



## Charting a Course for Smooth Sailing

WISCONSIN ASSOCIATION OF COLLEGE STORES

OCTOBER 14-16, 2009

### TENTATIVE MEETING AGENDA

#### Wednesday, October 14:

10am - 6pm	Registration - Hotel Lobby
	Lunch - On Your Own
1:30pm - 2:45pm	Educational Session - Erin Lambert-Conohan <i>Using Facebook to Market Your Store</i>
2:45pm - 3pm	Break
3pm - 4:15pm	Educational Session - Monkey Business Institute <i>Playshop!</i>
5pm - 6:30pm	Reception
6:30pm - 8:30pm	Dinner - Fireplace Room

#### Thursday, October 15:

7am - 8:45am	Breakfast
8am - 6pm	Registration - Hotel Lobby
9am - 10:15am	Educational Session - Mosaic Path Coaching & Training <i>Playing the Energy Game: Putting Energy to Work for You</i>
10:15am - 10:30am	Break

10:30am - 11:45am

Educational Session - NACS Update  
Elizabeth Looney, Digital Content Analyst  
*NACS Media Solutions Update*

Noon - 1:45pm

Lunch & Business Meeting

2pm - 4pm

Vendor Table Top

6:15pm

Bus (or Trolley) to Lake Geneva

6:45pm

Dinner Cruise - Grand Belle of Geneva  
<http://www.cruiselakegeneva.com/belle.php>

**Friday, October 16:**

7am - 8:45am

Breakfast

9am - 10:15pm

Educational Session - John Formica Enterprises  
*Creating the Magic in Your College Store-  
How to Create a Disney Experience*

10:15am - 10:30am

Break

10:30am - Noon

Educational Session - Kinza Presentations  
& Consulting Group  
*Move over TGIF, Hurray it's Monday!*

Noon -

UW-Whitewater Bookstore Tour  
Smooth Sailing Home

**Location:**

The Lodge at Geneva Ridge  
W4240 State Road 50  
Lake Geneva, WI 53147  
<http://genevaridge.com/>

**Contact:**

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