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Where Are They Now?

by Michael von Glahn

A look at the 2003 class of "20 Under 40" and where their careers have led them over the past five years.

Five years ago, *The College Store* magazine profiled 20 emerging young leaders in collegiate retail. Checking in on them today finds many of those 20 in positions of greater responsibility, some at different schools, one the NACS president, and a few having left the industry for other pursuits.

Kimberly Ball

Then: director, Coyote Bookstore, California State University-San Bernardino

Now: In January 2008, Ball moved to the CSU-Fullerton campus, which is more than twice the size of San Bernardino, to take a position as senior manager of textbooks. Before the relocation, she'd opened three convenience stores around the San Bernardino campus and a branch bookstore at the Palm Desert satellite campus.

She also sat on the Associated Students Board of Directors, as representative for the foundation that owns and operates the bookstore and dining services. She spent almost a year as co-chair of the CSU Independent Stores Group and has served on several committees for the California Association of College Stores (CACS), currently sitting on its Annual Meeting Committee.

Thomas Bauer, CCR

Then: director, The Huntley Bookstore of The Claremont Colleges, Claremont, CA

Now: Bauer left Claremont in January 2005 to oversee bookstore operations for the San Mateo County Community College District, comprising the College of San Mateo, Skyline College, and Cañada College, all in the San Francisco Bay area.

He's been involved in the purchase and implementation of a new point-of-sale and bookstore operating system at all three stores, renovation of the Cañada store, construction of a new store at Skyline, and implementation and growth of a textbook rental program (which won the 2007 NACS Foundation's Innovation Achievement Award sponsored through the Martin D. Levine Endowment Fund and has saved students more than \$800,000 over the past three years).

In November 2006, Bauer was promoted to director of auxiliary services for the district, supervising food service operations and campus vending at all three colleges, in addition to the bookstores. He volunteers on committees for NACS, CACS, and the National Association of College Auxiliary Services (NACAS).

Matt Branca, CCR

Then: director, Pennsylvania College of Technology College Store, Williamsport, PA

Now: Now in his 10th year at Penn College, Branca has managed double-digit sales growth for seven consecutive years. He's hip-deep in planning a major remodel for his store within the next two years, but remains active in NACS, serving at present on the 2008-2009 Course Materials Committee.

In 2005, he was among the first group of industry leaders to receive the new CCR designation. He also took part in planning the Super Regional Meeting & Buying Show organized by the Middle Atlantic, New York State, and New England College Bookstore Associations.

He says his biggest change is now having three kids age 5 or younger. "They keep us busy and young, which is good, as I can no longer say that I am in the under-40 crowd."

Greg Davis

Then: director of auxiliary services and bookstore manager, Campus Bookstore, Georgia Southwestern State University, Americus

Now: Davis is now director of finance and human resources for Drilling & Blasting Systems Inc. in Conyers, GA.

Peter Doddema

Then: textbook manager, University Book Shop, University of Kansas, Lawrence

Now: From Kansas, Doddema moved on to become manager of Nebraska Book Co.'s Saluki Bookstore serving Southern Illinois University-Carbondale. He shifted career paths two years ago, switching to social work and providing federal grant funding to college students. In August, he began working toward a master's degree in divinity at Virginia Theological Seminary, Alexandria, VA.

Erin Evans

Then: bookstore manager, Wake Forest University Stores, Winston-Salem, NC

Now: Still manager at Wake Forest, Evans was selected in fall 2007 to be a member of the Independent College Bookstore Association (ICBA) Supply Advisory Board for the next two years.

Dirk Fecho

Then: professional/regional campus stores division manager, UConn Co-op, University of Connecticut, Storrs

Now: Fecho holds the same position, but now with eight stores rather than six. The Co-op took over the UConn Health Center Bookstore in Farmington, CT, which has become its largest-volume professional/regional campus store.

He served for four years as membership chair of the Campus Stores of New England (CSNE) association, then was appointed vice president earlier this year. He'll assume a two-year term as president next year. Fecho took part in a local leadership program called STRETCH, where he worked with other community members to build up an after-school program for teenagers.

In addition, he's been involved in a Steering Committee for local strategic planning, called Mansfield 2020. "This has been a great experience in seeing how things work and don't always work in local politics and community," he says. But he adds that his most important development was the birth of Leilani Rose Fecho in 2006. "She has stolen the show," he says.

Patti Haas

Then: director, activities office and bookstore, Thomas Jefferson University Bookstore, Philadelphia, PA

Now: Haas' store, as part of a plan noted five years ago, moved to new quarters in June 2004, and may soon move again as part of a new campus master plan. The store also expanded its services to include parking and mass-transit products and the campus photo ID center. In addition, Haas oversaw renovation of the school's fitness and wellness center, and worked on a proposal for a new technology store.

Jay Hartfield

Then: coordinator, B&N University South Florida Health Sciences Bookstore, Tampa, and USF St. Petersburg Campus Bookstore, St. Petersburg, FL

Now: Hartfield has moved up to general manager of the stores.

James Howard

Then: textbook department manager, OSU Bookstore Inc., Oregon State University, Corvallis

Now: In addition to responsibility for the textbook side of the OSU Bookstore, Howard also oversees its warehouse operation and manages its permission marketing program. "The OSU Bookstore has been a part of Oregon State University for 93 years and it is part of my charge to enable us to be a presence for another 90-plus years," he says.

Howard has become active in the regional bookstore association scene. Previously education chair for the Northwest College Bookstore Association, he's currently the group's membership services chair.

Lara Konick-Mann

Then: director, Southern Oregon University Bookstore, Ashland

Now: In February 2004, Konick-Mann took a position as general manager of the Western Associated Students Bookstore, Western Washington University, Bellingham, WA. This past February, she left there to become director of merchandising and marketing at University Book Store Inc., University of Washington-Seattle, where she'd worked for the first 10 years of her career. "It has been a 'coming home' in many ways," she says. "My husband and I actually met while we were both working here."

James Kownacki, CCR

Then: assistant store manager and book manager, Carnegie Mellon University Retail Stores, Pittsburgh, PA

Now: Kownacki left Carnegie Mellon after five years to become store manager at Lock Haven University of Pennsylvania in January of 2007. In the past year, his store has implemented a POS system, launched an online store, and added another location on campus. This summer, he added a loyalty card and online buyback.

The store also spearheaded a clothing drive to provide more than 600 items of clothing for Afghan children through an alumnus serving at Camp Phoenix, Afghanistan, home of the joint task force that is training the Afghan National Army.

Darrin Lyons, CCR

Then: director of bookstore services, The College Bookstore FSA, State University of New York College of Agriculture and Technology, Cobleskill

Now: In March 2008, Lyons became associate director of Cobleskill Auxiliary Services (CAS), a separate 501(c)3 corporation that operates SUNY Cobleskill's bookstore, dining, vending, rec lodge, and student ID. As a project manager for CAS, Lyons oversaw construction of a new 5,500-square-foot store and a web site redesign that included an online catalog feature.

He's managing another project to open an additional store in town near campus. He served on a presidential search committee in 2007, has been a Presidential Appeals Board judge since 2004, and sits on the SUNY Cobleskill Alumni Board of Directors. Lyons also was appointed to the Connect2One Advisory Committee and recently completed a three-year term as a Campus Computer Resellers Alliance (CCRA) councilor. A former CSP, he earned his CCR designation in 2006.

Chuck Morrow

Then: division manager-book and supply services, Student Book Corp., Washington State University-Pullman

Now: Morrow is now manager of the Crimson & Gray Bookstore, also in Pullman. In 2004, the independent store where Morrow worked was leased to Barnes & Noble and the entire staff terminated. He sought employment with Nebraska Book Co. and now competes against his former store.

Mark Patten

Then: coordinator, MacEwan Bookstores, Grant MacEwan College, Edmonton, AB, Canada

Now: Still the coordinator at MacEwan, Patten has served on several NACS committees, including chairing the CAMEX 2006 Education Committee and helping with development of the Xtreme programs. "Working with NACS has really been the highlight over the past few years," he says, "reminding me that we are fortunate indeed to have opportunities to share our ideas, failures, and accomplishments so openly."

Keith Penner

Then: textbook director, The Co-op Store, Indiana University of Pennsylvania, Indiana, PA

Now: Penner now serves as manager, New York University Book Stores, New York, NY. He moved to NYU four years ago, shifting from oversight of one textbook department to all store departments, and from two full-time employees and six students to 29 full-timers and several dozen students and temps.

He's been on the CAMEX Program Committee, facilitated three sessions of NACS' Collegiate Retail Training Series, and his store hosted Xtreme 2008 in July. On campus, he's an advocate for NYU's sustainability committee and helped launch a program that dramatically reduced plastic bag usage.

Garrett Pless

Then: assistant manager, Hillsborough Community College Bookstore, Tampa, FL

Now: Pless left the college store industry in 2004, after earning a degree in accounting.

Patty Sansom

Then: textbook manager, Kennesaw State University Bookstore, Kennesaw, GA

Now: Sansom left the industry, married, and started a family.

Melanie Sparks, CCR

Then: director, University of New Mexico Bookstore, Albuquerque

Now: Still bookstore director at UNM, Sparks continues to "live and breathe the bookstore industry," serving as 2006-07 president of the New Mexico College Bookstore Association and being installed last March as 2008-09 president/treasurer of the NACS Board of Trustees.

Hiromi Ueha

Then: course materials manager, UCI Bookstore, University of California at Irvine

Now: Ueha was acting director of the UCI Bookstore when she died on April 10, 2006, after a brief illness. She was 33 years old.

Michael von Glahn is editor of The College Store magazine.

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