



from Ordinary to EXTRAORDINARY

Greetings CSANC members,

As our industry continues to experience rapid change, I am awed by the resilience each of you have shown in the daily challenges we experience. Your ability to adapt to these changes in textbook options, students buying habits and increasing competitors daily entering our industry is amazing. To face the challenges now and in the future, we must fully understand our operations and whether our daily decisions have a positive or negative effect on the bottom line. We must keep up-to-date by taking advantage of both formal educational sessions as well as networking with our industry peers. CSANC offers the opportunity for you to do both during our upcoming 2015 annual meeting, which will be held October 25-28 in Durham.

This year's sessions are designed to give you the foundation tools to build a strong and prosperous store. No matter how technology has changed the face of our industry, it is still important to understand the financial side, form partnerships, build relationships, and continue to tell our story.

I want to encourage each of you to attend our annual meeting and look forward to seeing you in Durham.

Best regards,

Donna Morris-Powell