









Connect2One 2005 New Orleans Idea Exchange Highlights

<u>Items Submitted By:</u>	<u>Vendor/Item</u>	<u>Description</u>	<u>Retail Price</u>	<u>Notes</u>
Janet Campbell Montcalm CC Bookstore Montcalm Community College Sidney, MI				
	1 Pacific Writing - Pen Again	"Funky Fun" ergonomic pen	\$4.99	Both items available from Pens Etc.,
	2 Helix One Touch Stapler	Compact but full size sells as well (19.99)	\$15.99	Dallas Pen and Service Wholesale
George Schiller & Margie Gilbride Baldwin Wallace Bookstore Berea, OH				
	1 Know-Wear by DP Design	Baby Blanket Double Fleece Full Blanket sells well - baby blanket sells well as a part of gift set or New Born Promo - (\$8.50)	\$20.00	Blankets Have been sellin very well for several years and this 1 ply double sided fabric allows you to show both your school colors. Very nice item.
	2 The Game	Basic Hats - baseball & knits	\$16.00 & \$14.00	The Game continues to come up with innovative new custom designs each year. It's worth the time to review their catalog to see all the styles and graphics available.
	3 NACSCORP	Cleanie Critters - for computer screen	\$8.00	
	4 Lincoln Lace	Lanyard - custom, low minimum-high margin (\$0.81)	\$3.95	
	5 Kikkerland	Moleskine Journals - special paper	\$11.00	High quality paper in journals
	6 Kikkerland	Cards & Games (clear cards)	\$6.00 +	
	7 WaiLana	Yoga - mats, balls, blocks	\$10.00 - \$30.00	
	8 Banana Boat	Skin Care Sun Products		
Susan Gallo Hornet Bookstore Sacramento State Sacramento, CA				
	1 Pan Pacific	Gift Bags in mesh material	giveaway	Also available from Book Bags Inc.
Adele Parker Utah Valley State College Orem, UT				

Connect2One 2005 New Orleans Idea Exchange Highlights

<u>Items Submitted By:</u>	<u>Vendor/Item</u>	<u>Description</u>	<u>Retail Price</u>	<u>Notes</u>	
	1	Cram it, Jam it Promotion	Buy a homecoming hoodie during homecoming week & Friday you can win a 45 second shopping spree, wearing a backpack you cram the stuff into the backpack while you have it on.	\$3400 in product	The "shopping spree" idea sounds like a winner!
	2	Employee Cram it, Jam it Promotion	Employees have cards with info about Homecoming Hoodies & Cram it, Jam it. The employee with the most cards turned in with purchases wins a prize (TV, Digital Camera)		Great for employess too!
	3	Apprentice Contest	Career & Student Employment sponsored an Apprentice type contest. Teams sold UV apparel for business challenge -- customers could enter Cram it, Jam it and the teams sold \$2600 worth of merchandise in 4 hours. BIG SUCCESS!		
Valerie Hansen Utah State University Logan, UT					
	1	OGIO Roadtrip	Sells year round	\$39.95	OGIO continues to grow. The quality, organization and growing brand name equal success.
	2	JanSport	Sonic Street (LEOPARD PRINT - It's Fuzzy!)	\$32.95	Prints have been selling well.
	3	Blue Ox Consulting	Spirit Band - 1st order 2,500, gave 1000 away for Promo, other 1500 gone in 2 weeks	\$1.00 - \$3.00	
	4	Zephyr	Pink Ladies - sold through 72 in 2 months, after out-constant requests. Now on 2nd order.	\$16.50	
	5	Zephyr	Black on black, z-fit hat. First afraid because of urban look (remember this is a Utah school). 2nd order -- The GUYS LOVE IT!	\$16.95	
	6	Kikkerland	"Invisible spin the bottle" - sold 8 in 1st 2 weeks. It's waterproof, tell the kids it's hot tub spin the bottle - perfect gag gift.	\$9.00	
Steve Briggs & Shura McKinney University Book Store Purdue University West Lafayette, IN					
	1	Sun Mar (blanks)	Pastel t-shirts (lime, pink, lavender...) - one color white arch, printed in house - great price point (\$2.00 cost)	\$9.99	

Connect2One 2005 New Orleans Idea Exchange Highlights

<u>Items Submitted By:</u>	<u>Vendor/Item</u>	<u>Description</u>	<u>Retail Price</u>	<u>Notes</u>
	2 Russell Athletic	Black hood with lime green arch - 2 color tackle twill - #1 since Jan 1st (slow time period) DON'T BURY IN STORE! Put in windows. DISPLAY, DISPLAY, DISPLAY!! - 2 color graphics-simple. Change colors often. Last Sat 141 to date 400 wk.	\$47.99	Russell continues to deliver great product & great service. Be sure to review the 2005 fall line. There's a lot more to see than you may think.
Chris Tabellario 49er Shops California State University Long Beach, CA				
	1 Samsill	#322 - I Love/Heart Binder - 1" (pink, black, periwinkle, blue)	\$3.69	
	2 Roaring Spring Paper	I Love/Heart Portfolios - 1" (pink, black, blue)	\$1.99	
	3 Roaring Spring Paper	I Love/Heart 80 count Spiral - assorted	\$1.49	
	4 Samsill	#299 - Stars & Swirls, 2 color 1" binder	\$3.49	
	5 Roaring Spring Paper	Double Pocket Portfolios - assorted colors. Black with pink ink sells 3 to 1 on binders!	\$1.99	
Kristin Bonetati 49er Shops California State University Long Beach, CA				
	1 TLC Sportswear	The Beach Palm Tee - black 100% cotton tee with athletic gold imprint	\$13.95	TLC always delivers quality product at a great price.
	2 Envirotote	Go Beach Tote Bag - has 1 color imprint, plus website	\$6.95	
	3 TLC Sportswear	I Love/Heart Long Beach State Tee (matching gift products available by Tchotchke's)	\$13.95	This design works well for just about everybody!
	4 Dubwear	Boy Beater Tanks - 100% cotton ribbed tank, 1 color imprint	\$16.95	
	5 R&D Specialty	Helicopter Pen - blue plastic pyramid with chrome pen that spins on top	\$9.95	Ties in architecturally with blue pyramid building on campus
	6 TLC Sportswear	Interlocking Long Beach Tee - 100% cotton tee with 1 color screenprint	\$13.95	Another great design from TLC.
	7 Ganz	Butterfly Charms / Name Charm	\$1.95 - \$3.95	
	8 Ganz	Cell Phone Holder - assorted colors	\$5.95	




Connect2One 2005 New Orleans Idea Exchange Highlights

<u>Items Submitted By:</u>	<u>Vendor/Item</u>	<u>Description</u>	<u>Retail Price</u>	<u>Notes</u>
	9 Champion	CSULB Hibiscus twill hood - 50/50 hooded sweatshirt with sewn on twin letters plus embroidery	\$46.00	The hibiscus continues to sell and it can go on just about anything.
Leonard Sargent UNM Bookstore University of New Mexico Albuquerque, NM				
	1	Art Supply Kit - 21 items including 2-drawing pads 18 x 24", drawing board, portfolio, etc.	\$93.00 / Student price \$59.99 (no sales tax because required by dept.)	
Lee Gladdon UCLA Store Los Angeles, CA				
	1 JanSport	Women's Full Zip Fleece Jacket	\$48.00	This fleece jacket is a winner from Jansport.
Cathy Colon UCLA Store Los Angeles, CA				
	1 Various Vendors	Knit Beanies	\$12.00 - \$18.00	Beanies, beanies, beanies. Be sure to try the new textures and the super softs.
Suzin Norris UCSB Bookstore University of California Santa Barbara, CA				
	1 Champion	Brown Hood	\$36.99	Brown continues to sell well and Champion has lots of ways to decorate it!
	2 Coastal Classics	Girl T - kelly green	\$14.99	
	3 Third Street Sportswear	Toddler Hot Zip Pink	\$18.95	Zip fronts sell much better for kids than pullovers.

Connect2One 2005 New Orleans Idea Exchange Highlights

<u>Items Submitted By:</u>	<u>Vendor/Item</u>	<u>Description</u>	<u>Retail Price</u>	<u>Notes</u>	
<p style="text-align: center;">Carol Cox USCB Bookstore University of California Santa Barbara, CA</p>					
	1	Coastal Classics	Stickers	\$2.99	
	2	Pine Decal	Mom & Dad Decal	\$2.00	
	3	Wideworld	Keychain & Palm/Mirror	\$3.99	
	4	R&D Specialties	Shot Glass - blue USCB with brown palm	\$4.99	
<p style="text-align: center;">Kelly Diedrich ASU Bookstore Arizona State University Tempe, AZ</p>					
	1	ESS Promotions (local)	Antenna Mascot w/ removable string, 2-1/2" foam/packaged. www.esspromos.com	\$4.00 (includes tax)	
	2	Spirit Products	Silicone wristbands in school colors w/ school name embossing - sell 2 colors - single = \$3 (includes tax) or as a set = \$5 (includes tax) Can also try Guy Productions or Flip Flopstyle.com	\$2.00-\$3.00	These wristbands are very popular especially for fund raising.
<p style="text-align: center;">David Boyd ASU Bookstore Arizona State University Tempe, AZ</p>					
	1	Roaring Spring Paper	EXS 2 pocket portfolio with black & red foil design	\$1.69	
<p style="text-align: center;">Gwen Preszler Associated Students Bookstore California State University Chico, CA</p>					
	1	JanSport	Metro Hood	\$36.95	This hood is fashion forward and selling well!
	2	Kid 'N Me	2 pc set	\$25.95 - \$32.95	Try 2 pc. sets. They sell well and are a higher ticket item adding to your sales.
	3	TLC Sportswear	HiDensity Ink T-shirt	\$12.95	This new ink process gives you something new!

Connect2One 2005 New Orleans Idea Exchange Highlights

<u>Items Submitted By:</u>	<u>Vendor/Item</u>	<u>Description</u>	<u>Retail Price</u>	<u>Notes</u>	
Heide Hemker Earlham College Bookstore Richmond, IN					
	1	Peters Imports	Imported Chocolate Bars, esp. with high cocoa content (can be eaten by diabetics)	\$2.59	
	2	Peters Imports	Endangered Species Gourmet Chocolate Bars - all natural ingredients, at least 10% of net profits are given to environmental organizations	\$2.59	
	3	Peters Imports	Anything from Haribo (the original Gummi Bears)	\$1.19	
Kathy Yates UNO Bookstore University of Nebraska Omaha, NE					
	1	Antioch	Journals (cross merchandise in art dept)		Also check out Michael Roger Press
	2		Watch out for store closings - you can pick up very inexpensive fixtures & display pieces. Make sure to not create a "hodge podge" look in your store.		
	3	UAI Vending	Vending machine sales more than tripled when we switched from snack type vending machine to supply vending machine.		Available also through Nebraska Book Company using Advantage Dollars
Deb Sayre University Bookstore Bowling Green State University Bowling Green, OH					
	1	Dorm Décor Essentials Program	Futon (cost \$76.00)	\$99.95	
			Mini-Fridge (\$89.00)	\$118.95	
			Microwave (\$41.00)	\$54.95	
Hilda Ortega NMSU Bookstore New Mexico State University Las Cruces, NM	