vendors can support your store.

**12:15 – 1:30 Lunch catered by Beach Cove – Rms E & F**

**1:00 – 1:30 SCACS – Business Meeting (during lunch)**

**1:45 – 2:30 What's Hot in General Merchandise? (Educational Session - Presented by ICBA) Rm G**

Independent college stores thrive by exchanging ideas and sharing success stories with trusted peers. In this session, ICBA will facilitate an open group discussion about specific products or product categories that are driving sales and customer interest. Attendees are strongly encouraged to bring actual product samples to the session for a fun "show and tell." ICBA will also share product and category ideas from discussions with Vendor Partners who are reporting strong sales success through college stores. Let's help everyone benefit from what's hot!

**2:45 – 3:30 Attracting & Engaging Customers All Year (Educational Session - Presented by NACS) Rm G**

To get your customers' attention, a campus store uses a range of promotional tools. Forbes.com notes that "Creating an amusing and memorable experience can lead to better engagement and repeat interactions" (5/3/2023). How does your store create those experiences? What tools are you using? One way to attract and engage customers is to develop (and build on) an annual marketing calendar for planning and tracking upcoming opportunities, campus events, and store promotions. In this facilitated roundtable, you will work with peers to create a seasonal calendar that works for your store and share your innovative, successful ideas too.

**3:30 – 4:00 CSANC – Business Meeting**

**5:45 Be in the lobby ready to board the bus!**

**6:00 – 10:00 Off-site dinner/bowling (transportation provided)**

- Hospitality/Network room open **Rm 204**

**10/4/23**

**8:00 – 9:00 Breakfast ticketed – New Board Meeting SCACS Town Center**

**9:15 – 10:00 Textbook / Course materials Strategies (Panel Discussion)**

Several stores will lend their expertise by taking part in a panel discussion regarding textbook/course material strategies in our ever-changing industry. Let's take a closer look at what can help make your textbook department successful! Topics will vary but are not limited to Used Books, Digital Options, Department Processes, Alternate Course Materials, Sell-through best practices and so much more!

**10:00 – 10:15 Farewell Drawing**

**10:15 – 11:00 Board Meeting SCACS – CSANC 2022 - 2023**