

Greetings!

Mark your calendar now and plan to head to La Crosse, WI to attend the annual Wisconsin Association of College Stores Fall meeting, The Big Muddy Rendezvous! This year's meeting will run from Wednesday, October 13 through Friday, October 15, 2010. This promises to be an informative and fun outing that I hope you will all attend.

Registration will open at noon on Wednesday, October 13 at the beautiful Radisson Hotel on the banks of the Big Muddy (that's the Mississippi River for you eastern Wisconsin types). Educational sessions will start at 1:00 and 2:45 with some excellent and informative guest speakers. There will be a dinner buffet at 6:00. Please join us and indicate so on your registration form.

Thursday's educational sessions kick off with an Apparel Idea Exchange lead by Connect 2 One's Lori Cano. She's requesting that all bookstore participants please bring one or two of your hottest selling sportswear or gift items to share with the group.

Then we'll break into discussion groups. These are always informative. If you have a topic or question you would like to present to your peers, this is your opportunity for a lively discussion. These will run until lunch and Annual Business Meeting.

Thursday afternoon is the time for our vendors to show their wares at the tabletop show. Bookstore attendees, bring along enough business cards to enter the door prize drawings. Vendors, if you wish to give some goodies away, simply bring them along, but do not feel obligated.

The Annual Banquet will be held at La Crosse's own Train Station BBQ. Yummy!!

Friday's educational sessions start out on the lighter side and end informative, with two lively and excellent speakers. You don't want to miss them. You'll still have plenty of time to check out.

Please get your **Registration Forms** in early, no later than **Thursday, September 16**. Be sure to note which meals you will attend, and what gender and size sweatshirt you prefer. See your registration form for details.

Please note that **The Radisson Hotel reservations must be in by Monday, September 20** to qualify for our group rates. Two Queen beds with a River view are \$125 for single or double occupancy, and one King bed with a city view going for \$115. It is appreciated if all participants stay at this beautiful establishment between the River and Downtown La Crosse. They can be reached at 608-784-6680 or toll free at 800-333-3333.

Good Luck with RUSH, and I hope to see you all in La Crosse in October!

Dave Wignes
Campus Shop
Western Technical College