

# HERE WE GROW

IN KNOWLEDGE & MEMBERSHIP



## CSANC

College Stores Association of North Carolina, Inc.

®

# ANNUAL MEETING AGENDA



Visit our website

[HTTPS://CSAOFNC.COM](https://CSAOFNC.COM)

# Welcome To CSANC

2024

## 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 6**

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

**5pm – 10pm - Hospitality Suite (Each Night)**

# Monday, October 7

The Conference Center at GTCC

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

Welcome .....Terraic Williams (CSANC President)  
Speaker .....Dave Hicks (BlackDog Books)

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

NACS Update ..... Jeff Nelson (NACS)

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

Booklog Update .....Wes Freeman (Booklog)

## 10:10am – 11:00am – Session #2b Classroom 131)

Printing Services (Round Table) ..... Paul Hoecke (UNC Printing)  
Bill Crawford (GTCC Printing)

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

IA/EA .....Cary Atkins (Vital Source)  
Fernando Cuevas (Redshelf)

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

*How Industry Standards Can Take Your Store to The Next Level*

NACS (Your Blueprint for Success) ..... Jeff Nelson (NACS)

## 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 8

The Conference Center at GTCC

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

#### *Using Self-Improvement as a Pathway to Effective Leadership*

Speaker ..... Dr. Shelton Charles (Forsyth Tech)

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

#### *Meeting Customers Where They Are with What They Want*

ICBA (Marketing and Culture of Significance) ..... Jon Bibo (ICBA CEO)  
Kevin Leitner (ICBA)

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

Café and Food Service Table Talk ..... Kristina Rasmussen (WPCC)  
Shawn Dee (GTCC)

### 10:10am – 11:00am – Session #6b Classroom 131)

Expanding Your Tech Center ..... Amber Currin (GTCC)  
Lynn Wilborn (GTCC)

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

#### *What Next for CSANC*

Round Table ..... Terraic Williams (CSANC President)  
William Parry (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

Southeastern Community College

Coastal Carolina Community College

Western Piedmont Community College

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

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# CSANCA

College Stores Association of North Carolina, Inc.



THE CONFERENCE CENTER



WHOLESALE DIVISION

## *Our Vendors*

### Platinum

Oak Hall (Cap & Gown)

NACS

ICBA

### Gold

Vital Source

Red Shelf

Booklog

### Silver

Go Textbooks

LAD Custom Publishing

Spirit Products

JBW Marketing & Sales (BCS/Nike, TRT, MCM, Boxercraft)

Blue 84 / Zephyr Headwear

---

Dayna Designs

Black Dog Books

Willo Labs

Huku Book

Jostens

CI Sport

College House

MBS (Textbook Exchange)

Resero Retail Technologies

Rapp's Packaging

ESY Reps (J. America)

The Fanatic Group

Artisans/The College House

*Thank You For Your Support*