



■ e're proud of our past. And we're especially proud of and excited by our present and future. We're proud that the University of Oregon Bookstore has become a leader in its field—a model for other bookstores.

PEOPLE

■ eing an industry leader is a direct result of the efforts of our staff Leadership Team. Our Team members are real pros, many of whom have been familiar faces for a lot of years. They're continually challenging themselves to find better ways to improve what we can do for you and the University.

The recent challenge of customizing a new computerized system to the needs of a bookstore is an example of our Team spirit. Through extraordinary problem solving efforts by our people, other bookstores are now coming to study our solutions—to pattern themselves after us.

You, the University community, are the other factor in our success. You've served on our Governing Board of elected U of O students, faculty and staff for the past 72 years. You've patronized our store, helping us to be one of only 30 U.S. college bookstores able to offer a purchase discount on books. You've worked in our store as students, receiving job preference here. And, you've kept on challenging us with your ideas and needs. So, together let's celebrate the success of over 70 years of our unique partnership in your education!

General Manager— Jim Williams _____

Like his two predecessors, Bookstore General Manager Jim Williams is a graduate of the University of Oregon School of Business. He is proud of that. And he is proud to be one of only three General Managers here in over 70 years.

Jim started out stocking shelves while attending school in the sixties. That experience determined the special relationship he has with student employees and the priority he gives them in jobs. Jim is a family man, avid fly fisherman, coach, runner and environmental activist.

In his 17th year as General Manager, Jim's vision for the bookstore reflects his integrity and that of his predecessors. He is an advocate for student interests and sees the role of the bookstore as that of a partner, with students, faculty and staff, in the educational process. Jim's door is always open to talk about the bookstore or just to visit.

