



Virtual Annual Meeting Agenda April 12 & 13, 2022

April 12, 2022	
Time (ET)	Event
11:30 AM – 11:40 AM	<p>LSG Virtual Annual Meeting Welcome & Opening Comments <i>Aaron Ochoa, Director, UC Davis Stores & LSG Steering Committee Chair</i></p> <p>Aaron will call the meeting to order, recognize the members of the LSG Steering Committee, and review the agenda.</p>
11:40 AM – 12:40 PM	<p>Asserting the Value of Independent Stores: How Strong is Your Lease Prevention Strategy? <i>TJ Cochran, Director, Brown Bookstore</i></p> <p>Independent stores must be their own strongest advocate. Nobody else is as inclined or as capable when it comes to this vital job. Discuss strategies on how to respond when someone who doesn't know anything about your industry but somehow holds your future in their hands asks you why the store shouldn't be leased out.</p>
12:40 PM – 12:55 PM	Break
12:55 PM – 1:45 PM	<p>LSG Roundtable Discussions <i>Open Forum Networking Discussion</i></p> <p>Roundtable discussions are the lifeblood of LSG Meetings, enabling like-minded LSG leaders to compare notes and engage in group problem-solving with trusted peers. Potential topics include further discussion on lease prevention strategies and new ideas and developments in licensing.</p>
1:45 PM – 2:00 PM	Break
2:00 PM – 2:30 PM	<p>Brunch/Lunch Networking Chat <i>Hosted by the LSG Steering Committee</i></p> <p>Join us for casual conversation during our break, to discuss the day's sessions or just find out how your colleagues are doing!</p>

<p>2:30 PM – 3:30 PM</p>	<p>New Revenue Streams <i>Jim Best, Assistant Director, Merchandising & Inventory Planning, The Cornell Store, Moderator</i></p> <p>It's more important than ever for campus stores to discover new potential revenue streams and innovative ways to increase profitability. New partnerships to make it easier for customers to shop, new uses of your existing real estate, new categories of merchandise? What are the possibilities for decreasing dependence on traditional sales while making a positive impact on campus and supporting institutional initiatives?</p>
<p>3:30 PM – 4:00 PM</p>	<p>Networking Chat <i>Hosted by Aaron Ochoa, Director, UC Davis Stores & LSG Steering Committee Chair</i></p> <p>Wrap Up Day 1 with more casual conversation!</p>
<p>April 13, 2022</p>	
<p>Time (ET)</p>	<p>Event</p>
<p>11:00 AM – 11:45 AM</p>	<p>Breakfast/Brunch Networking Chat <i>Hosted by LSG Steering Committee member Tod Petrie, Bookstore Director, Univ of Illinois at Urbana-Champaign</i></p> <p>Start Day 2 off networking with colleagues!</p>
<p>11:45 AM – 12:00 PM</p>	<p>Break</p>
<p>12:00 PM – 1:30 PM</p>	<p>Succession Planning: Using the StrengthsFinder Tool <i>Amy Shuman, HR Manager, University of California, Davis</i></p> <p>Learn how to discover what you (and your staff) naturally do best, and develop talents into the strengths necessary to thrive and lead.</p>
<p>1:30 PM – 1:45 PM</p>	<p>Break</p>
<p>1:45 PM – 2:30 PM</p>	<p>LSG Roundtable Discussions <i>Open Forum Networking Discussion</i></p> <p>Roundtable discussions are the lifeblood of LSG Meetings, enabling like-minded LSG leaders to compare notes and engage in group problem-solving with trusted peers. Potential topics include further discussion on succession planning, working with technology vendors, and how working from home is affecting retail.</p>
<p>2:30 PM – 2:45 PM</p>	<p>Break</p>
<p>2:45 PM – 3:45 PM</p>	<p>Marketing & Branding <i>Erik Riha, Bookstore Marketing Director, University of Illinois at Urbana-Champaign</i></p>

	<p>Learn how one store is organizing and executing its marketing strategic plan, with an emphasis on the importance of branding in conveying your message. Leave with ideas that you may be able to implement in your own store</p>
3:45 PM – 4:15 PM	<p>LSG Virtual Annual Meeting Closing Session <i>Aaron Ochoa and the LSG Steering Committee</i></p> <p>Members will have an opportunity to provide feedback on the future of LSG, to ensure programming is relevant and LSG provides as much value as possible.</p>