


Fall Meeting Agenda

Best Western Premier Waterfront Hotel & Convention Center
October 11-13 | Oshkosh, WI

Tuesday, October 11, 2022


REGISTRATION (Atrium) 11:00 am - 5:00 pm

<p>1:15 pm - 2:15 pm BF Carter/Anna M Thistle (Textbook)</p>	<p>Textbook Discussion - Roundtable discussions about what's going on in the industry.</p>	<p>The Art & Science of Buying - The roles and responsibilities of a buyer are many and diverse, and one thing is clear: in a fast-changing retail world, buyers must stay alert, flexible, and responsive to market changes that can impact sales, service, and product selection. Learn best practices from peer stores and see how art and science play a role in the buying process. Whether you're new to the role or a seasoned buyer, you can gain insights and tips to improve.</p> <p style="text-align: right;">Sponsored by  NACS Foundation IMAGINE TOMORROW</p>
<p>2:30 pm - 3:30 pm BF Carter/Anna M</p>	<p>Retail Calculations Workshop - An understanding of retail math is crucial to campus stores. In this workshop, we'll take an in-depth look at calculations used in purchasing, daily analysis and running a retail business. Not a numbers person? That's okay! A take-home resource will be provided with calculation tips and practice sheets.</p>	
<p>3:45 pm - 4:45 pm BF Carter/Anna M</p>	<p>Effective Ways to Reduce Prejudice and Create an Inclusive Climate - Naomi Isenberg Many pro-diversity initiatives have one shortcoming: They don't work! Reviewing empirical studies conducted by our and other research teams, I discuss effective ways to get people to develop positive attitudes towards members of other social groups and to engage in inclusive behaviors (in schools, organizations, and communities). Naomi is a fifth year PhD student in social psychology at the University of Wisconsin-Madison. She is advised by Dr. Markus Brauer and her research primarily focuses on examining different behavioral mechanisms for promoting inclusive behavior change. She also enjoys running inclusion workshops and sharing her research with communities outside of psychology. To learn more, you can visit her website at www.naomiisenberg.com.</p>	
<p>5:00 pm - 6:00 pm South Breakouts</p>	<p style="text-align: center;">RECEPTION</p>	
<p>6:00 pm - 9:00 pm South Breakouts</p>	<p style="text-align: center;">DINNER</p>	
<p>Following Dinner South Breakouts</p>	<p>White Elephant Exchange - Each participant supplies one wrapped gift. The gifts are placed in a central location, and each person that brings a gift is given a number. The first person opens a wrapped gift and the turn ends. On subsequent turns, each person gets the choice of "stealing" any unwrapped item or choosing a wrapped one from the gift pile. When a player's gift is stolen, they can choose to steal an opened gift (2 Steal limit) or select a replacement gift from the pile of wrapped presents. Each turn ends when a gift is unwrapped. The game is over when the last person has taken their turn. Everyone is welcome to play!!! The more gifts the more fun so make sure to bring one!</p>	

Wednesday, October 12, 2022

TRADE SHOW SET UP (Leander Choate) 6:00 am to 10:30 am

REGISTRATION (Atrium) 8:00 am - 10:30 am

7:00 am - 8:00 am South Breakouts	BREAKFAST
8:30 am - 10:15 am BF Carter/Anna M	<p>How to Merchandise your Store to Grow Sales - Together we will explore the importance of utilizing your retail floor space and merchandising tips to optimize and grow your sales. Sales per square foot is a Key Performance Indicator (KPI) that helps you gauge performance and efficiency related to space. How should space be adjusted to accommodate high/low sales trends by category due to seasonal shifts? Learn valuable tips on key factors that can improve performance such as optimizing floor layout, maximizing product assortments, merchandising, and increasing average transactions. Create ways to support product layout and placement on your sales floor to capture your customer's attention, elevate their shopping experience, and stimulate their buying decisions. This session is ideal for the operations/buying teams that are involved in determining space utilization, merchandising, and customer engagement.</p> <p>Sponsored by </p>
10:30 am - 11:15 am South Breakouts	<p>Business Meeting All Members and Vendors that would like to be members invited to attend.</p>
11:30 am - 12:15 pm South Breakouts	LUNCH
Noon - 4:00 pm Leander Choate	TRADE SHOW
5:00 pm - 6:00 pm Athearn Ballroom	SOCIAL HOURS
6:00 pm - 9:00 pm Athearn Ballroom	DINNER

AUCTION IMMEDIATELY FOLLOWING DINNER

Spend your WACS bucks on some amazing prizes donated by our membership!

Thursday, October 13, 2022

7:00 am - 8:00am Athearn C	BREAKFAST
9:00 am - 10:00 am Athearn C	<p>What's going on?! Show and tell products or marketing ideas that are working for your store.</p>
10:00 am - 11:00 am Athearn C	STUDENT PANEL

Thanks for a great event!