

CAMEX Chronicles

CAMEX 2011 AND SOUTH EASTERN BOOK COMPANY HAVE VERY SUCCESSFUL SHOW

CAMEX 2011 was considered very successful by attendees, and South Eastern Book Company was honored to lead the way with technological advances in the Store Management sector, e-commerce and textbook rental programs. West coast SEB Sales Rep Dave Cohen said, "I was extremely please by the number of customers who came by unsolicited to compliment South Eastern Book's customer service and thanking us for our continued support for the industry".

"CAMEX 2011 will be remembered for the multitude of opportunities that were presented to our customers. It's always a gratifying experience to be able to talk to our customers about selling, buying and renting textbooks. We were very excited to unveil our newest

Logitext POS system and JackMax, our state-of-the-art warehouse catalog system," said SEB President Kenny Roth.

Many attendees were looking at their options to gain a better e-commerce presence. "The biggest changes for SEB since CAMEX 2010 are our market-ready applications like SEBRental.com and customized SellYourBook.com accounts that can make a difference to the college stores and their customers," Roth added.

With technological advancements and changes taking place every day, CAMEX allows attendees a chance to gain insight from colleagues and vendors. "The single biggest challenge that we face is making sure that we can communicate to customers the cutting edge technology that we have in place; to serve the different facets of the textbook business," said Roth.

CAMEX 2011 presented many educational opportunities with conferences and seminars.

Senior Vice President Brad Holliday said, "A light went on for me in my first educational session on Thursday when one of the panelists stood up and said that everyone who considered themselves a

"bookstore" should evaluate how they view their business. He saw himself as a "Campus Store," and he thought that the distinction was important as his textbook business

decreased, he was making up the difference with increased business in general merchandise."

SEB is committed to helping bookstores keep their share of business with the new SEBRental.com program.

"One of my primary goals was to get a feel for how the bookstores viewed the rental market. It became readily apparent in my first day at the show, that many of the attendees had come to evaluate the various options for rental and that they would be implementing programs within the next year if they did not already have one in place," Holliday added.

SEB's southern rep Scott Wright said "There wasn't a conversation at CAMEX that didn't involve textbook rent-



South Eastern Book booth at CAMEX

als. I'm very proud to have been a part of launching SEBRental.com at this year's show. I think this will positively impact many of the schools I work with everyday. SEB is really the up and coming textbook company".

Midwest Sales Rep Brad Smith agrees with the new textbook rental initiative. "South Eastern Book is determined to become a leading force in the wholesale market. Evidence of support for this effort can be viewed in the creation of our rental program, SEBRental; implementation of the newest version of our POS system, Logi-Text; and the development of an automatic warehousing system, Jack Max" said Smith.



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SEB CAMEX PARTY

As the Official Visitor Center for NASA's Johnson Space Center, Space Center Houston is the only place on Earth that gives guests an out-of-this-world journey through human adventures in space. Since 1992, this \$75 million, 180,000 square foot, 'edu-tainment' complex has entertained and informed over 15 million star-struck guests from every corner of the globe.

*"The highlight of the show was the South Eastern Party at NASA."
-Ed Koslosky, SEB North East Sales Representative*

Space Center Houston was home to South Eastern Book Company's 2011 CAMEX party. The Center features a multitude of permanent exhibits, attractions, theatres and exhibits. With nearly 400 guests in attendance the SEB party was a very popular topic among CAMEX participants. Guests

were treated to Tex-Mex food and given the opportunity to interact with the attractions and exhibits.

Ed Koslosky, the SEB north east sales representative said "The highlight of the show was the South Eastern Party at NASA. Every aspect of the party went as planned. Our customers were impressed with all there was to do and see at the Space Center. The food was great and they loved the Louisville sluggers we handed out at the end of the evening. The following day many people stopped by the booth to thank us for this special evening. I am sure it will pay dividends for both SEB and CBR in the upcoming year."

Someone with over 45 years of experience in the field and bookstore management is Mike Land, SEB Sales Rep for Kentucky. Mike said "At the party, I heard two people talking. They said that since Chuck Jones had taken over manage-



ment of SEB, that we were now a big time player in the college wholesale and computer side of the industry. It's been a privilege to be able to work for such a growing and vibrant company".



Tim Hampton and Brad Holliday passing out Louisville Sluggers to party guests.



CEO Chuck Jones with Grand Prize Winner, Olga Pech

AND THE GRAND PRIZE

Grand Prize winner was Olga Pech from West Los Angeles College Bookstore in Culver City, California. Pech won admission to CAMEX 2012, hotel, airfare and a swag bag of gifts.

Below, party guests anxiously await the announcement of prize winners.



What's New at SEB

SOUTH EASTERN BOOK COMPANY ANNOUNCES RELEASE OF RENTAL SITE FOR COLLEGE BOOKSTORES

South Eastern Book Company recently announced the release of SEB Rental, the company's textbook rental solution for college bookstores.

SEB Rental allows college bookstores to cater to the needs of today's college students by offering an online textbook rental program. SEB customizes each bookstore's rental site using the appropriate school colors and bookstore logo. Unlike its competitors which require a seven to ten day turn-around, SEB guarantees that a bookstore's rental site will be live within three business days of the customer's initial request.

The company provides necessary customer support and IT assistance, and even facilitates customers' textbook returns. SEB will assume any losses associated with students' failure to return

textbooks, and bookstores collect 10% commission on all rented textbooks through their SEB rental site.

Effective promotion is the key to any successful textbook rental site. SEB provides a comprehensive assortment of customized promotional materials to drive traffic to bookstores' rental sites and help ensure their success. SEB Rental offers an intuitive store reporting function which allows bookstores to track the success of their rental site by accessing, exporting, and printing reports.

Tuition and fees at public four-year colleges have increased an average of 5.6 percent per year over the past decade, according to College Board Advocacy and Policy Center. As a result of the climbing cost of education, many college students are searching for new ways to



save money. With the average student spending an estimated \$1,100 on textbooks each year, many are turning to textbook rentals as a cost-effective alternative to buying new and used titles.

"The number of textbook rentals has grown exponentially over the past year," said Kenny Roth, President of South Eastern Book Company. "Because of South Eastern Book Company's growing inventory, combined with our partnership with CollegeBookRenter.com – one of the most prominent online textbook rental companies

in the industry – we have the tools and resources today's college bookstores need to start their own online textbook rental programs."

"We have the tools and resources today's college bookstores need to start their own online textbook rental programs" -Kenny Roth, President of SEB



CollegeBookRenter.com
BECAUSE COLLEGE IS EXPENSIVE ENOUGH



JACKMAX WAREHOUSE CATALOG SYSTEM UNVEILED AT CAMEX

of the books in your inventory and picks and stows them on patented modular shelves. Jack-Max can then deliver the books to your existing outbound conveyor system, providing a continuous chain of picked-to-order books.

Contact a Customer Service Representative at 270.767.2030 or visit www.jackmaxsystem.com for more information.

Created to meet the needs of today's college bookstores, Jack-Max is an automated pick-and-stow warehouse system that allows you to reduce overhead and increase your inventory. This just-in-time supply chain system creates efficiencies and helps your bookstore fulfill single book orders with increased speed and accuracy. Unlike traditional warehouse solutions, which are dependent on picking and stowing cycle times and vulnerable to human error, Jack-Max automatically scans SKUs on the spines

"Jack-Max is an automated pick-and-stow warehouse system that allows you to reduce overhead and increase your inventory."



OTHER BENEFITS INCLUDE...

- Scaled to meet the demand of your packing and shipping stations.
- Maximizes floor space through a variable height framing system that can support shelves up to 40 feet tall.
- Increases your inventory and order fulfillment using microcontrollers and highly integrated laser scanners and sensors.



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UPGRADED LOGI-TEXT SYSTEM — A USER-FRIENDLY POS OPTION

An updated version of the Logi-Text College Store Management System, powered by South Eastern Book Co., was announced at CAMEX giving bookstores a more complete, user-friendly option for their point-of-sale (POS) system needs.

Colleen Holland, director of Logi-Text system sales and support, South Eastern Book Co., explained that one of the major changes in the upgraded Logi-Text system is that the software was rewritten in Microsoft's .NET Framework, which makes the POS system "more user-friendly" from the standpoint of things that customers can do. "It is also much easier for our programming staff to support," she noted.

Another user-friendly feature in the latest version of Logi-Text is that the POS system is completely touch screen capable at every level, should

customers want to use it that way.

The upgraded Logi-Text system features a fully functional customer loyalty program, so that the end user completely controls it.

"You can offer one point for each dollar spent on specific items and/or item types or you can reward a point and a half or two points — however you want to reward your students we are there to support that style," Holland explained.

For example, if I spend \$100 on a textbook, I get 100 points. "You can also increase the points on other items you're trying to promote. You control that, and you can change it at will. Every customer's loyalty card is swiped, the points are maintained and the receipt will reflect the loyalty points. It's just all so simple."

She noted that loyalty points do not have to be

offered on every item; points can be offered on specific items. "It is completely controlled at the customer level."

Logi-Text's inventory program for multiple stores is easy, Holland noted, because "we have created the functionality, at the click of a button, to move items from one store to another. This generates a report that can be used as a packing list."

The newest version of Logi-Text offers benefits to stores, students and South Eastern Book itself.

"From the store standpoint, this new version has such a modernized look, which appeals to the stores as users and operators," Holland pointed out. "From the students' standpoint, it's so much faster because of the POS system's touch screen capability, as well as the increased speed that makes checkout much faster, reducing the time that students have to stand in line for sales, buy-back or whatever reason. It's just a faster system."

In regard to textbook rentals, Logi-Text features a rental module that allows multiple types of rental options, such as by the hour, by the day or by the term.

"It's just very flexible, giving stores the opportunity to capitalize on a lot of different student needs," Holland noted. "With the rental market being so volatile right now, we felt



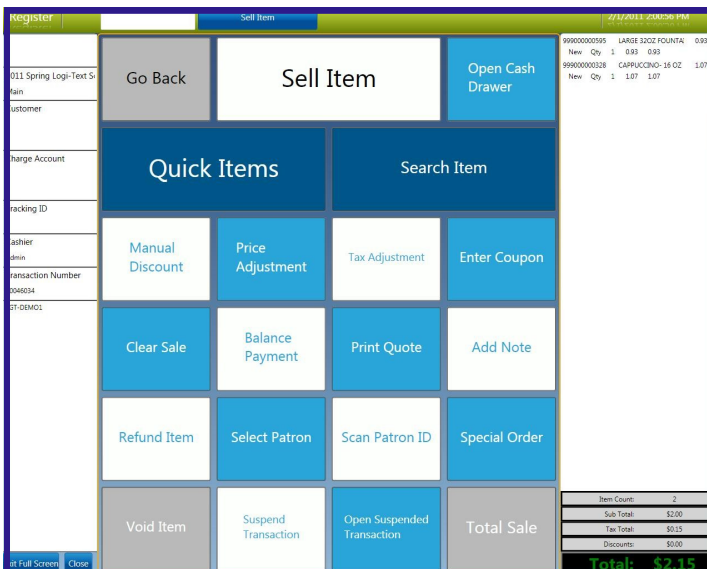
like that was important to focus on. We tried to put in as many features, bells and whistles that we could and still keep it a simple process."

"It does show that South Eastern Book Co. is a cutting-edge competitor, and that we have addressed every customer need from every angle. Our focus is on trying to give our customers everything they want."

Logi-Text training time for stores is going to be very minimal, which is a huge plus because they are getting a new product with very little down time involved. In addition, South Eastern Book Co. has lowered the price of the upgraded system, compared with the previous version of Logi-Text.

Perhaps the biggest benefit that the newest version of Logi-Text provides is the customization aspect. "If you are an owner of a Logi-Text system, you have input into the customization of the system," Holland explained. "If we're not capturing something or listing something on a report that you need, we'll customize it."

"It's your store. The system should enhance how your store operates, not control how your store operates."



Logi-Text Register Screen