

# Connect2One<sup>®</sup> Connections

DECEMBER 2016

## #throwbackthursday C20 Education Day

PAULA HAERR  
VP RETAIL SERVICES

Rolling back the years, it was 5 years ago we were planning for CAMEX and the C20 Education Day in Salt Lake City. And, 15 years ago, we were planning our first “co-location” with CAMEX.

Yes, for those of you unfamiliar with the co-location concept, there was a time when the buying group held its very own buying show and annual meeting. As buyer travel budgets tightened and vendors struggled with the costs of attending multiple major shows each spring, C20 and CAMEX agreed to partner up. Little did we know back in 2002 that - as Bogart uttered to “Louie” in Casablanca - this would be the beginning of a beautiful friendship.

### #buyersdreamday

Nothing prepares a buyer for CAMEX like the C20 Education Day. Our program managers, Robb, Michelle and Megan, have all been buyers in college stores. C20 presentations are designed by buyers for buyers. As our team negotiates programs with 130+ partners, they pull together the important details buyers need going into the back-to-school purchases. The C20 Education Day sessions are a picture guide to the top sellers, low minimums, new items, best buys and, of course, Picks! We do the prep work so your job is easier on the trade show floor.

### #idealexchange

Our most popular session, the Idea Exchange makes its reappearance in the afternoon on the C20 Education Day. Keep your suitcase light by sending us pictures of what’s hot in your store (mpayne@connect2one.com).

### #onetwopunch

Mark your calendar for the much anticipated “What’s Hot” presentation on Saturday, March 4, 3:00 p.m. followed by the 22nd Annual Fashion Show Sponsored by MV Sport/The Game at 4:20 p.m. This one-two punch of trends and fashion is the perfect prep for your CAMEX shopping experience.

### #boothreveal

You’ll find a concentrated NACS presence in the center floor, main aisle of CAMEX. In addition to the individual indiCo and PartnerShip booths, you’ll have convenient one-stop access to Connect2One, NACSCORP, the NACS Foundation and OnCampus Research all together in Booth 2725. So, be on the lookout for our new combined location on the trade show floor. And, don’t forget, the Destination C20 area makes shopping C20 vendor partners easy and convenient.

As always, the C20 Education Day is FREE to attend but you must RSVP at connect2one.com to ensure adequate seating and refreshments. Complete schedule is on page 3.



#throwback 2012 SLC Idea Exchange



#throwback SLC 2012 Booth



#throwback 2002 C20 Booth



THE **SOURCE**  
A Joint Connect2One ICBA Program

Watch your inbox for the latest details on the 2017 SOURCE commitment program for apparel basics.

# Stepforward Joins Connect2One



**Stepforward** was established by founder and creative director Jess Erin with a vision to build the perfect line of **women's basics with a designer point of view**. Each garment is made from luxurious soft cotton, pigment dyed and

heavily washed for added softness and drape. Rich, vibrant hues are created that enhance a woman's skin tone and provide a feminine up-to-date color palette.

Garments are cut to fit and flatter a woman's shape—whether she is **extra small or plus sized**. Sizes range from XS to 18/20. Key product categories include tank tops, short and long sleeve t-shirts, french terry pullovers and hoodies. Garments can be printed, embroidered or even sold blank.

To further enhance your school brand Stepforward is offering its unique **Locker Tag** program designed for college bookstores. You can add your own custom school tag to each garment. Upscale rolling fixtures, wood hangers and custom signage are also available.

See everything Stepforward has to offer at [www.shopstepforward.com](http://www.shopstepforward.com). **Connect2One stores receive a year round 10% discount**. For more information contact Thomas Becker at 917-991-1325 or the sales office at 424-274-2080.



*Ladies' V-Neck SS Tee*



*Ladies' LS Henley*



*Ladies' Zip Up Hoodie*



*Ladies' Fleece Hoodie*



*Ladies' Scoop Neck Tee*



*Stepforward Fixtures*

C2O Education Events are open to C2O Store attendees only.  
\*Attendees of the Thursday C2O Education Sessions are eligible to receive the 2017 C2O Goody Bag. You will receive a Goody Bag redemption ticket with your R.S.V.P. confirmation.

## Wednesday, March 1, 2017

2:00 - 6:00 p.m.

**C2O Welcome:** Stop by for afternoon refreshments and Goody Bags\*! Attendees of Thursday C2O Educational Sessions are eligible to receive the 2017 C2O Goody Bag.

## Thursday, March 2, 2017

**Breakfast on your own:** Start the day at your own pace. Coffee and sodas will be available at the meeting rooms. Goody Bag\* pickup available from 8:00 a.m. to 2:00 p.m.

9:00 - 10:30 a.m.

**Apparel In-Depth Review:** Excited about this year's fashion scene? Michelle Johnson reviews the latest looks and best buys from our apparel programs.

10:45 - 11:45 a.m.

**Expansion Categories:** There's more to C2O than apparel and supplies. Join Robb Faust along with Michelle Johnson for an overview of gifts, souvenirs, backpacks, shopping bags, operational supplies, fitness and sporting goods.

11:45 a.m. - 12:45 p.m.

**Lunch:** Take a break between our morning and afternoon sessions to catch up with friends and colleagues

12:45 p.m. - 2:00 p.m.

**Grow your Mix:** Join Robb and Michelle for an overview of HBC, snacks, dorm, tech products and health sciences. Get the scoop on course material offerings and resources for independent stores.

2:15 - 3:30 p.m.

**Hey Robb! Let's Talk Supplies:** Check out all the 2017 supply programs in Hey Robb's inimitable style.

3:45 - 4:45 p.m.

**C2O Idea Exchange:** It's back on our Thursday schedule! C2O Buyers have the best ideas to share! See unique products, bestsellers and engaging promotions submitted by buyers to inspire you in the coming year!

6:30 - 9:00 p.m.

**"Be True to Your School" Party:** Be our guest for dinner, socializing, music and entertainment. Represent your school by wearing your favorite logo apparel.

## Saturday, March 4, 2017

3:00 - 4:00 p.m.

**What's Hot:** New time slot just before the CAMEX Fashion Show. Open to all.



**Connect2One  
TRAVEL DAY**

*Wednesday, March 1*

**Connect2One  
EDUCATION DAY**

*Thursday, March 2*

**RSVP online at  
connect2one.com**

*Questions?*

*800-563-9034 or info@connect2one.com*

*RSVP Deadline 2/10/17*



**camex**  
Campus Market Expo 2017

Visit [www.camex.org](http://www.camex.org) for housing and  
CAMEX event registration.

**RSVP online at connect2one.com by February 10, 2017**

It's free to attend exclusive C2O events, and you must RSVP at connect2one.com to receive your pass to these events.

# Understanding the UPS and FedEx Rate Increases

Every year small package carriers FedEx and UPS evaluate their shipping rates and make adjustments that can have a substantial effect on you and your business. The UPS rate increases take effect on December 26, 2016, while the new FedEx rates take effect on January 2, 2017. As always, how much more expensive your particular small package shipments will be in the new year largely depends on many factors, including shipment volumes, sizes, weights, and modes.



Here are some quick facts:

- FedEx Express and International rates are increasing an average of 3.9%
- UPS Air and International rates are increasing an average of 4.9%
- FedEx Ground and Home Delivery® rates are increasing an average of 4.9%
- UPS Ground rates are increasing an average of 4.9%
- The dimensional divisor for FedEx is changing from 166 to 139
- FedEx SmartPost®, FedEx One Rate®, and UPS SurePost® rates will be changing

The important takeaway when thinking about your shipping expenses in 2017 is that the announced average increases paint an inaccurate picture of the true impact these new rates could have on your business. The shipping experts at PartnerShip® have dug into the details and analyzed the new rate tables to assess the true impact to shippers and help you make sense of these changes. Learn more about how the 2017 rate increases will affect your shipping costs by downloading the free white paper at [PartnerShip.com/RateIncrease](http://PartnerShip.com/RateIncrease).

This tip is brought to you by PartnerShip, the company that manages the Connect2One Shipping Program. For more information or to enroll, visit [PartnerShip.com/C2O](http://PartnerShip.com/C2O), email [sales@PartnerShip.com](mailto:sales@PartnerShip.com), or call 800-599-2902.

## Welcome

Join us in welcoming our 29th K-12 store.



### Aves Hangar Bookstore & Spirit Shop

Sycamore Community Schools  
Jill Whaley & Lisa Tosh  
Co-Managers  
[sycamorebookstore@gmail.com](mailto:sycamorebookstore@gmail.com)



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