

Connect2One[®] Connections

The Official Publication of Connect2One, The Buying Group that Works for You!

JANUARY 2012

Commit2Win Is Back – for the 5th Year

MICHELLE JOHNSON
PROGRAM DIRECTOR

Connect2One is pleased to announce the fifth year of our **Commit2Win** program with **Russell Athletic** and **Jerzees**. It's hard to believe we're already into year number 5! That's a testament to how successful this program has been. And it's so much fun to talk to buyers across the country about how they use this very important product in their stores.

Toni Channels, apparel buyer at the **UCSD Bookstore in San Diego**, has been on board since the first year we started this program. "You can't beat the margins and the prices," Toni says.

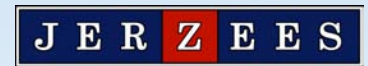
The store posted the promotion below on Facebook on Nov. 14. This is a great way to promote your Russell branded product while giving your customers

something all customers like – something FREE! Of course the free pair of sweatpants is from Jerzees.

We learned about another great marketing concept from **Sue Sonnenberg**, apparel buyer at **University Book & Supply** at the University of Northern Iowa.

"We do Mobile Mondays!" she says. "Every Monday, we send an email or text about special promotions to the smart phones of customers that have signed up with us. We immediately get customers in the door. Our Jerzees hoods are priced everyday at \$29.99, and we run them at \$19.99 for this promotion. It's been very successful."

One of the most important requirements of the **Commit2Win** program is that we meet the qualifying quantities in order to move forward. That's why we need every Connect2One member to consider participating in this program. Please review the **Program Guidelines**, in the yellow box below, to see how to place your commitments. **New this year, please fax your completed commitment worksheets to our main office at 800-600-9034** (no cover sheet necessary).



There has been some confusion about the difference between "commitments" and actual purchase orders. **Once your commitments have been sent to Connect2One, you must meet with your Russell sales representative to choose your artwork and place actual purchase orders.** You will not receive any product unless you have placed purchase orders with your Russell sales rep.

The seven garments in the program remain the same as last year. Prices are up just slightly – five items are up 20 cents and the hood is up 45 cents. The open bottom pant actually went down 5 cents.

Details of this program along with commitment worksheets have already been emailed to store directors, managers and apparel buyers. If you have questions, please contact me at 800-563-9034 x 225 or mjohnson@connect2one.com. You can also find all the information about **Commit2Win** and the commitment worksheets at www.connect2one.com.

UC San Diego Bookstore

FREE
Pair of Sweatpants

with any \$40 purchase of
Russell apparel



while supplies last.

(a \$30 value)

Commit2Win Program Guidelines

Commitments by style, color and month for June 2012 through May 2013 are due **March 31, 2012**. Stores that do not make a commitment by March 31 will not be eligible to participate.

New this year, please fax your completed commitment worksheets to our main office at 800-600-9034 (no cover sheet necessary) or email them to rob@connect2one.com.

Once your commitments are placed and we reach the qualifying quantities, your Russell sales representative will contact you to write your orders.



- 1** **Supersonic 24" LCD HDTV.** Ideal for dorm rooms and lounge areas alike. Includes HDMI inputs, a 16:9 Aspect Ratio; wide and normal screen modes and 1080p/1080i/720p signal compatibility. SC240. **SRP \$299.99**



- 2** **Lenovo Essential G570 Notebook PC.** The reliable notebook is built for versatility and faster performance. Features time-saving tools such as DirectShare®, ReadyComm utilities, Intel® Pentium processor and 500 GB hard drive storage. 43347UU. **SRP \$479**



- 3** **Samsung Galaxy Tab 7.0.** Utilizing the 7" display and lightning fast Dual-Core 1.2GHz processor to access the Android Market, students will get a faster, richer web browsing experience. Aluminum Gray. GTP6210MAYXAR. **SRP \$399.99**



- 4** **iHome iD8 App-Friendly Rechargeable Speaker System for iPad®/iPhone®/iPod®.** A sleek rechargeable speaker system designed with the iPad in mind. Docks, charges and plays, giving students great sound that's perfect for their music, games or apps. ID8GVC. **SRP \$99.99**



- 5** **Kodak EasyShare M532 14MP Digital Camera.** Kodak's Share button instantly shares favorite photos and videos with friends on Facebook®, Twitter, YouTube™ and other popular social media sites. Green. Also available in Blue, Red and Silver! M532GREEN. **SRP \$99.95**



- 6** **Logitech M305 Wireless Mouse.** Features an ergonomic design with a soft rubber grip that provides exceptional comfort. The plug-and-forget Nano-receiver is so small it stays in students' laptops! Crimson Red. Also available in 15 various colors and patterns! 910001895. **SRP \$29.99**



- 7** **Philips Voice Tracer Digital Recorder with ClearVoice.** Students can easily upload their notes to a computer via USB and listen to their recordings instantly with crystal-clear playback. LFH061527. **SRP \$59.99**



- 8** **Sennheiser - Exclusive to D&H! CX 215 Earphones.** The noise isolating earphones offer a new twist on ear-canal headphones and provide thumping bass, tight, detailed mids and soaring treble response. CX215BLUE. **SRP \$59.99**



- 9** **Targus 3-in-1 Stylus for Capacitive Devices.** Makes it easy to take notes, draw, play games or simply turn a page. This accessory not only functions as a stylus but also features a built-in pen and laser pointer. AMM04TBUS. **SRP \$39.99**



- 10** **SanDisk 4GB Cruzer® Edge™ USB 2.0 Flash Drive.** The compact and stylish flash drive keeps data safe with the included SecureAccess™ software and access to secure online backup. SDCZ51004GA11. **SRP \$14.99**

* For prices and additional details, contact your D&H Distributing representative at 800-340-1003.

CAMEX Sessions You Won't Want to Miss

PAULA HAERR
ASSOCIATE EXECUTIVE DIRECTOR

CAMEX sessions deliver on the promise of opportunity year after year with inspiring, informative and motivational sessions. It's up to each of us to personalize session content and grow through our experiences. Here are highlights of a few sessions that you'll want to add to your online CAMEX "My DAILY Planner."

Some sessions, like the Connect2One In-Depth Reviews, provide specific tools to do the job better. Buying is a tough job with all the choices out there, and the C2O information helps focus on the products and vendors that can make a positive impact on sales in your store. Likewise, you won't want to miss C2O's FREE **What's Hot Online Webinar** (see details on page 7),

which will deliver a larger perspective on trends to keep your store fresh and exciting.

Once you've bought the product, what next? Visual merchandising is the key to staging your store. Presenters Randy Stejskal of College Store

Design, Brian Voisine of Neebo Visual Merchandising and I will present the **Visual Merchandising Toolkit** at 2 p.m. Friday, March 2. From shopper psychology to the Store of 2015 to the essential elements of display, this session delivers plenty of ideas on how to create the ultimate guest experience.

As part of your store's management team, you'll be inspired by the **Art of Leadership** at 1 p.m. Saturday, March 3. Norman Jacobs of Spirit Products, Sarah Funk from Nebraska Book Company and C2O's Mark Palmore will discuss how leadership requires a set of skills as well as a desire to be creative, innovative and passionate about your job and the people you lead.

Are you bringing your boss to CAMEX? If so, make sure he or she signs up to attend the **Campus Administrator's Symposium** at 11:45 a.m. Saturday, March 3. Randy Stejskal of College Store Design will be involved in a panel discussing the value of leveraging the expertise in your campus store and providing solutions for your campus. Pre-registration with NACS is required.

The **Opening Mega Session** sponsored by Nebraska Book Company brings Bert Jacobs of Life is Good to the CAMEX Audience with his "Optimism can take you anywhere" philosophy. The **Saturday Mega Session** with Guy Kawasaki will enchant attendees with his message of influencing people through the three pillars of enchantment: likability, trustworthiness, and a great cause.

Review the complete CAMEX education schedule at www.camex.org.



REDUCE SHRINK RATES



Connect2One
EXCLUSIVE
PRICING EVENT

LIBERTY PX1 CONFIGURATION
AND COUNTERPOINT DEACTIVATION
SYSTEM STARTING AS LOW AS

\$5,600.00*
INSTALLED!

* PRICE BASED ON STANDARD 3'-0" OPENING AND DEACTIVATION COVERAGE FOR 2 REGISTER LOCATIONS. PRICE SHOWN DOES NOT INCLUDE SECURITY TAGS OR FREIGHT. PRICE INCLUDES NON-UNION INSTALLATION.



Today's college bookstores understand that a key element in the battle against shrink is a robust, accurate Electronic Article Surveillance (EAS) system - powerful enough to deter shoplifters and organized thieves, yet simple enough for store employees to use effectively.

To receive more information and an EAS system quote specific to your store, contact College Store Design and let us know how many entry/exit points you wish to protect and their respective width(s) as well as how many POS you engage during Rush, and that's it! With this information and College Store Design's exclusive "Quick Quote" system, we will e-mail you your custom Checkpoint EAS quote.

Call College Store Design today to explore the possibilities!



New Vendor Partners for 2012

MICHELLE JOHNSON
PROGRAM DIRECTOR



A L D E A

Aldea Designs, LLC.

Welcome to Aldea Designs! Aldea's mission is to connect artisans from developing countries to consumers in the United States, as the artisans share their life experiences through their beautiful, hand-woven scarves. Aldea believes in

empowering women and their families to help improve their standard of living and to help their communities out of poverty. Aldea is a member of the Fair Trade Federation. This allows artisans access to Whole Planet Foundation micro-loans to enable them to buy raw materials and help them run their home-based businesses.

Aldea scarves are of the highest quality and are woven from natural cotton and blended fibers that highlight their beautiful colors, patterns and designs. There are three styles available: the Chalina, the Liso and the Chal. Each style comes in over 20 colors and patterns. Aldea can even customize your order to match your official school PMS colors. Purchasing Aldea scarves provides your store an opportunity to offer product from a

socially responsible and sustainable business. Connect2One members will receive a 10% discount plus an additional 10% off orders placed by March 6.

Aldea Designs
512-540-5640
www.aldeaartisans.com
mike@aldeadesigns.com



FLASH FURNITURE



Belnick Inc. dba Flash Furniture

Belnick Inc. is a large manufacturer of all types of school, home and office furniture. The company designs and manufactures for the restaurant industry, the military, the religious community and the banquet and event industry, just to name a few. The company is expanding its assortment of college chairs through the Flash Furniture division to include an Executive Swivel Chair (left) and a Computer Task Chair.

The Executive Swivel Chair at \$179 features a great price point and is a good alternative to the traditional captain's chair at a much more affordable price. This price includes your embroidered school logo, plus you can personalize your chair with a person's name for just an additional \$10. The Computer Task Chair is another great buy at \$79. Connect2One members will receive FREE FREIGHT on orders of \$800 of the Executive Swivel Chair and the Computer Task Chair. Flash Furniture has also added two new Adult Recliners and two new Kids' Recliners that can be embroidered and drop shipped directly to your customer.

Belnick Inc. dba Flash Furniture
770-721-8391
www.flashfurniture.com
barrybreibart@belnickinc.com



Flojos

Flojos®, recognized as one of the top sandal manufacturers in the world, is a name synonymous with the active, California beach lifestyle. Flojos® (pronounced flo-hos, meaning “kick back” in Spanish) specializes in fashion and sport sandals for men and women with a focus on comfort, style and affordable prices.

All Flojos sandals are designed with attention to detail and comfort with materials including top quality leather, nylon, rubber and canvas. For the past several years, Flojos® has placed a large emphasis on its women’s line of casual sandals, enjoying record sales in this category. Flojos gives women many styles to choose from including flats, platforms, thongs and slides in colors ranging from basic whites to vivid brights with lots of

embellishments. Flojos has recommended 12 women’s styles for the collegiate customer, and each style comes in 2-3 colorways.

The men’s line, which originated with the Original Flojos and Toejos rubber sandals more than 20 years ago, now runs the gamut from the basic rubber sandal to leather, sport and fashion sandals. Flojos has recommended 10 men’s styles, and each style comes in 2 colorways. Connect2One members will receive a 5% discount throughout the year on recommended styles.

Flojos
 800-443-5666
 www.flojos.com
 nancy@flojos.com



Jillson & Roberts

Jillson & Roberts is a leader in the gift wrap industry, offering a complete assortment of premium quality, fashion-oriented gift wrap and accessories. The line includes gift bags, gift wrap, ribbon, tissue, gift tags and more. From birthdays to weddings to graduations to all the holidays in between, Jillson & Roberts offers the perfect wrap for all your gifts.

Jillson & Roberts is the largest supplier of eco-friendly gift wrap in the industry. Its eco-friendly product and “Give Green” packaging are strong selling points to customers on college campuses.

Another selling point is Jillson & Roberts’ strong assortment of solid color gift wrap in lots of school colors. More



and more bookstores are putting in displays of gift wrap featuring their school colors because they know customers are looking for it.

Jillson & Roberts sales representatives also carry Sprout Greetings and Sandicast. Sprout Greetings offers greeting cards designed

by Sandra Boynton, a heartfelt and humorous line that features lots of whimsical characters. Sandicast offers hand-cast, realistic animal sculptures; some bookstores have been carrying them to represent their school mascots.


Connect2One members will receive 2.5% off Jillson & Roberts and Sprout Greetings with 10% off if you order at the show. Sandicast products will be 5% off plus 10% off if you order at the show.

Jillson & Roberts
 800-233-0070
 www.jillsonroberts.com
 sales@jillsonroberts.com





Resolve to Get a Facebook Vanity Name

 It's not vain to have a Facebook vanity name – it's THE way to promote your store's page and allow students to find it easily! Bronco Bookstore at Cal Poly Pomona and University of Alabama Supply Store are just a few of the stores that have customized their Facebook URL to match their identity rather than keep the random numeric username automatically generated by Facebook. Get a custom URL for your store at [facebook.com/username](https://www.facebook.com/username).

Welcome!

Join us in welcoming the following new Connect2One member!

West Los Angeles College Bookstore
 West Los Angeles College
 Culver City, California
 Larry Packham
 Bookstore Manager
packhald@wlaac.edu



Freight Shipping Tip of the Month

Taping Boxes Closed

All tapes are not created equal when it comes to shipping. Never use household scotch tape, masking tape or duct tape. For light boxes, use durable plastic tape that is at least 2 to 3 inches wide. For heavy boxes, use reinforced tape at least 3 inches wide. Place tape evenly across the flaps and seams of the top and bottom sides of the box.

This tip is brought to you by C2O's preferred shipping partner Group Transportation Services (GTS). For more information or to enroll, e-mail c2o@onestopshipping.com.

Connect2One®

An Alliance of Independent College Bookstores

A division of  Nebraska Book Company

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Your Co-Location Connections

Exclusive Connect2One Members' Guide to CAMEX 2012

JANUARY 2012

Idea Exchange Caps Off the C20 Ed Experience

PAULA HAERR
ASSOCIATE EXECUTIVE DIRECTOR

The Idea Exchange at the end of the Connect2One Education Day is hands-down the session that gets buyers the most excited. Over the years, we've seen everything from the latest novelty – remember last year's Buckyballs? – to must-have graphics sensations like the Jabber Design.

Buyer reaction during this session ranges from "You've got to be kidding!" to "How many?" to "Where can I buy them?"

What's in store for Salt Lake City? Only you can tell. Be an active participant in the day by bringing a few of your best-sellers. Who knows, you might end up sparking a craze that sweeps college stores across the country!

Buyers who stay with us through the Salt Lake City Idea Exchange (3:30 to 4:30 p.m.) will be eligible to win a variety of prizes including Visa Gift Cards, a CAMEX 2013 Registration and more. It's a win-win all the way around!



Cathy Scott from Spokane takes us back to the '60s with her bargain book assortment.

Paula's Picks and Michelle's Best Buys

PAULA HAERR
ASSOCIATE EXECUTIVE DIRECTOR

Last year the Connect2One Supply Catalog contained over 7,000 items from 59 vendors. On the GM side, there were more than 2,800 items from 54 vendors. The CAMEX floor was home to nearly 700 vendors. How to keep it all straight? Michelle's Best Buys and Paula's Picks to the rescue.

When I first started Paula's Picks in 2002, I took the same approach I used back in my days as a buyer at the University of Cincinnati Bookstores. As a buyer, I had to be on the lookout for products meeting a variety of needs: Everyday Basics, Hot Trends, New Products, Great Prices and, sometimes, Great Margin. Whether it was our back-to-school promotion, end-of-semester feature, holiday event, or whatever, the elements remained the same.

Both Michelle and I scan our

vendor programs to find the must-have products and prices that will help your store stay competitive. With input from our vendor partners and from member buyers throughout the country, we are able to make informed and proven recommendations with our Picks and Best Buys.

When you attend the C20 Education Day, and then when you hit the CAMEX floor, the bright Picks and Best Buys ribbons will guide you to the key products for success. In this 10th anniversary year of Paula's Picks, Picks and Best Buys are our value-add proposition of working for you to make a difference in your store.

Connect2One
Come2Buy
CAMEX 2012
Co-Location
Salt Lake City

Co-Location

RSVP for Connect2One Events
Deadline: January 27

Program Catalogs Delivered
First week in February

C20 Travel Day
Wednesday, February 29

C20 Education Day
Thursday, March 1



FREE What's Hot Webinar

Watch for details as Connect2One's What's Hot session goes virtual on the NACS CAMEX website. This FREE webinar will be available on demand in mid-February to help buyers prep for the back-to-school buying season. Your Connect2One host, Paula Haerr, will guide you through the latest trends in fashion, imprints, colors and functionality in this annual update that will inspire your buying on the CAMEX floor.

Exclusive Connect2One Member Events

Visit www.connect2one.com for the latest updates and to RSVP online. All Connect2One events will be held in the Salt Palace Convention Center.

Wednesday, February 29, 2012

6:30 p.m. - 7 p.m.

Connect2One 101: If this is your first time to a C2O Education Day or if you want a refresher course on C2O services, this is the session for you! Find out what's in store for Thursday and how to make the most of your C2O membership.

7 p.m. - 8:30 p.m.

C2O Welcome Reception: Refreshments & Goody Bags!

Thursday, March 1, 2012

Breakfast on your own: Start the day at your own pace with breakfast on your own. Coffee and sodas will be available to kick-start the day.

8:30 a.m. - 10 a.m.

Apparel In-Depth Review: Michelle Johnson, C2O Program Director, will highlight the Best Buys from our apparel programs with a focus on the latest trends in garment styles, graphic designs and new products.

8:30 a.m. - 10 a.m.

New 2012 Session: The Other Side of Supplies: Paula Haerr, C2O Program Director, will highlight vendors in the following categories: technology products, health & lab sciences and distributor partnerships.

10:15 a.m. - 11:45 a.m.

Supplies In-Depth Review: Paula Haerr, C2O Program Director, will highlight supply vendors with emphasis on the top commodity comparisons, national trends, new products and the popular Paula's Picks.

10:15 a.m. - 11:45 a.m.

Apparel Partner Insights: Come hear what our major vendor partners have in store for 2012. These sessions will help you make efficient use of your time at CAMEX.

11:45 a.m. - 12:45 p.m.

Awards Lunch: Applaud your fellow C2O members who have demonstrated exemplary participation in C2O programs.

12:45 p.m. - 1:30 p.m.

Gifts, Bags & Souvenirs In-Depth Review: Michelle Johnson will review our gift and souvenir programs with special emphasis on bags and backpacks.

12:45 p.m. - 1:30 p.m.

There's More? You Bet! There's more to C2O than apparel, supplies, backpacks and gifts. Mark Palmore and Paula Haerr will provide an overview of other C2O programs and open up the floor for Q&A.

1:45 p.m. - 3:15 p.m.

Apparel Partner Insights: More presentations from our major apparel vendors.

1:45 p.m. - 3:15 p.m.

Round Robin: Informal networking on a variety of topics, each facilitated by a C2O vendor partner, on a 10-minute rotation. Topics related to store operations, store services, new GM categories and course materials.

3:30 p.m. - 4:30 p.m.

Buyers' success stories shine in this session! Don't forget to pack your top-selling items to show your fellow buyers.



6:30 p.m. - 9:30 p.m.

"Be True to Your School" Party: Be our guest for appetizing refreshments, music and dancing.

Member attendees of the Thursday C2O Education Sessions are eligible to receive the 2012 C2O Goody Bag, which will be distributed throughout the day in rooms adjacent to the C2O meeting rooms.

Exclusive Member Registration

While there is no cost for these exclusive C2O events, please **RSVP by Friday, January 27, 2012** to ensure adequate seating, meals and refreshments.

Please make additional copies as necessary and fax to 800-600-9034 or sign up online at www.connect2one.com.

Sign up for:

Time

- | | |
|---|-------------------------|
| <input type="checkbox"/> Wednesday, February 29 – Connect2One 101 | 6:30 - 7 p.m. |
| <input type="checkbox"/> Wednesday, February 29 – Welcome Reception | 7 - 8:30 p.m. |
| <input type="checkbox"/> Thursday, March 1 – Education Sessions | 8:30 a.m. - 4:30 p.m. |
| <input type="checkbox"/> Thursday, March 1 – Awards Lunch* | 11:45 a.m. - 12:45 p.m. |
| <input type="checkbox"/> Thursday, March 1 – Party | 6:30 - 9:30 p.m. |
| <input type="checkbox"/> Friday-Tuesday, March 2 - March 6 – CAMEX | Any Day(s) |

*Special Meal Requirements: _____

If you are unable to attend any of these events, please check here.

Name _____

Bookstore _____

Address _____

City, State, Zip _____

Email _____

Phone _____

Please indicate which merchandise categories you are responsible for - check all that apply:

- | | |
|---|---|
| <input type="checkbox"/> Apparel | <input type="checkbox"/> Books |
| <input type="checkbox"/> Supplies | <input type="checkbox"/> Store Director/Manager |
| <input type="checkbox"/> Technology | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Guest of Bookstore Staff | |

You will receive a confirmation of your RSVP within 72 hours. If not, please contact Connect2One at 800-563-9034.

Connect2One®

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www.connect2one.com