

MACS 48<sup>th</sup> Annual Meeting and Buying Show  
Nov. 4-6, 2018  
Nittany Lion Inn  
State College, PA

**DAY 1 – NOVEMBER 4, 2018**

8:00 a.m. to 4:00 p.m. **Registration**

8:00 a.m. breakfast set up

8:30 - 9:50 **Welcome/General Session** – Welcome by MACS President-Elect Carrie Rose, CCR, and kick-off presentation by Joe Battista, former Penn State University Hockey Coach and motivational speaker.

10:00 - 11:00 Breakout sessions

**Text:** Inclusive Access panel: providers, store success stories

Talk with representatives from RedShelf, Verba, and other providers and schools who have successfully implemented Inclusive Access. Learn from their successes – and failures – and implement or improve your Inclusive Access program.

**Merchandise:** Visual Merchandising Primer with ICBA's Paula Haerr

Join us for a virtual Visual Merchandising Tour of stores from across the country. Basic concepts in creating great displays will be reviewed as our session facilitator Paula Haerr focuses on First Impressions, Pet Peeves, Fundamentals, and Solutions that make up the visual impact you have on customers

11:10 - 12:10 **Breakout sessions**

**Text:** Educational Publishers Enforcement Group

Publishers, textbook distributors, and stores have joined together to eliminate counterfeit textbooks from the marketplace. Learn Anti-Counterfeit Best Practices to take back to your store.

**Merchandise:** Trend Chat with ICBA's Paula Haerr

Want to hear about the top hot trends in the marketplace? Paula Haerr will share her insights into some of the leading product trends as heard from buyers from around the country. You can also get into the act by bringing your best-selling products to show off to other attendees. Share the success! Whatever's hot, bring it on for this fun and interactive session.

12:15 – 1:45 **Author Luncheon** – Joe Battista

Joe will inspire you to explore and discover your passions and purpose using a practical approach from his new book, *The Power of Pragmatic Passion: 7 Common Sense Principles for Achieving Personal and Professional Success*. Pragmatic Passion is a comprehensive program designed for people of all stages of life. By applying the 7 Common Sense Principles of Pragmatic Passion you will be able to achieve personal and professional success, leading to a more joyful and fulfilling life. Joe will sign books afterwards.

### 2:00 – 3:15 **Breakout Sessions**

**Text:** Member to member, facilitated by Nikki Hernandez

**Merch:** Member to member, facilitated by Pete Salce

**Member-to-Member K-12:** Michelle Tipton

3:20 - 4:30 **General Session:** The value of Data: How your campus store can win by the numbers, Mark Palmore, Managing Director, Campus Advisory Services, a division of Nebraska Book Co., Inc.

Success in today's campus store is driven by many factors. One of the most important is knowing your data and how to use it to your advantage. Knowledge of your data can give you the ability to plan for your future and develop successful strategies that will positively impact your store and your institution. In this session you will learn how effective and impactful use of data can be an important tool. You will leave this session with ideas on how the use data can help your store meet the needs of today's college students. Your campus store will win if you play by the numbers!

### 4:45 – 5:30 **Vendor Showcase**

Get a sneak peek of new products and show specials from your favorite vendors.

### 6:00 - 9:00 **Opening Night Tailgate Party**

Show that you're "In it to Win It" by joining in on some "Minute to Win It" games while enjoying classic tailgate food and drinks, and of course, famous Penn State Creamery ice cream! Music and entertainment provided by DJ "And We Danced".

## **DAY 2 – NOVEMBER 5, 2018**

8:00 a.m. to 4:00 p.m. **Registration**

8:00 a.m. breakfast set up

### 8:00 - 8:50 **Breakfast and Business Meeting**

Stay up-to-date with MACS and learn what the MACS Board has been up to since last year's meeting.

### 9:00 – 10:30 **General Session** - Rick Capozzi, Preparing for an Active Shooter

Increasingly and unfortunately, mass killings are in the headlines and are a concern to many organizations. Would you know how to respond if you heard shots fired? There are many steps that can be taken to increase your odds of survival if you should have such an incident. In this program you will:

- Review strategies recommended by Homeland Security
- Create a heightened level of situational awareness
- Discuss the numerous response considerations and how to choose the most appropriate option for your scenario
- Develop a survival mindset

### 10:40 – 11:30 **General Session** – Rick Capozzi, How's Your Memory?

Rick will lighten up the mood by sharing this comical yet educational presentation on how our memory works – or doesn't work – and how to improve your memory. Don't forget to attend!

**11:30 – 12:45 Lunch and Fashion Show**

Check out the latest styles from all of your favorite vendors!

**1:00 - 5:00 Buying Show**

**1:00 – 5:00 Course Materials Stadium**

**6:00 – 7:00 Cocktail Hour**

**6:00 – 7:00 Past Presidents’ Meeting, by invitation only**

**7:00 – 8:30 Installation Banquet**

**8:30 - 10:30 Music/dancing by “And We Danced” Entertainment**

**DAY 3 – NOVEMBER 6, 2018**

**9:00 – 10:30 Breakfast and NACS Foundation Session** – Industry Trends and legal update, made possible by an educational grant from NACS Foundation

**Industry Trends and their Impact on Your Campus Store** - Higher education, collegiate retail, and the students we serve are all shifting. This session provides insight into the state of campus store performance, student consumers, and the business of course materials. Based on financial and operational research, Student Watch and Faculty Watch studies, and the monthly Student Panel Surveys—all conducted by OnCampus Research—this session will give you context and metrics for ensuring your store’s operation and services are on track.

**Legislative Update** — A member of the NACS Government Relations staff offers an overview of relevant federal and state level activity that has an impact on the industry.

**10:30 – 12:00 Tour of Downtown College Shops** – College Ave. in downtown State College is lined with stores selling Penn State merchandise and books. Let’s take some time to check them all out!

**12:00 2019 Program Committee Lunch**