

# BOOKsmarts

A quarterly newsletter from Nebraska Book Company, Inc.

Spring 2002

## CampusHub Generates Explosive Growth for Online College Bookstores

**SINCE NEBRASKA BOOK COMPANY (NBC)** first launched CampusHub almost two years ago, the division reports explosive growth in overall sales for bookstore Web sites from coast to coast. CampusHub was created to provide an affordable and simple solution to competing in the e-commerce arena. The approach has worked well, and now CampusHub provides products and services to more than 500 participating bookstores.

“We are thrilled with the results so far and look forward to continued growth for our family of college bookstore Web sites,” says Mike Kelly, CampusHub President and Chief Operating Officer.

Campus bookstores are tapping into a marketing concept that is exceeding expectations in generated revenue. According to Kelly, students are beginning to take advantage of the opportunity to buy textbooks and other products and services from their store 24 hours a day, seven days a week, via the Internet. The number of registered users has grown by over 1,000% from the Fall 2000 through Spring Rush 2002.

The highest jump in sales reflects the specific times of year that are the busiest for college bookstores:

- Web sales increased by 197% from 2001 to the 2002 Spring Rush
- Web sales increased by 267% from the 2000 to 2001 Fall Rush

Kelly attributes this success to some of the many benefits of CampusHub, which include:

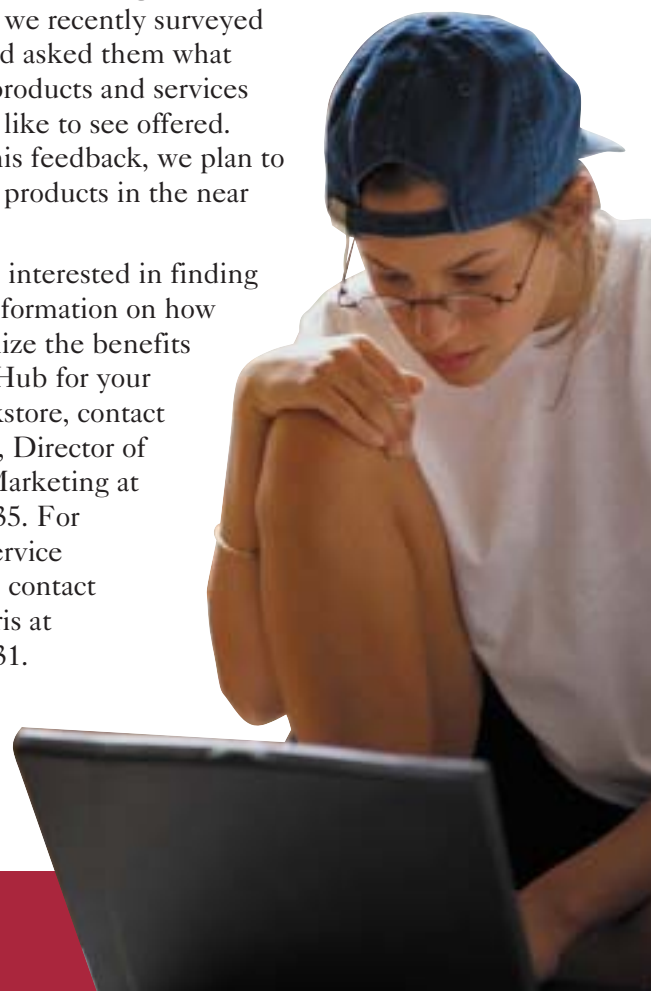
- Pure convenience, including 24-7 shopping for students, alumni and other customers
- Online inventory that expands in-store offerings, including name-brand merchandise such as electronics, music and computer software

CampusHub has recently taken steps to increase its customer service for participating college bookstores. Five servers now work behind the scenes processing customer orders more quickly. According to Cindy Morris, Director of Finance, there is security in numbers – if there is a problem with one server, any one of the additional servers will service the request. Additionally, load-balancing software now provides more efficient order processing when order volumes increase.

“One of our keys to success has been listening to and reacting to the needs of our customers,” said Morris. “In addition to meeting the needs of the bookstores, we recently surveyed students and asked them what additional products and services they would like to see offered. Based on this feedback, we plan to expand our products in the near future.”

If you are interested in finding out more information on how you can utilize the benefits of CampusHub for your online bookstore, contact Kevin Gish, Director of Sales and Marketing at 402-421-0735. For customer service information contact Cindy Morris at 402-421-0731.

**CAMEX Review Inside**



# College Store Design Helps Bookstores Look Good



As you walk down the aisles of your bookstore, are you satisfied with the layout, design and functionality of the space? Can your customers move through the bookstore with ease? Do the interior finishes, fixtures, flooring and signage accurately reflect your bookstore's brand and desired image? Do your customers enjoy their shopping experience?

College Store Design (CSD), formerly College Store Consulting Services, is a division of Nebraska Book Company that offers cutting-edge design consultation as well as fixture, flooring, security, communication and merchandising options. NBC created this division to assist institutionally and privately owned bookstores with their new construction and renovation projects.

"Your bookstore is one of the few facilities on campus that nearly all visitors seek out while touring campus, returning as alumni, or when deciding on an institution to attend. Employing a well-thought-out design strategy will help to ensure that your bookstore meets the ever-increasing consumer expectations, both functionally and aesthetically," says Randy Stejskal, Director of Store Planning for College Store Design.

Today college bookstores are able to increase overall sales by reaching beyond the sale of its core product, the textbook, and offering to its customer many additional merchandise lines. To be truly successful with the sales of these SKUs, the bookstore must convey a positive and exciting image as well as look fresh, clean, current and well merchandised. To assist with this process, College Store Design tracks trends in the fixture industry by traveling the Global Shop, the world's largest annual fixture show, as well as touring the newest cutting-edge retail stores across the United States. CSD also employs the newest high-powered computer systems, paired with sophisticated software to assist in the development of the material and color selection and to communicate with the architect, contractor and fixture companies by sharing computer-aided drawing (CAD) files via e-mail.

"When we design the bookstore in its conceptual phase, we design it in 3-D. This allows us to view the store from any angle, giving us a good, solid idea as to how the finished product will look and feel," says Stejskal.

College Store Design has also partnered with several fixture companies as a

national distributor. This national distributorship status allows CSD clients to purchase fixtures at chain store discounts. But CSD didn't stop with just fixtures. They have also negotiated with other companies for its renovation and new construction needs. These include, but are not limited to:

- Communication, sound and paging systems and installation
- Commercial flooring materials and installation
- Security systems and installation
- Hi-tech media messaging systems
- Office, classroom and common area lounge furnishings and installation
- Quick-ship fixtures such as cashwrap systems and merchandising tables that can be custom finished on a quick-ship schedule
- Stock and custom Slatwall panels

"We took a hard look at the services and needs that we prescribe for the bookstore during a renovation or new construction, and found that we could be of even greater service to our clients by becoming vertically integrated with our products and services," says Stejskal. "We will bring to the table products and services that we know are the best value."

"Bookstore management doesn't have to go through the expensive trial and error process of designing its own bookstore. They can tap into our knowledge of store planning," Stejskal continues. "Bookstore management is busy managing the bookstore."

A current trend that College Store Design is seeing is the physical

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# FEEDBACK

## Customers Visit NBC at 2002 CAMEX Trade Show

Progressive, committed, innovative. Compliments such as these were frequent feedback from attendees who were enticed by Nebraska Book Company's contemporary booth at the 2002 CAMEX Trade Show. NBC proudly displayed its newly designed booth featuring its all-inclusive product line at this year's show.

For 40 years, NBC has had a

strong presence at the CAMEX Trade Show, and this year the company went the extra mile to exhibit its



*Gail Hankins (far left) and Alan Fukui (second from left), Nebraska Book Company representatives, inform attendees about the latest POS programs available for bookstores.*

Store Design and Marketing Services — received accolades from attendees, which thrilled and energized company representatives.

“I was very excited to hear all of the positive comments from people I



*Walt Timmerman (far left) and Ray Noffsinger (far right), Nebraska Book Company representatives, mingle with CAMEX attendees.*

complete line of products and services.

Representatives from the wholesale divisions — Connect2One, CampusHub, PRISM, College

spoke with at the show,” says Mike Kelly, Senior Vice President of Complementary Services. “We are glad to provide tools that bookstore representatives find valuable to their success.”

NBC evolves with the ever-changing needs of bookstores nationwide. New products and services promoted at the show enable stores to stay competitive in the marketplace.

“We were pleased with the outstanding turnout at our newly designed booth this year,” says Barry Major, Chief Operating Officer. “The marketing solution programs we unveiled at CAMEX set us apart from others at the show.”

NBC attends CAMEX year after year to connect with bookstore representatives. The show offers NBC employees an opportunity to speak with current customers and introduce themselves to potential customers.



*Rod Ware, Nebraska Book Company representative, points out features of WinPRISM program to show attendee.*



“We look forward to interacting with long-time customers and building relationships with potential customers,” says Larry Rempe, Vice President of Information Systems.



*Steve Showalter (far left) and Dayton Adams (third from left), Nebraska Book Company representatives, pose for picture with show attendees in front of new NBC booth.*

NBC is dedicated to reaching out and communicating its products and services to bookstores on a daily basis. For bookstore representatives who could not attend CAMEX this year, NBC representatives are available to speak with them personally. Contact your representative today.

Experience the excitement and buzz created by people at the show through these photos!



*Newly designed Nebraska Book Company booth displayed for first time at CAMEX show.*



*Scott Hoover, Nebraska Book Company representative, talks with show attendees.*



*Charles Hullett, Nebraska Book Company representative, points out features of NBC programs to attendee.*

# NBC Marketing Services Creates a Buzz on College Campuses Nationwide

Nebraska Book Company (NBC) is dedicated to helping independent college bookstores succeed. Several marketing endeavors spearheaded by NBC's Marketing Services Division are helping college bookstores gain the market awareness needed to be successful. Through creative campaigns, ongoing marketing support and new Internet technology, you will stay one step ahead of the competition. Read what Marketing Services is working on for you.

## Update on "Got Used" Campaign

NBC introduced the "Got Used" marketing campaign to the college bookstore community in the fall of 2001. The campaign's promotions appeal to students' sense of humor; they are attention-grabbing, fresh messages delivered in fun activities. The mission of this campaign is to increase the number of students who buy and sell back their books at crucial times of the semester.



The buzz is starting to spread through college campuses nationwide. According to Chris Rodgers, NBC Retail Marketing Director, the sweepstakes to win unique prizes is driving students to register on college Web sites in hopes of winning one of the several unique prizes. For example, students have a chance to win a Magic Fingers Vibrating Bed Kit, Nightvision Scope, and Personal Action Figure.



The campaign is scheduled to end with the final sweepstakes giveaway in May. According to Rodgers, the overall goal is to acquire 100,000 online registrations as a result of the sweepstakes.

"This was our test campaign. A new promotion will kick-off in the fall of 2002," says Rodgers.

Planning for the fall campaign is well underway, but Rodgers is keeping his tactics a secret for the moment. Watch for updates on the fall campaign in future editions of *BooksMarts*.

## Marketing Services is Presenter at CAMEX Show

NBC had a strong presence at the CAMEX Show this year, and Marketing Services took an opportunity to showcase new marketing programs that are available to college bookstore managers. Rodgers revealed an exciting new technology at the show: E-Mail Back Office, which is scheduled to be available in early spring.

E-Mail Back Office gives bookstore managers the ability to acquire and build a database of student e-mail addresses. With this information, promotions can be created and sent directly to the store's online customers.

"This service is the first of its kind developed specifically for our industry and NBC," says Rodgers. "We are excited to provide the stores the functionality to do this on their own."

## In-Store Kiosks More Attractive than Ever!

Although in-store kiosks have been available in bookstores for some time, new features provided by Marketing Services will allow you to track customer information and use it to your marketing advantage. New features and benefits include:

- Tracking the number of times and time of day users are logging online
- Identifying sites users are looking at when they log-on

In addition, students can use your in-store kiosk to register for classes, print out class schedules and reserve textbooks for their classes. Students can also send e-mail messages directly from the kiosk.

"This is really incredible. Now, managers can actually track numbers and monitor the interests of their customers," Rodgers points out. "Managers can successfully tailor their future marketing efforts towards customers."

For more information on Marketing Services, contact Chris Rodgers at [crodgers@nebook.com](mailto:crodgers@nebook.com).

# Thank you, Book Doctor

Forget bandages and medicine. Bring in the hot glue. School books with all sorts of aches and pains got a house call this year from the “Book Doctor.”

Nebraska Book Company workers, who specialize in repairing worn books, patched up thousands and thousands of tomes at Lincoln Public Schools this fall.

The Book Company supplied the tools, repair materials and labor – for free. Schools provided books – and gratitude.

“We really appreciated the Book Doctor helping some of our books live to bounce around in another backpack,” says Connie Pieper, media specialist at Belmont Elementary School.

McPhee Elementary School media specialist Christi Grabowski described the process: “The Book Doctor came to McPhee, took over a corner of the media center and went to work. They were able to get more than 150 books repaired and ready for the shelves before noon.”

So what did the Book Doctor save?

“They saved the books,” Grabowski says. “Several of the books would have been discarded if they weren’t repaired. They saved the stories. The older books are not in print and the stories would have been lost to future students.”

Hartley Elementary School media specialist Pam Cassel agreed. “The repairs will help our ‘most loved’ books last for a while longer.”

Doug Moore, a manager at NBC, explained that his wife is a teacher in a one-room school house. “I know that teachers and media specialists have no time to do things like repair books. We thought perhaps we could help the community and save our school libraries a few dollars.”

The Book Doctor has visited more than 30 schools, and plans are to continue the program next Fall.

“It was very rewarding,” says NBC employee Velana Tegley. “You could see how well-used some of those books were, and we saved them.”

## ► College Store Design continued from page 2

placement of the bookstore as a marketing opportunity. According to Stejskal, in the past it was very common to place the bookstore in the back corner of the basement of the Student Union. In recent years, bookstores have been moving front and center, in high foot-traffic areas of the Student Union. By creating an attractive and inviting storefront and interior, bookstores are able to add to their daily traffic count and the traffic count of other services located adjacent to the bookstore.

“We feel the bookstore should take on the same excitement and energy as the stores your core customer likes to shop at the mall,” says Stejskal. “Imagine you have two grocery stores in your community, sitting side

by side. They both carry the same products, but one is new, fresh, nicely fixtured, brightly lit – where are you going to shop?

“We love the excitement of assisting a store to reach its fullest potential and then the knowledge that we’ve helped them be successful,” Stejskel concludes.

For more information on College Store Design, contact Randy Stejskel at 402-421-0725 or [rstejskal@nebook.com](mailto:rstejskal@nebook.com). You may also find additional information and a listing of the products and services available through College Store Design by visiting [www.collegestoredesign.com](http://www.collegestoredesign.com).

## WE WANT YOUR BUSINESS—NOT YOUR CUSTOMERS

- We believe the student is your customer.
- We believe the bookstore is our customer.
- We believe in integrity in business dealings.
- We believe college bookstores should be independent.
- We believe in providing solutions to keep your business independent.



Nebraska Book Company, Inc.  
P.O. Box 80529  
4700 South 19th Street  
Lincoln, NE 68501-0529  
(800) 869-0366