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FOR IMMEDIATE RELEASE

## **NACS Names Malcolm Karl Director of Business Development**

**January 5, 2010 (OBERLIN, OHIO)** – Malcolm S. Karl, CAE, has been named to the new position of Director of Business Development for Associations/Nonprofits by the National Association of College Stores (NACS), an Oberlin, OH-based trade association representing the collegiate retailing industry.

Karl was former vice president of business development for EagleBank and previously served as senior vice president/CFO of the American Society of Association Executives (ASAE).

NACS runs two for-profit companies: [NACSCORP](#), a wholesaler distributor, and [PartnerShip](#), a logistics management company that negotiates discounted shipping rates for association-affiliated companies. Both serve the NACS membership as well as other associations and non-profits.

“Malcolm’s experience from his many years working with associations provides us with special insight as we look to expand our sales efforts for NACSCORP’s third-party contract fulfillment services and PartnerShip’s turn-key membership freight programs and TradeShow Select offerings,” said NACS Chief Executive Officer Brian Cartier, CAE.

Malcolm will be based in Washington, D.C., which is important in servicing our association and non-profit clients, said NACS Chief Financial Officer Frank Sulen, CPA.

A graduate of Strayer University with a bachelor’s in accounting, Karl resides in Woodbridge, VA.

### **About NACS**

Headquartered in Oberlin, Ohio, the National Association of College Stores (NACS) is the professional trade association representing the \$10 billion collegiate retailing industry. NACS

represents more than 3,000 collegiate retailers and approximately 1,000 associate members who supply books and other products to college stores. NACS member stores daily serve America's college students while supporting the academic missions of higher education institutions everywhere. Additional information on NACS can be found online at [www.nacs.org](http://www.nacs.org).

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