

UNLV Bookstore meets challenge



UNLV Bookstore - Bookstore shelves are full, ready for Fall semester. *Yell Photo / Richard Crow*

UNLV Bookstore manager comments on Rebelbooks

By Victor Ingram
Reporter

With the addition of Rebelbooks, a new book store dedicated to serving the needs of UNLV students, Nadine Purdon, UNLV Book Store general manager, admitted there is now competition.

It is the first time that the UNLV Book Store has faced such competition.

Purdon said, "The competition is welcomed competition. It offers extra convenience and variety to the student thereby increasing overall service."

It is the service aspect of UNLV's Book Store, however, that Purdon said she feels appeals most to the students.

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The UNLV Bookstore has renewed its contract with the university, providing for a five-year extension of service.

The store is privately owned by the Barnes and Noble Corporation and has been on UNLV's campus for about five years. By contract, it must be totally dedicated to serving the needs of the student. By providing multitudes of books and workbooks needed for freshman level classes to the specific needs of the graduate student, the book store must facilitate all texts required.

With the ever-growing population of the university, this task has become increasingly more difficult. UNLV's student body has been projected to surpass 16,000

next semester, with each student needing books and supplies.

To meet the challenge, the book store has General Manager Nadine Purdon. Purdon recently took over the position and anticipates the heavy work load ahead of her. She said she feels that UNLV students are some of the most responsible students that she's ever worked with.

"By meeting the needs of the students and hearing their grievances, I will be able to be effective in my duties as manager," Purdon said.

She said, "Among the complaints voiced, book pricing and long waiting lines are the most frequent."

In explanation, Purdon noted that the book store is contractually obligated to charge no more than 25 percent over the cost of

each book. The policy is enforced by student government which provides a committee that physically inspects the item pricing of the books.

"A 25 percent margin is all that we're allowed to make and that's noninclusive of freight," Purdon said.

She noted that students fail to realize that the book store isn't making an enormous profit from the student necessity of buying books. Purdon has even, on occasion, shown the irate student the actual invoice detailing the pricing of their books. After viewing the assorted charges for their books prior to the 25 percent that the book store charges, Purdon said students have a different understanding of the pricing system.

When asked about the long

lines during registration periods, Purdon said that action has already been taken to shorten such lines.

"We expect to hire ten additional people during this peak period," Purdon said.

Purdon also plans to add cash registers and computers during these times. They will be strategically placed in the student union's lobby area.

She added that an extensive expansion is planned which will allow for a renovation of the existing store plus the addition of a second store. This project is targeted for late December.

"We're here to serve the student from textbook, to pencils, to tee-shirts; we must insure that all supplies are available," Purdon said.

Rebelbooks

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time improve the quality of service and merchandise."

Field said he hopes that his presence, while benefiting the students, will help improve the campus book store as well.

"Books have played a big part in my life. I enjoy this work very much and all the people that are associated with this industry, including the teachers and writers," Field stated.

Rebelbooks is located across from UNLV at 4440 S. Maryland Parkway in the Promenade Center. They have just expanded to 3500 square feet and are open seven days a week. They will have on hand the majority of all the texts you will need.

Field envisions a future of Rebelbooks becoming a very comprehensive, academic book store with a technical reference section. This is presently lacking in the Las Vegas area.

"Price will always be a major concern of mine," Field said. "But I always remember quite vividly what Dr. Lloyd Nietling, a professor in the math department said to me one day when I mentioned that his text was a little expensive. 'I know it's a little high,' he said, 'but hopefully this book will actually change someone's life.'"

This is a concept, Field said, that he can understand, work toward, and respect.

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