

# OUR FUTURE IS BRIGHT!



## CSANC 2025 FALL CONFERENCE

# **Welcome To CSANC**

## **2025**

### **Event Locations/Address:**

**The Conference Center at GTCC (Conference Event):**

**7908 Leabourne Rd, Colfax, NC 27235**

**Embassy Suites Greensboro Airport:**

**204 Centreport Dr. Greensboro, NC 27409**

(7 min drive to Conference Center)

**Top Golf (Monday Night Event):**

**609 Guilford College Rd, Greensboro, NC 27409**

(8 min drive from Hotel)

(12 min drive from Conference Center)

### **Other Dining/Shopping:**

West Wendover Ave (10 min Drive)

McDonalds, Cook Out, Outback, Walmart, Target and etc...

### **Sunday, October 5**

**4pm – 5pm - Registration/ Hotel (Check-in)**

**5pm – 10pm Meet and Greet Hotel bar area**

## **Monday, October 6**

The Conference Center at GTCC

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### **8:00am – 9:00am - Motivational Breakfast (Truist Oak Ridge Rm)**

Welcome ..... William Parry (CSANC President)

#### **Beyond the Task: Creating Purpose-Driven Work**

William H Johnson Jr (aka "Bill" or "The Dream Dean")

Life Design Catalyst Facilitator

Student Success Coordinator (retired)

### **9:10am – 10:00am – Opening Session (Truist Oak Ridge Rm)**

#### **NACS Legislative Update**

National Association of College Stores

### **10:10am – 11:00am – Session #2 (Classroom 130)**

#### **National Assoc. Of College Aux Services (NACAS)**

Angela Peterson, Associate Vice Chancellor for Campus Enterprises

NC A&T State University

### **11:10am – 12:00pm – Session #3 (Truist Oak Ridge Rm)**

#### **Vitalsource Presentation**

John Creed, Senior Sales Executive

Vitalsource

### **12:10pm – 1:00pm – Session #4 (Truist Oak Ridge Rm)**

#### **Teamwork: The Art and Science of Creating an Effective Team Culture**

Sonda Uitermarkt, VP of Membership and Operations

Independent College Bookstore Association

### **1:00pm – 2:00pm – Lunch**

(New CSANC Board Members Elections)

### **2:00pm – 4:30pm – Vendor Trade Show**

### **6:00pm-9:00pm - TopGolf**

Greensboro (609 Guilford College Rd, Greensboro, NC 27409)

*\*Don't forget to stop by the White Boards (Suggestions and Questions)*

## ***Tuesday, October 7***

The Conference Center at GTCC

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### **8:00am – 9:00am – Leadership Breakfast (Truist Oak Ridge Rm)**

Dr. Sonny Kelly  
Instructor of Communications/Speaker/Presenter  
Fayetteville Technical Community College

### **9:10am – 10:00am – Session #5 (Truist Oak Ridge Rm)**

#### **Maintaining Your Independence: Strategies & Tactics to Limit/Prevent College Store Outsourcing**

Sonda Uitermarkt, VP of Membership and Operations  
Independent College Bookstore Association

### **10:10am – 11:00am – Session #6 (Classroom 130)**

#### **Cue the Confetti: Getting More Done with Less**

National Association of College Stores

### **11:10am – 12:00pm – Closing Session (Truist Oak Ridge Rm)**

#### **Finding Revenue for your Store and Campus**

Round Table  
William Parry (CSANC President)  
Shawn Dee (CSANC Vice President)

### **12:00pm – 1:00pm – Lunch**

(Swear in New Members/ Close of Meeting/Door Prizes)

### **1:30pm – 2:30pm – CSANC Board Meeting**

***\*Don't forget to stop by the White Boards (Suggestions and Questions)***

## *Our Stores*

Gaston College

Fayetteville Technical Community College

Pitt Community College

Caldwell Community College

Mitchell Community College

Johnston Community College

Western Carolina University

Davidson College

Southeastern Community College

NC A&T State University

Coastal Carolina Community College

Carteret Community College

Western Piedmont Community College

Elon University

Asheville Buncombe Technical Community College

Guilford Technical Community College

Randolph Community College

Wilkes Community College

Robeson Community College

University of North Carolina at Chapel Hill

Wilson Community College

Sampson Community College

## *Our Vendors*

### Platinum

JBW Group

Vital Source

ICBA

NACS

Dayna Designs

Black Dog Books

Rapp's Packaging

### Gold

Oak Hall

LAD Publishing

College House

Spirit Products

ESY Reps (J. America)

### Silver

Booklog

MBS

Artisans/The College House

Resero Retail Technologies.

The Fanatic Group



# OUR FUTURE IS BRIGHT!

Thank You To All Our Supporters



## CSA NC

College Stores Association of North Carolina, Inc.



**FTCC**  
Fayetteville Technical Community College

 **booklog**

**JBW**  
MARKETING & SALES

**OAK HALL**  
CAP & GOWN

**GTCC**  
GUILFORD TECHNICAL  
COMMUNITY COLLEGE

 **cba**

**VitalSource™**

  
**LAD**

NACS  **Foundation**  
IMAGINE TOMORROW



THE CONFERENCE CENTER

**Blue**  
84

**Zephyr**  
2



 **TEXTBOOKS**

WHOLESALE DIVISION