

CAMEX

Campus Market Expo 2008



CAMEX 2008 is right around the corner! RATEX Business Solutions will be presenting several sessions on Saturday, March 1, 2008. In addition to sessions presented by RATEX Business Solutions, several CAMEX sessions include a presenter from a RATEX client or RA Board Member. A detailed description of each session is below.

We hope to see you there!

Date	Time & Location	Session Description
Saturday March 1, 2008	8:30 a.m. – 9:30 a.m. 203A Henry B Gonzalez Convention Center Block 6, Session 6-19	<p>"Release 36A Overview: Get Ready for the Exciting Changes to VisualRATEX!"</p> <p>If you have VisualRATEX, you need to join us for this session! We will be providing an exciting overview to the changes in the VisualRATEX release 36A. Some of the new enhancements that will be covered are the Open Item Accounts Receivable, the enhanced General Ledger report writer, a retail benchmarking tool, our web Order Fulfillment module, and several General Merchandise enhancements to replenishment.</p>
Saturday March 1, 2008	10:00 a.m. - 11:00 a.m. 203A Henry B Gonzalez Convention Center Block 7, Session 7-19	<p>"The Complete Cycle : Web Orders and VisualRATEX"</p> <p>This exciting session will review the brand new VisualRATEX Order Fulfillment software. The software will allow you to import web orders into VisualRATEX and track them throughout the fulfillment cycle from creation to shipping.</p>

Saturday March 1, 2008	1:00 p.m. - 2:00 p.m. 203A Henry B Gonzalez Convention Center Block 8, Session 8-19	"A Review of the General Merchandise Buyer's World in VisualRATEX" This session will be a complete review of the new and improved replenishment features added to the General Merchandise software and numerous other enhancements.
Saturday March 1, 2008	2:30 p.m. - 3:30 p.m. 203A Henry B Gonzalez Convention Center Block 9, Session 9-19	"New and Exciting Changes in the VisualRATEX Accounting Software" This session will cover the enhanced General Ledger Financial Report Writer and the new Retail Benchmarking tool. We will also review the enhanced Accounts Receivable module, including scholarships and grants, payment processing and client tracking.

The following CAMEX sessions include a presenter from a RATEX client or RA Board Member.

Date	Time & Location	Session Description
Friday February 29, 2008	1:00 p.m. – 2:00 p.m. 213A Henry B Gonzalez Convention Center Block 3, Session 3-04	"One Hit Wonders...Emotional Rescue...What's Next?" Presenter: Dean Wendland, UCSD This session will focus on products and practices designed to enhance the concepts of building margins through emotional branding. The NACS Retail Edge Committee will provide specific examples of how emotional branding can both increase profits and strengthen your community relationships. Each member of the committee will demonstrate several successful ideas that you can take back to your store to create excitement and sales. Bring your dancing shoes, this session is guaranteed to be fun!
Friday February 29, 2008	1:00 p.m. – 2:00 p.m. 210A Henry B Gonzalez Convention Center Block , Session	"Turbulent Times: An Update on our Legal Landscape" Presenter: Marc Fleischaker, Esq. RA Board Member These are indeed turbulent times we live in. After a short break from CAMEX, Marc returns to give his ever-popular update on the litigation and other legal developments that are impacting higher education and

		collegiate retailing. This is your chance to hear from and pose questions directly to NACS' expert legal counsel.
Friday February 29, 2008	2:30 p.m. – 3:30 p.m. 212A Henry B Gonzalez Convention Center Block 4, Session 4-05	<p>“Navigating Your Way to a New Store Retail System”</p> <p>Presenter: Nick Karvia, Fullerton College</p> <p>Selecting a new store retail (POS) system can be quite a task, and not something you do every day. Learn from someone who has just recently completed the task and gain insight on the RFP process, evaluating vendor information, and determining the best fit for your store. You will discuss the general features of store systems and questions you should ask vendors. You will also hear a case study that will help shed light on the entire process--selection to implementation. You'll go home with information, a sample RFP, handouts of resources, and confidence!</p>
Friday February 29, 2008	4:00 p.m. – 5:00 p.m. 210B Henry B Gonzalez Convention Center Block 5, Session 5-03	<p>“Better Business through CRM: Building a Data-driven Marketing Program”</p> <p>Presenter: Thomas Romantic, Cornell University</p> <p>It's all about the customer! And strengthening your relationship with them leads to long-term success. The Cornell Store has developed a data-driven marketing program that may offer a framework for other stores. Come learn how this store built its customer database and e-mail communication tools. Find out how they are building "loyalty" among student customers by providing personalized textbook value propositions, and enthusiasm within unique customer segments such as prospective students, parents of new students and more. Using analytics to identify profitable customers and strengthen your offers to them drives sales and profitability.</p>
Friday February 29, 2008	4:00 p.m. – 5:00 p.m. 214A Henry B Gonzalez Convention Center Block 5, Session 5-07	<p>“Igniting Your Store With Dynamic Displays”</p> <p>Presenter: Anicia Esposito, University of New Mexico</p> <p>Looking for a way to ignite your windows and fire up your displays? Then join winners of the 2006 Dynamic Display Contest to find out the methods behind their success. You'll hear about where to find ideas for your next display, how to use displays to strengthen relationships with other campus departments, and how to work with limited space and small budgets. This session will inspire regardless of store size.</p>

<p>Saturday March 1, 2008</p>	<p>8:30 a.m. – 9:30 a.m.</p> <p>214C Henry B Gonzalez Convention Center</p> <p>Block 6, Session 6-07</p>	<p>"Engaging Employees: Creating a Culture of Service Where Everyone Wins"</p> <p>Presenter: Lara Konick-Mann, University of Washington</p> <p>Hear how various stores are reaping the rewards of outstanding customer service. You'll find out about recognition programs with proven results--for the customer, the employee, and the store. The Duck Store at University of Oregon will share their "GIFT" ("Greet", "Inform", "Finish the details", and "Thank you") program. Coupled with treating customers well is an affirmation program that recognizes individual team members for providing great service whether to the customer or to internal team members. The program is simple, motivating and fun. University of Washington's "Way to Go" program is a multi-level rewards program implemented by department managers for outstanding service. For anyone along the spectrum--from facing the challenges of downsizing to managing a large and diverse team--this session will demonstrate how to create an organization-wide program that fosters consistent and quality customer care. This session is a presentation of the NACS Human Resources Task Force.</p>
<p>Saturday March 1, 2008</p>	<p>8:30 a.m. – 9:30 a.m.</p> <p>212B Henry B Gonzalez Convention Center</p> <p>Block 6, Session 6-05</p>	<p>"The 7 (or is it 8?) Simple Rules for Inventory Control"</p> <p>Presenter: Jason Katzman, , University of Colorado-Boulder</p> <p>There are many ways that the inventory of a college store can get out-of-control. This session will explore the things that can go wrong and how to fix them. Learn to identify inventory control problems and practical solutions! You will leave with some best practices for textbooks, general books, and general merchandise.</p>
<p>Saturday March 1, 2008</p>	<p>8:30 a.m. – 9:30 a.m.</p> <p>213A Henry B Gonzalez Convention Center</p> <p>Block 6, Session 6-06</p>	<p>"The Ever-changing Health Science Store: "Film at 11!" "</p> <p>Presenter: Ina Spinks, University of British Columbia</p> <p>The Health Science Stores Steering Committee hosts this sharing of ideas on the challenges health science stores are currently facing and the strategies stores are using to find solutions. Let's work together to discover new business opportunities to remain relevant and thrive.</p>

<p>Saturday March 1, 2008</p>	<p>10:00 a.m. – 11:00 a.m.</p> <p>210A Henry B Gonzalez Convention Center</p> <p>Block 7, Session 7-01</p>	<p>“Be a Textbook Here: Begin a Campus Academic Publishing Program”</p> <p>Presenter: Jennifer Berry from BYU</p> <p>In this presentation you will learn how both small and large stores can start, administer, and leverage an Academic Publishing/Partnership Publishing program. Learn how to take custom publishing to a new level and to use campus partnerships to effectively develop and sell course materials. Effectively using partnership publishing will improve the position of your store with students, faculty, administration, and other campus partners. You will see several examples of low cost and high quality bookstore-published texts. Come learn how your store can use this model to secure a position in the delivery chain.</p>
<p>Saturday March 1, 2008</p>	<p>1:00 p.m. – 2:00 p.m.</p> <p>214A Henry B Gonzalez Convention Center</p> <p>Block 8, Session 8-04</p>	<p>“Being Green: Meeting the Needs of Your Socially-conscious Customers”</p> <p>Presenter: Darrell Kane, University of Waterloo</p> <p>The campus environment for "greenness" has never been stronger. What was once considered solely the purview of "tree-huggers" or a passing fad is now a conscious expectation of everyday consumers. From sustainability initiatives to green products and processes, higher education and college stores are working to change how they do business. In this session, you will learn some of the driving factors behind this sweeping movement, hear about a collection of industry-wide initiatives, and gain insight from a college store professional on the pros and cons and "being green."</p>
<p>Saturday March 1, 2008</p>	<p>1:00 p.m. – 2:00 p.m.</p> <p>212A Henry B Gonzalez Convention Center</p> <p>Block 8 , Session 8-01</p>	<p>“Document Imaging: A Business Opportunity for All Campus Stores”</p> <p>Presenter: Ben Stoddard, BYU Idaho</p> <p>Document imaging is often referred to as "going paperless". It is the process of taking business related paper documents and making them available in digital form. Document imaging is perceived as being an expensive and complex process that only the "Big Guys" do. In this session you will hear how a store, no matter what size of operation, might implement document imaging by combining the use of widely-used technology with a store's system software. This session will use the BYU-Idaho University Store and it's system software, Visual Ratex, as a case study of how</p>

		to produce a solution that will fit your needs at a reasonable cost.
Saturday March 1, 2008	1:00 p.m. – 2:00 p.m. 213B Henry B Gonzalez Convention Center Block 8 , Session 8-02	<p>Love 'em or Leave 'em: Understanding Students' "Relationships With Course Materials"</p> <p>Presenter: Margie Whiteleather, Cornell University</p> <p>If you think you already know how students feel about textbooks and course materials, you may be in for a surprise! This session will reveal the results of a recent survey sponsored by the NACS Foundation which focused on student attitudes and buying habits of textbooks and course materials. NACS research staff will highlight key findings from the study, including data on student usage of electronic/digital textbooks and electronic learning aides. In addition, college store personnel from two campuses who participated in the study will discuss the ways in which they utilized their store's results.</p>
Saturday March 1, 2008	1:00 p.m. – 2:00 p.m. 210B Henry B Gonzalez Convention Center Block 8 , Session 8-07	<p>"Store Renovations from A to Z ("Architects" to "Zero Problems")"</p> <p>Presenter: John Turk, CCR, UCSD</p> <p>Many college stores have been in existence and untouched for 10, 20, 25 years. How do you convince the right people that your store needs to be updated every 5-10 years? How do you estimate time, costs, scope, and space needs for such a project? Whether you're considering a routine update or trying to justify one or working to redesign to new consumer expectations—this session should be on your list to attend! Two experts in college store design are joined by one of the most innovative campus retailers of our time to give you the information you need to build your case and address the most pressing issues for today's projects.</p>