

THE NAME

The name of this non-profit incorporated voluntary trade association shall be Middle Atlantic College Stores, Inc.

"Middle Atlantic" shall be defined as the region comprised of Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, and West Virginia.

MISSION STATEMENT

MACS is an association whose mission is to develop and enhance the professionalism and profitability of its members.

VISION STATEMENT

Middle Atlantic College Stores strives to provide educational opportunities and member services while encouraging and developing each individual's professionalism and leadership skills. As a volunteer association, MACS seeks to create a nurturing community where members can learn, teach and network in a supportive and collaborative environment.

OBJECTIVES

The association shall promote the general improvement of college stores within the Middle Atlantic region and advance professional growth of its membership. The association shall promote business practices that will be beneficial to the membership of the association as a whole. The association shall facilitate the exchange of information among and extend assistance to members, thus their efficiency. The association shall encourage a cooperative spirit in the business affairs of its members and endeavor to foster a fraternal spirit among them.

MEMBERSHIP

Membership eligibility shall extend to those retail stores within the Middle Atlantic region whose primary business is the retail sale of books, supplies, and/or other merchandise to students and faculties of educational institutions. Membership eligibility shall also extend to those firms, including independent sales representatives, whose business is the sale of goods and services to stores defined above.

Retail stores, outside the Middle Atlantic region may become members of the association upon the submission of a properly completed application form, payment of current dues, and approval by majority vote of the Executive Board at one of their scheduled meetings.

Life Memberships may be granted to individuals who have given outstanding services to the association, or to the college store industry, by majority vote of the Executive Board at one of their scheduled meetings. Life Members are entitled to all the rights and privileges of regular members of the association, except voting rights do not extend to Life Memberships.

A branch store whose parent store is already a member of the association may become a member in its own right upon payment of the current annual dues, and approval by majority vote of the Executive Board at one of their scheduled meetings.

A member may be dropped from the Association, and/or individuals representing members may be barred from association activities, by a majority vote of the Executive Board for non-payment of dues, or lack of proper business or personal decorum as defined by the Executive Board.

Membership resides with the stores and firms specified in this Article, and not with individuals, except in the case of Life Memberships.

Admission to membership is by majority vote of the Executive Board at one of their scheduled meetings.

LOOKING BACK; 45 YEARS OF MILESTONES

In the late 1960's, a group of pioneering members of the college store industry began discussions about forming an association in the Middle Atlantic region. As a result of these early discussions, over 200 postcards were sent to survey the college bookstores in the area. Based on the positive feedback from that survey, an organizational meeting was held on October 28, 1969, at the Governor Morris Inn, Morristown, New Jersey. As a direct result of this meeting, on April 13, 1970 the Middle Atlantic College Stores Association (MACS) was born! The new association was to serve Delaware, District of Columbia, Maryland, New Jersey and Pennsylvania. James Dawson initially served as chairman and the following year he was elected the first president of MACS. Annual dues were set at \$15. In a significant departure from other associations of its kind, MACS founders decided that vendors should be accepted on an equal par with store members.

By March 22, 1972, 160 MACS members attended the spring meeting and the treasury held \$2,339.07. It was also about this time that MACS members, always conscious of the need for member education, created the one day educational sessions aimed at the frontline staff. Coined "Mini-Nar" by some creative MACS Members, these sessions continue to be an important part of MACS member education efforts and have been emulated by other organizations.

The mid-70's brought more change. West Virginia was unanimously approved as a new member state in 1973. "You in the Spotlight," an annual sharing of ideas and expertise at each spring regional meeting, premiered in 1974. The 1974 fall show at Hunt Valley offered room rates at \$23 for a double bed room and a twin bedroom rate of \$14. About this time the original Constitution was also updated to meet the changing needs of the membership. It was this new Constitution that made the Vice President automatic Program Chair. The association continued to deliver excellence in service to its members and by 1975 needed an annual dues increase from \$15 to \$20.

The late 1970's saw MACS reaching out beyond its geographical borders. The MACS Publisher Relations Committee joined with their colleagues in the College Stores Association of New York for ongoing discussions with representatives of the publishing industry. The committee made numerous visits to major publishers in New York to bring them first-hand store issues and to identify solutions and opportunities. The focus was to work with the publishers to eliminate as many problems as possible for both parties and to enhance their working relationship.

In the spirit of sharing expertise and knowledge, MACS produced its first Salary Survey. In 1979 the first annual, fall meeting "Officer Exchange" with the California Association of College Stores took place. Finally, in keeping with the changes in the industry, membership approved a fiscal year change from a calendar year to May 1 through April 30.

The tenth anniversary meeting was held at the Downingtown Inn in Downingtown, PA and stressed positive management. The commitment to management excellence continued through a new program of Management Development Workshops geared to store managers. It was at this time that the possibility and desirability of incorporation was first mentioned at an Executive Board meeting.

MACS was no longer a fledgling organization. In the spring of 1981 it was decided that MACS would conduct its own fall meeting and would no longer hold them in conjunction with NACS. To support the independent efforts, the dues were increased to \$35 annually. The treasurer, now handling an annual budget of \$53,300, was bonded.

By the early 1980's, MACS founders began to retire from the industry. In recognition of their commitment and dedication to the college store industry and to MACS, Honorary Life Memberships were presented to Past Presidents James Dawson, Carrothers J. Moore and Martin J. Nolan. By this time in its history, MACS had grown to the point that 650 people attended the meeting at the Philadelphia Marriott, and the Trade Show boasted 200 tables.

In 1982, under the direction of President Paul Hanke, the MACS Special Project Committee created a 36 page Advertising Manual. The manual was designed to assist with store advertising to promote merchandise sales and profits. The brochure offered timeless advice such as "Don't be afraid to experiment with new advertising ideas and techniques, and don't be afraid to use your own imagination."

After much discussion and debate, MACS was finally incorporated in the state of New Jersey in January 1985.

The National College Stores' CSREF Epic Trust campaign began in 1987, and MACS members approved a pledge of \$4,000 for a 2-year period. This commitment was renewed for 2 more years in 1989 for a cumulative contribution of \$8,000. By 1994, the total MACS contribution to CSREF would reach \$10,500.

For the first time in the history of MACS, a special session, exclusively for vendors was held from 11 am to noon on October 16, 1986, the day of the trade show. A renowned psychologist and associate professor in the department of education at SUNY, Brockport spoke about many topics affecting sales people.

At the 1987 spring meeting held at the Hershey Pocono Resort, Sy Solomon was presented with the first President's Ring. The year engraved on the ring is the year the president's term ends. Former past presidents were invited to attend the fall 1988 meeting in Hershey, PA and were presented their President's Rings.

In the spring of 1988, annual dues were increased to \$50. And, by the summer of 1989 a No Smoking Policy was instituted for all MACS functions, board meetings, committee meetings fall and spring regional meetings. The officer retreats were replaced with a full one-day board meeting.

In the early 1990s MACS members were thinking of their past as well as their future. In June 1990, a scholarship fund was established to honor MACS' past presidents. This fund, designed to support the education of MACS members, was officially named the James C. Sampson and renamed in 1993 to the Past Presidents Scholarship Fund.

As job pressures for industry members intensified, it became clear that the growing association needed some administrative assistance. In the fall of 1990 the first contract was signed for professional office management services.

The 1991 fall program held in Hunt Valley, MD showcased an amusing guest author who was self employed and spoke about his book, How to Work for a Jerk! The entertainment following dinner featured a student theater group from Essex Community College who performed their rendition of Godspell.

The December 1991 President's Retreat introduced the idea of a super regional show with potential neighboring regions such as New York, New England, Ohio and West Virginia. It was decided that this was not the proper time to explore the super regional concept.

Education continued to be an important goal for MACS. An audio/video lending library was begun in the summer of 1990. In the fall of 1991, twenty-seven people attended the first MACS bonus session, A Byte of Technology, at Tamiment, PA. At the same time, MACS donated \$1,200 to NACS' Continuing Education Center Capital Campaign. The contribution was recognized through an etched glass MACS logo on the wall at the new center commemorating contributors.

At the February 1992 meeting MACS Manager of the Year and Outstanding Vendor awards were introduced. Teresa Schutte, Manager of Essex Community College Bookstore, Baltimore MD, and Walter Wolff from Double J were honored as the first recipients.

By 1993, the MACS Board structure had changed. Under the old structure, committee chairs reported to a liaison on the Board. The new structure eliminated the layer of liaisons allowing committee chairs themselves to hold a position on the Board.

On March 2, 1993, Lorraine Earley of Macmillan Publishing was given the honor of becoming the first recipient of the very prestigious Jared C. Halverson Award. This award is given in recognition of service excellence and dedication to the college store industry. This award was created in memory of Jared C. Halverson who served the college store industry and MACS without equal.

A strategic planning session was attended by the Board and members of the Long-Range Planning Committee in Hershey, PA in May 1994. The goal was to develop a long-range strategic plan for MACS. The MACS mission was redefined; "MACS is an association whose mission is to Develop and Enhance the Professionalism and Profitability of its members." MACS strengths and weaknesses were identified and a long-term strategic plan was developed to enhance the strengths and eliminate the weaknesses.

On the eve of MACS' 25th year anniversary, more than 750 people attended the 1994 Fall Meeting. As the 25th anniversary dawned in 1995, the Middle Atlantic College Stores, Inc included a total membership of more than 475 stores and companies. Its members were part of the national level of leadership and its meetings were stimulating and educational. Its significance was recognized nationally by the industry.

In the fall of 1995, the MACS Board was restructured again. The old structure consisted of eleven (11) Executive Board members. The new Executive Board's profile consisted of twelve members, immediate past president (ex officio), president, president-elect, vice president, secretary, treasurer, and six individuals elected "at-large" by the membership (these six serving as committee chairs). As an ex officio member, the immediate past president does not have a vote. The "Officers of the Association" were determined to be president, president-elect, vice president, secretary, and treasurer.

On September 30, 1997, the domain name was established. Luckily, www.macs.org was available. The fall show in 1997 at Penn State provided the opportunity for attendees to look and have a hands-on demonstration of the website. Imprinted pencils with the website address were distributed at the MACS trade show booth.

After years of board debate, at the October 1997 Executive Board meeting, the board voted to send to the membership a ballot vote regarding one or two MACS meetings. The Board sent the recommendation to eliminate the spring meeting and to make the fall meeting more meaningful. 341 ballots were sent to the membership; 170 were returned with 163 voting yes and 7 voting no. This vote represented 46% of the vendor membership and 54% of the bookstore members. Because of this vote, the annual meeting would be a fall meeting, trade show, and installation of officers. Therefore, the February 1998 spring show would be the last spring meeting and trade show.

As reported at the February 15, 1998 annual meeting the membership was 367 strong which consisted of 183 stores, 167 vendors, 4 past presidents, 13 lifetime members.

The first MACS at NACS event was held at on Friday, April 17, 1998 before the Opening Night Reception at the Westin Hotel in Indianapolis, IN. This event was so successful that at the May 1998 board meeting the officers and board members decided that MACS at NACS would be an annual event.

The MACS Mini-Nar conducted in the summer of 1998 addressed the “Mysteries of the World Wide Web.”

At the Fall 1998 Executive Board meeting, it was decided that retiring past presidents and/or those leaving the industry would automatically become lifetime members of MACS. Additionally, the board voted to change the MACS fiscal year to be January 1 through December 31.

For the fall 1998 Annual Meeting, MACS acknowledged the changes in the industry and the way bookstores do business. A roundtable discussed textbooks reservations. The session was facilitated by Edith Baron, Bloomsburg University; Ed Biertempfel, Clarion University; Terry Griffith, Indiana University of Pennsylvania and Tom McPherson from Slipper Rock University.

MACS continued to attract new attendees and the Fall 1999 show in Lancaster, PA welcomed 24 first-timers to the show.

In the early spring of 2000, the Communications Committee conducted a survey to discover how progressive the MACS region was in regard to selling textbooks on-line. The organization polled 132 stores: 111 or 83.3% of the stores responded. Twenty-two stores or 19.8% stated “Yes, selling online” and 89 or 80.2% responded “No, not selling on-line.”

With the new expanding internet and website competitors the June Mini-Nar was a “how to do” session regarding textbook reservations.

As MACS approached the new millennium, it began the process of designing and updating its logo. This was a very laborious process with many false starts and design rejections. The new logo was introduced at the 35th anniversary show in 2005.

In January 2002, the MACS Officers and Board accepted an invitation from the College Stores Association of New York State (CSA-NYS) and College Stores Association of New England, Inc (CSNE) to participate in combined meeting in New York State. Thus began the joint collaboration of the Super Regional Meeting with educational sessions and a full day buying show for the three associations.

In 2003, MACS began extending an invitation to the presidents of the College Stores Association of New York State (CSA-NYS), College Stores Association of New England, Inc (CSNE) and the Ohio Association of College Stores to attend its annual meetings.

The spring issue of MACS TIMES was the first issue done in full color and the winter 2003 issue was the first to be made available electronically. In October 2007, the MACS Officers and Board decided the *MACS TIMES* would be printed and mailed only for Past Presidents and Lifetime Members who were no longer in the industry.

At the 2004 Annual Fall Meeting in October, MACS served as a testing site for the newly created CCR (Certified Collegiate Retailer) certificate program for the National Association of College Stores (NACS).

The CCR was designated to measure the expanding body of knowledge used in today's college store operations and to set professional standards in an industry of increasing complexity and completion.

For the Fall 2005 Annual Meeting, MACS implemented the educational sponsorship program which provided any MACS member (vendor, store or individual) the opportunity to donate event sponsorship at a silver, gold or platinum level. The sponsorship provided additional financial funding for the annual Mini-Nars and the Fall meeting and trade show.

In October 2005, MACS celebrated its 35th anniversary in Hershey, PA. Twenty-two past presidents were in attendance for the installation banquet. The membership consisted of 140 vendors and 127 stores. By year end, the treasury held \$96,418.

As the industry and public more fully embraced technology, the next logical step for MACS was to use the World Wide Web to increase its exposure, information and services. So in June 2006, MACS made the decision to contract with a provider to manage the growing website. To reinforce its commitment to financial responsibility and sustainability, MACS made the decision to no longer print a membership directory but to post it on the website where timely updates were possible.

In the fall of 2006, MACS unveiled a new interactive website which provided the membership with the ability to update membership information, pay dues, join the organization and register for the Annual Meeting and Mini-Nars. Within a year, most members had fully accepted the on-line registration concept and were registering for the Annual Meeting via the website.

At the October 2007 Executive Board Meeting, the Long Range Planning Committee identified the need to improve the branding image. One initiative was to add "macs.org" to the MACS logo and to all future show logos.

In a departure from the past, in 2008 MACS, decided to accept sponsorship for specific events or sessions; the donors were recognized in the program and on the website.

Also in 2008 the "Higher Education Opportunity Act" was signed into law, effective July, 2010. As part of this far-reaching bill, Congress included a section on making textbooks more affordable to students. The bill required publishers, faculty and bookstores to work together to support efforts to save students money on textbooks. The effects of the bill were significant for college stores. Greater competition was assured through mandatory early release of ISBN's by the colleges and universities (usually through bookstore websites). There was a strong emphasis on renting books which spawned new national companies devoted to the concept. They were in direct competition with college bookstores for their students' business.

At the 2008 Annual Meeting Joe Venaglia, President of College Marketing Consultants, received the Lifetime Achievement Award.

Taking advantage of the wisdom stated in the 1982 Advertising Manual, "Don't be afraid to experiment with new advertising ideas and techniques..." on December 2, 2008 MACS created a Facebook page and posting. Facebook has been an excellent source of communication and mechanism to post photographs, newsletters and announcements for our membership.

At the March 2009 Executive Board Meeting in Lancaster, PA the board and officers decided to support members who are enhancing their credentials and taking the CCR (Certified Collegiate Retailer) exam. Any member who is taking the CCR exam and attending the Annual Meeting was awarded a \$100 scholarship towards the test fee.

In 2009 as a response to the explosion of electronic communications and social media, the Officers and Executive Board realigned and merged the Education and Merchandising Committees creating the Marketing Committee. As a result the *MACS TIMES* is delivered in an electronic format via an email attachment or an email blast.

The 2009 year-end Treasurer's Report reflected that the organization had a positive cash flow with a slight increase in cash reserves over the previous year. Store and vendor membership was stable with 114 vendors and 102 store members.

April 2010 was the last Super Regional Meeting. The CSNE (College Stores of New England) and CSANYS (College Stores Association of New York State) both decided not to pursue a Super Regional meeting in 2011. As a result the joint collaboration meeting with educational sessions and a buying show ended.

The Fall 2010 election was the first e-election. Stores and vendors voted electronically for the Officers and Board Members.

The Long Ranging Planning Committee identified strategic goals for the continued growth of the organization. The goals were 1) to expand and maintain the membership base, 2) to enhance and expand professional development, 3) to increase membership participation, 4) to improve marketing of the organization, 5) to solidify the financial base and operations expenses.

In November 2010, MACS celebrated its 40th Anniversary in Lancaster, PA. Recognizing this important milestone, the NACS Past Presidents joined in the celebration and concurrently hosted their annual retreat in Lancaster. The opening night reception was a 1970's disco party. Returning for the 40th Anniversary and Installation Banquet were 20 of the 28 living Past Presidents. They were honored and presented with gold medallions. One side featured the MACS logo while the reverse side was engraved with their name and presidential years of service.

Lifetime Membership was awarded to Don Burden, Tim Clifford and Danny Shaffer. Tim Clifford was also presented with the Jared C. Halverson Award to acknowledge his involvement, leadership and commitment to MACS.

In the Fall of 2011, after years of discussion and debate, the Executive Board established the position of Financial Secretary. The primary responsibilities are the collection and deposit of dues and show registration monies, the maintenance of the membership database and being the point person for the annual meeting registration. Lifetime Member and former MACS Officer Danny Shaffer accepted the position of Financial Secretary.

At the 2011 Annual Meeting in State College, PA, the Vendor Lifetime Achievement Award was presented to David and Sandra Rapp of Rapp Packaging. Upon their retirement from the college bookstore industry, Bob Conroy and Lorry McMahan became Lifetime Members.

MACS Member, Joe Venaglia, CSP, was presented the NACS 2012 Humanitarian Award at the CAMEX Meeting in Salt Lake City. He was identified as a man who saw potential and encouraged stores to be successful through truth, trust, traffic and convenience. Also, the Anne Arundel Community College Bookstore was presented the prestigious NACS 2012 Innovation Achievement Award for creating a mobile application that enabled the students to search for books, check prices, and look up buyback values by scanning the ISBNs and more.

The 2012 Annual Meeting returned to Atlantic City and Chuck Shorter was presented the Vendor of the Year Award. As of October 2012, MACS consisted of 200 paid store or vendor members. MACS had 209 “Likes” on its Facebook page.

The association has been feeling the terrific impact of losing members through store leasing. Between 2012 and 2015, 28 institutional or student association stores were lost to lease operations.

In conjunction with the release of a brand new and greatly upgraded website, a new MACS logo was adopted in 2014. The 2014 Annual Meeting in Turf Valley, MD was the first show to process all of its show registrations on-line. While there were some challenges, the process went generally well. This first annual meeting in Maryland in many years at Turf Valley Resort had 183 attendees. The association’s membership consisted of 85 stores and 105 vendors.

On March 8, 2015, the Treasure’s Report reflected healthy MACS finances, with \$14,667 in the checking account, \$50,743 in the Contingency Fund and \$10,000 in the James C. Sampson and Past Presidents’ Scholarship Fund.

In November 2015, MACS celebrates its 45th Anniversary Meeting and Show at the Lancaster Marriott and Convention Center. The theme will be “Looking Back, Moving Forward”. While members hear of significant challenges to the viability college store industry, many MACS stores and vendors continue to be successful. MACS continues to fulfill its mission to develop and enhance the professionalism and profitability of its members. This would not be possible without the hard work of dedicated volunteers. MACS will continue to create a nurturing community where members can learn, teach and network in a supportive and collaborative environment.

MACS PRESIDENTS

1970 – 1972*	James Dawson	Glassboro State College
1972 – 1974+	Carrothers Moore	Howard University
1974 – 1975*	Martin J. Nolan	Trenton State College
1975 – 1976*	John S. Bischoff	Penn State University
1976 – 1977*	James C. Sampson	American University
1977 – 1978*	Jared C. Halverson	McGraw-Hill Book Company
1978 – 1979*	Robert W. Bell	Lehigh University
1979 – 1980+	Mary L. Bonach	University of Pittsburgh
1980 – 1981*	Stan Jacobs	University of Maryland-Baltimore County
1981 – 1982+	Gilbert M. Schoff	Millersville University of Pennsylvania
1982 – 1983+	Paul Hanke	University of Delaware
1983 – 1984+	Jamie Negron	Howard University
1984 – 1985*	Sy H. Solomon	Middlesex County College
1985 – 1986*	John P. Cassel, Jr.	Temple University
1986 – 1987	William Fitzgerald	William Patterson College
1987 – 1988*	Gerald E. Colver	Lafayette College
1988 – 1989~	Willie Coleman	University of Maryland-Baltimore County
1989 – 1990*	Les Gorell	Wallace College Book Company
1990 – 1991+	Kathrin Platt	Bryn Mawr College
1991 – 1992+	Wilson Myers	Rider College
1992 – 1993+	David Speidel	Drew University
1993 – 1994+	Bonnie J. O'Neill	Marketsource Corporation
1994 – 1995+	Pete Alexander	Indiana University of Pennsylvania
1995 – 1996+	Norm Brown	Student Bookstore, Penn State University
1996 – 1997+	Vicki Morris Benion	Bucknell University
1997 – 1998+	Donald W. Burden	McGraw-Hill Book Company
1998 – 1998	Kathleen K. Grace	Swarthmore College
1998 – 1999+	Carol Mertes-Smith	Delaware Tech Community College, Terry Campus
1999 – 2000+	Tom McPherson	Slippery Rock University of Pennsylvania
2000 – 2001+	Terry K. Griffith	Indiana University of Pennsylvania
2001 – 2002+	Roger DeLarco	East Stroudsburg University of Pennsylvania
2002 – 2003+	Tim Clifford	Write Way Distributors
2003 – 2004+	Frank Henninger	Villanova University
2004 – 2005	Kimberly Wolf	Gettysburg College
2005 – 2006	Lisa Gray	Salisbury University
2006 – 2007	Colleen Heiles	Balfour
2007 – 2008+	Lorry McMahan	Washington & Jefferson College
2008 – 2009	Art Johanson	Nebraska Book Company
2009 – 2010+	Bob Conroy	Neumann College
2010 – 2011	Shirley Landis	Philadelphia University
2011 – 2012	Mary Tutalo	Middlesex County College
2012 – 2013+	William Rainey	Monmouth University
2013 - 2014	Michelle Gaeta Tipton	Glenelg Country School
2014 - 2015	Rich Barnett	CCBC Essex Campus Bookstore
2015 - 2016	Gerry Wood	Salisbury University Bookstore
2016 - 2017	Karen Normann	Muhlenberg College, 'Berg Bookshop

James Dawson served as the Chairman of MACS from 1970 -1971 and from 1971-1972 he served as President of MACS. Carrothers Moore served as President of MACS for two terms. They had the honor of being the only members to serve in the senior leadership role for two terms.

*Deceased

+Retired

~Retired and returned to industry

THE PRESIDENT'S RING

The President's Ring was first awarded to Sy Solomon at the Spring 1987 meeting held at the Hershey Pocono Resort. The ring was originally designed by MACS President Bill Fitzgerald, board member Wilson Myers and Al Lehman of Herff Jones, Inc. The cost of the ring was \$185.22 and was graciously donated by the Herff Jones Company.

All past presidents prior to Sy Solomon were invited to attend the 1998 Fall Meeting at the Hershey Convention Center, Hershey, PA and presented their rings.

The 10K yellow gold ring has a black onyx stone with the MACS logo encrusted on the stone. The initial design had the year engraved on the ring representing the year the president's term ended. Currently, each side is engraved with the presidential years of service; one side the beginning year and the other side the ending year. The inside of the ring is engraved with the word "President" and the president's name.

Currently, the ring is produced by Balfour and presented at the installation banquet.

JARED C. HALVERSON
MACS PAST PRESIDENTS AWARD

The Jared C. Halverson Award was created in January 1993 and is awarded solely at the discretion of the President of MACS to honor an individual who exemplifies the qualities of leadership, involvement, commitment and services are unwavering in the continuous support to MACS that were represented in Jared C Halverson. The award is presented at the installation banquet.

Jared C. Halverson was the director of customer service at McGraw-Hill, the President of MACS in 1977 and one of the founders of MACS. He spent more than 35 years in the publishing industry. Jared joined McGraw-Hill in 1953 as a college representative in the Midwest and retired in 1988 as national director of customer relations. Halverson was instrumental in making MACS an organization with only one type of member, vendors and bookstore equal partners in the organization. Mr. Halverson was the first vendor president of any regional organization.

1993*	Lorraine Earley	Macmillan Publishers
1995+	Mary Bonach, CSP	University of Pittsburgh
1997*	Robert Bell	Lehigh University
1998*	Gerry Colver, CSP	Lafayette College
2001+	Donald W. Burden	McGraw-Hill Higher Education
2003+	Wilson Myers	Rider University
2004+	Anne Eosso	McGraw-Hill Higher Education
2004*	Helen Vannella	McGraw-Hill Higher Education
2005+	Tom McPherson	Slippery Rock University
2010+	Tim Clifford	Write Way Distributors

*Deceased +Retired

HONORARY LIFE MEMBERS

This award was amended in the fall of 1998; when a past president retires and/or leaves the industry they automatically become a lifetime member.

Other individuals who have not served as President shall be granted this award through outstanding service to the organization such as; served on committees for more than seven years; to have faithfully attended meeting of the organization for a span of years; to have promoted the organization through active participation in programs or events; and to have recruited and nurtured new members for the organization. The award is presented at the installation banquet.

+Pete Alexander	*Robert W. Bell
*John S. Bischoff , CSP	+Mary L. Bonach, CSP
+Blair Brant	+Norm Brown
+Louise Bue, CSP	+Donald W. Burden
*John P. Cassel, Jr.	+Tim Clifford
~Willie Coleman	*Gerald E. Colver, CSP
+Bob Conroy	*James Dawson
+Roger DeLarco	*Lorraine Earley
+Anne Eosso	*Les Gorell
+Terry K. Griffith, CSP	*Jared C. Halverson
+Paul Hanke, CSP	+Frank Henninger
*Stan Jacobs, CSP	+Tom McPherson, CSP
+Lorry McMahan	+Carrothers J. Moore
+Wilson Myers	+Jamie Negron
+Willie Nichols	+Bonnie J. O'Neill
*Martin J. Nolan	*Donna Parton
+Kathrin Platt	*James C. Sampson
+Danny Shaffer, CCR	+Gilbert M. Schoff
+Teresa Schutte	+Carol Mertes-Smith, CSP
*Sy H. Solomon	+David Speidel
+Jean Stewart	*Helen Vanella

*Deceased +Retired
~Retired and returned to industry

THE JAMES C. SAMPSON AND PAST PRESIDENTS SCHOLARSHIP FUND

This scholarship was established in the fall of 1990 in the memory of James Sampson who served as the fifth MACS President from 1976-1977 and former director of the American University Bookstore. Jim was a graduate of Syracuse University and began his bookstore career as a student worker. In 1956, after an honorable discharge from the U.S. Army, Jim accepted a position as bookstore manager at American University. He retired after 30 years of service as the director of The American University Campus Store in 1986.

The fund is used to award scholarships to MACS members to attend MACS sponsored seminars and annual shows. The funds are not available for Oberlin seminars, Mini-Nar or the super regional meeting. The membership is encouraged to apply for the scholarship monies. One application from any one store or vendor will be granted for a scholarship in any one year, and no more than two grants will be awarded to personnel from any one store or vendor within a four-year period.

MEETING LOCATIONS

1971	Spring	Holiday Inn West, Harrisburg, PA
	Fall	Downingtown Inn, Downingtown, PA
1972	Spring	Penn Harris Motor Inn, Camp Hill, PA
	Fall	William Penn Hotel, Pittsburgh, PA
1973	Spring	Hotel Hershey, Hershey, PA
	Fall	Penn Harris Motor Inn, Camp Hill, PA
1974	Spring	Hershey Motor Lodge, Hershey, PA
	Fall	Marriott's Hunt Valley, Hunt Valley MD
1975	Spring	Hershey Motor Lodge, Hershey, PA
	Fall	Cherry Hill Inn, Cherry Hill, NJ
1976	Spring	Gettysburg Sheraton, Gettysburg, PA
	Fall	The Host Farm, Lancaster, PA
1977	Spring	Hershey Motor Lodge, Hershey, PA
	Fall	Tamiment Resort, Tamiment, PA
1978	Spring	Lancaster Host Farm, Lancaster, PA
	Fall	William Penn Hotel, Pittsburgh, PA
1979	Spring	Hotel Hershey, Hershey, PA
	Fall	Marriott's Hunt Valley, Hunt Valley MD
1980	Spring	Gettysburg Sheraton, Gettysburg, PA
	Fall	Downingtown Inn, Downingtown, PA
1981	Spring	Carousel Hotel, Ocean City, MD
	Fall	Marriot Hotel, Philadelphia, PA
1982	Spring	Hotel Hershey, Hershey, PA
	Fall	Claridge Hotel, Atlantic City, NJ
1983	Spring	Radisson Hotel, Wilmington, DE
	Fall	Host Farm, Lancaster, PA
1984	Spring	Greentree Marriott, Pittsburgh, PA
	Fall	Marriot Hotel, Philadelphia, PA
1985	Spring	Marriott's Hunt Valley, Hunt Valley MD
	Fall	Resorts International, Atlantic City, NJ
1986	Spring	Hershey Convention Center, Hershey, PA
	Fall	Host Farm, Lancaster, PA
1987	Spring	Hershey Pocono Resort, White Haven, PA
	Fall	Hershey Convention Center, Hershey, PA
1988	Spring	Marriott's Hunt Valley, Hunt Valley MD
	Fall	Sheraton Lancaster Resort, Lancaster, PA
1989	Spring	Pittsburgh Hilton, Pittsburgh, PA
	Fall	Sheraton Lancaster Resort, Lancaster, PA
1990	Spring	Hershey Convention Center, Hershey, PA
	Fall	Sheraton Lancaster Resort, Lancaster, PA
1991	Spring	Marriott's Hunt Valley, Hunt Valley MD
	Fall	Tamiment Resort, Tamiment, PA
1992	Spring	Hershey Convention Center, Hershey, PA
	Fall	Garden State Convention Center, Somerset, NJ
1993	Spring	Embers Inn & Convention Center, Carlisle, PA
	Fall	Sheraton Lancaster Resort, Lancaster, PA
1994	Spring	Hershey Convention Center, Hershey, PA
	Fall	Trump Taj Mahal, Atlantic City, NJ

1995	Spring	Pittsburgh Hilton, Pittsburgh, PA
	Fall	Valley Forge Convention Center, Valley Forge, PA
1996	Spring	Hershey Convention Center, Hershey, PA
	Fall	Garden State Convention Center, Somerset, NJ
1997	Spring	Bally's Casino & Hotel, Atlantic City, NJ
	Fall	Penn State Conference Center & Hotel, State College, PA
1998	Fall	Hershey Convention Center, Hershey, PA
1999	Fall	Lancaster Host, Lancaster, PA
2000	Fall	Lancaster Host Resort, Lancaster, PA
2001	Fall	Lancaster Host, Lancaster, PA
2002	Fall	Eisenhower Inn & All-star Complex, Gettysburg, PA
2003	Fall	Valley Forge Convention Complex, Valley Forge, PA
2004	Fall	Eisenhower Inn & All-Star Complex, Gettysburg, PA
2005	Fall	Hershey Convention Center, Hershey, PA
2006	Fall	Seven Spring Mountain, Resort, Champion, PA
2007	Fall	Harrisburg Hilton, Harrisburg, PA
2008	Fall	Dover Downs Resort, Dover, DE
2009	Fall	Lancaster Host Hotel, Lancaster, PA
2010	Fall	Lancaster Marriott and Convention Center, Lancaster, PA
2011	Fall	The Penn Stater, State College, PA
2012	Fall	Tropicana Casino & Resort, Atlantic City, NJ
2013	Fall	Eisenhower Hotel & Convention Center, Gettysburg, PA
2014	Fall	Turf Valley Resort, Ellicott City, MD
2015	Fall	Lancaster Marriott and Convention Center, Lancaster, PA
2016	Fall	Dover Downs Casino & Hotel, Dover, DE