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FOR IMMEDIATE RELEASE

## College Stores Educated and Entertained at CAMEX

**January 19, 2009 (OBERLIN, OHIO)** – Attendees of the largest event in collegiate retailing will be entertained and educated with several big names on the schedule of the four-day event.

Produced by the National Association of College Stores (NACS), CAMEX is the largest trade show and education event for the collegiate retailing industry, attracting thousands of college store buyers and vendors each year. **CAMEX 2010 takes place March 12-15 at the Orange County Convention Center in Orlando, Florida.**

This year's event includes the following guest speakers:

- CNN anchor and special correspondent **Soledad O'Brien** will share her experiences reporting on breaking news for all major CNN programs during the Opening Mega Session **March 12 at 10:45 a.m.** At CNN, O'Brien has co-anchored *American Morning*, followed Hurricane Katrina and its aftermath, and created a series of eye-opening reports on conditions in Mexico.
- **Lois Huff**, Senior Vice President of Retail Forward, a Kantar Retail company, will help define the college store of 2015 during the Afternoon Mega Session **March 12 at 4:15 p.m.** Retail Forward has partnered with the NACS Foundation to predict future directions in retailing and shopper behavior. In this session, Huff will not only define the store of 2015, she will provide a combination of insights, recommendations and calls to action.
- **Rick Alden**, founder and CEO of Skullcandy, is the CAMEX/CCRA speaker. The conference for The Campus Computer Resellers Alliance (CCRA) takes place in conjunction with CAMEX this year.

Aldon has earned many honors including being named Entrepreneur Magazine's Entrepreneur of 2009, and vSpring Capital's "Top 100 Venture Entrepreneurs" in 2006, 2007, 2008 and 2009.

During the Book and Author Breakfast **March 13 at 7:30 a.m.**, the following authors are scheduled to share their stories:

- **Dave Isay**, founder of StoryCorps, shares his experience creating *Listening is an Act of Love*, a compilation of interviews of every day people and their families.
- Recipient of the 2009 Beatrice Hawley Award, **Reginald Dwayne Betts** tells his story as described in his memoir, *Question of Freedom*. Betts truly turned his life around after a nine-year prison sentence at the age of 16. Since, he has taught poetry in several Washington, D.C., public schools, created YoungMenRead, a book club for at-risk young men, and graduated from the University of Maryland.
- **Walter Mosley**, a cherished and extremely versatile author, is most widely known for his bestselling mystery series featuring the character Easy Rawlins, including the brilliant *Devil in a Blue Dress*. His critically acclaimed new novel is *The Long Fall*.

### **About CAMEX**

Produced by the [National Association of College Stores \(NACS\)](#), CAMEX is the largest trade show and educational event for the collegiate retailing industry. Each year, CAMEX attracts more than 7,000 exhibitors and attendees. CAMEX 2010 will be held in Orlando, FL, March 12-15. For more information, visit [www.camex.org](http://www.camex.org).

### **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 3,100 collegiate retailers and approximately 1,100 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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