

Presenter List, Contact Information

FALL MEETING

MID-STATES ASSOCIATION OF COLLEGE STORES
"Piece By Piece We Grow"

- **Textbook Rentals: An Option to Help Control Student Cost**
 - Charlie Rutt, rutt@ucmo.edu
- **Recent Developments in State and Federal Legislation**
 - Abigail Zenner, AZenner@nacs.org
- **F.A.C.E.**
 - Gary Moore, www.garymoore.com
(<http://www.garymoore.com/>)<http://playingwiththeenemy.com>
(<http://playingwiththeenemy.com/>)

- **Developments in Trademark Protection and Enforcement for College Stores**
 - Amy Brozenic, contact is Art Menke, AMenke@LathropGage.com
- **CCR or Bust: The Pros and Cons of Certification**
 - Randal Storm & Kay Farley, Please contact nacs.org for further information
- **Communicating the Value of Your College Store**
 - Randal Storm, Please contact nacs.org for further information
- **Tick Tock Time Management**
 - Michelle Taylor, mtaylor@ucmo.edu
- **Do you Have a Sales-Service Culture in Your Store? & Merchandising Tips & Tricks**
(mall tour)
 - Polly Grapes, pgrapes@SFCCMO.EDU
- **Generational Differences: Connecting the Dots for a Successful Workplace**
 - Kay Farley, kay.farley@washburn.edu
- **Social Media Marketing Demystified and Made Simple**
 - Laura Lake & Shelly Kramer, llake@lauralake.com
- **Digital Books are Gaining Momentum - Are You up to Speed?**
 - Heather Sumstine, hsumstin@jccc.edu
- **What's Next for Campus Retailers: A Glimpse at the Road Ahead**
 - Kathy Grace, please contact nacs.org for further information