



2025

NACAS
Annual Report



NACAS National Board President's Message



Scott Seagren, CASP
NACAS National Board President

Over the past several years, colleges and universities across the country have been facing growing financial challenges and shrinking budgets, especially from federal and state sources. Those reductions to federal and state support are likely to continue. In addition, sometime within the next five years, the dreaded “enrollment cliff” that we have all been fearing is expected to impact institutions across the country as the number of high school graduates is forecasted to decline significantly. This impact will affect regions and institutions differently, and at different times, but will still have some type of effect on all colleges and universities nationwide.

As overall funding challenges increase, colleges and universities will be looking to auxiliary operations to help subsidize general university budgets. At the same time, declining enrollments combined with increasing fixed costs of operation will make it harder for auxiliary enterprises to even cover their own operating costs, let alone provide increased funding back to general university budgets.

At the same time, as budgets continue to tighten, paying for membership in associations such as NACAS and travel to conferences and events will be questioned and potentially cut back. NACAS will face escalating challenges to maintain or grow membership levels unless the Association can continue to provide the relevant, valuable educational programs and events to help member institutions navigate these increasingly difficult times.

NACAS has built a great tradition of providing best-in-class professional events. The C3X Annual Conference and Expo, as well as the four regional CX Conferences are events that members rely on. In recent years, NACAS added the Senior Executive Summit and Women in Leadership events that have proven to be very popular with attendees. In addition, online educational offerings have continued to increase. I consider all these activities the core of what NACAS offers its membership and the things that members value most. While NACAS offers other programs and benefits, these core activities are most important to maintain and grow. One of my goals during my time as president is to ensure that these events are made a priority, continuing to provide what members expect, and to continue to evaluate and experiment with ideas to increase attendance and participation.

NACAS CEO's Message



**Rich Steele, CASP
NACAS CEO**

On behalf of the entire NACAS team, I am pleased to present this Annual Report for 2025. We have made significant strides toward strengthening the Association achieving notable financial success, reviving key member benefits, and launching new partnerships that drive both member engagement and revenue.

Despite this focus on internal strengthening, our commitment to growth and service remained unwavering. Throughout 2025, we also prioritized the delivery of new programs and the enhancement of existing ones, each designed to better serve our members and advance the field. The details of these initiatives and achievements are further elaborated upon in the pages that follow, highlighting a year of balanced progress and dedicated effort.

Our progress is a direct result of the volunteer leaders who dedicate their expertise to the success of our students, profession and institutions. Our volunteer-centric model remains our greatest strength.

Our Mission

To advance campus experiences that enrich the quality of life for students, and that provide sustainable institutional resources to support student success and the academic mission of our members' institutions.

Our Values

- 1 Integrity
- 2 Leadership
- 3 Adaptability
- 4 Excellence
- 5 Inclusiveness
- 6 Respect
- 7 Community



Year in Review

NACAS at a Glance

NACAS continued to strengthen and expand its role as the premier association for auxiliary services in higher education. With a vibrant and growing membership across North America, we delivered high impact educational programs, hosted dynamic regional and national events including the C3X Annual Conference & Expo and launched new initiatives that support professional growth, innovation, and inclusivity. From increased member engagement to expanded certification opportunities, the past year has been a testament to the power of connection and the dedication of our volunteer leaders, business partners, and campus professionals.

32 Live Online Events

150+ Hours of
Education

\$1, 350,000+ in
Business Partner
Support

C3X Paris, Las Vegas
1,257 Attendees
174 Expo Booths

553 Member
Institutions
5000+ Rostered
Members

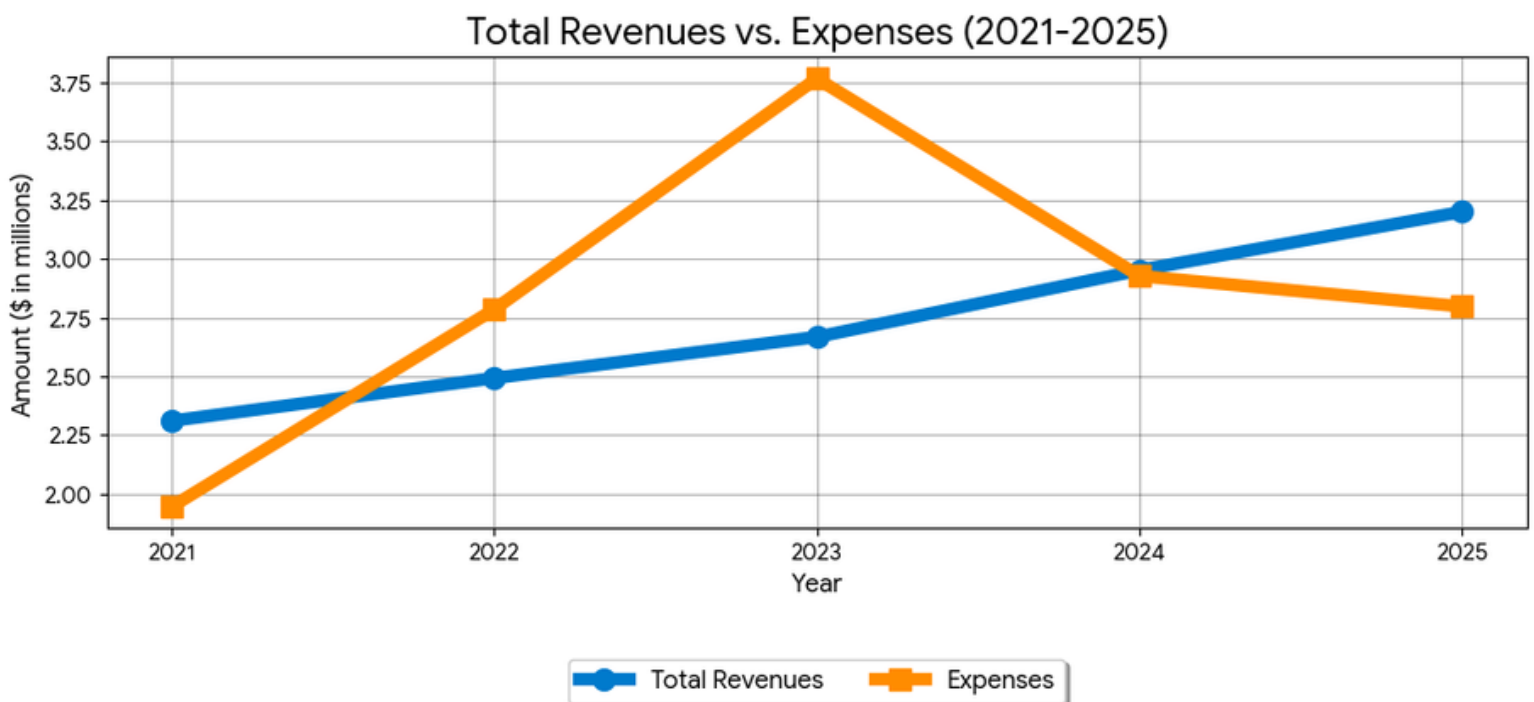
239 Business
Partners

7 In-Person Programs

- 3 National Programs
 - C3X Conference & Expo
 - Senior Executive Summit
 - Women in Higher Ed Leadership Summit
- 4 Regional CX Conferences

Financial Health

C3X 2025 delivered exceptional financial results, with Expo Hall booth sales exceeding budget by \$201,000, a strong net positive performance driven by record business partner participation. This growth reflects both the sustained demand for C3X and the strength of our business partner relationships.



Since 2023, significant strides have been made to reduce expenses and maintain steady revenue growth resulting in a strong net positive budget outcome in 2025.

Volunteer & Leadership Recognition

Every success NACAS achieved this year is a reflection of the remarkable volunteer leaders who power our work. Our National Board of Directors provided steady leadership and strategic direction; our committee chairs and task forces brought creativity and momentum to key initiatives; and our regional leaders ensured localized engagement and support across North America. Their collective contributions have helped NACAS grow, adapt, and thrive—and we are proud to recognize their invaluable service.



Thank You to Our NACAS Volunteers

Our Volunteers 2024-2025

Awards Committee

- Andy Lachman, PhD., CASP - Chair - University of Hawaii
- Trent Bucy - Central Washington University
- LeVita Bassett, Ph.D., CASP - Howard University
- Kim Rademacher, CASP - Ferris State University
- Bill Cox, CASP - Texas A&M University
- Ben Smith - University of Wisconsin - Whitewater

Canadian Committee

- Shannon Dunn - Interim Chair - University of British Columbia
- Dave Smith - Fanshawe College
- Mathieu Laperie - McGill University
- Tom Watt - York University
- Trent Rix - Red Deer Polytechnic
- Hosham Alimorad - University of Western - Ontario
- Tony DeGregorio - University of Toronto - Scarborough
- Adam Hustwitt - Nova Scotia Community College - Halifax

Communication Services Committee

- Megan Allred, CASP - Chair - UNC Wilmington
- Jeff Dover - fsStrategy, Inc.
- Andrew Smith, Ed.D. - University of Kentucky
- Ellen Curtis - California State Polytechnic University - San Luis Obispo
- Andy Lachman, PhD., CASP - University of Hawaii
- Steve Miller, CASP - Penn State University
- Michael Murphy - Georgia Southern University

Membership Committee

- Greg Bryant - Chair - Prairie View A&M University
- Christopher Clifford, CASP - Vice Chair - University of Pittsburgh
- Deb Huebler, CASP - University of Houston
- Cami McClure - University of Idaho
- Ella Carrol - Metropolitan Community College - Penn Valley
- Jerry Clemmer, CASP - University of Richmond
- Amy Harrell - Greenville Technical College
- Benjamin Perlman, CASP - Saint Louis University

CASP Certification Committee

- Tim Siemens, CASP - Chair - Red Deer Polytechnic
- Deborah Huebler, CASP - Past Chair - University of Houston
- Jerry Clemmer, CASP - Vice Chair - University of Richmond
- Mara Lowery, CASP - Algonquin College
- Ana Alvarez, CASP - University of Miami
- Rick Torres, CASP - UNC - Charlotte
- Jim Dwyer, CASP - Washington University at St. Louis
- Bill Cox, CASP - Texas A&M University
- LeVita Bassett, Ph.D., CASP - Howard University
- Matt Suwalski, CASP - University of Wisconsin - Green Bay
- Jason Levy, CASP - RecRe
- Patti Kidd, CASP - Trent University
- Stephen Barr, CASP - Virginia Commonwealth University

Professional Development Committee

- Millie Parke, CASP - Chair - Georgia Military College
- Elysa Doss - Gonzaga University
- Patrick Albritton - Texas Tech University
- Danielle Bouton - University of Georgia
- Greg Bryant - Prairie View A&M University
- Stephen Barr, CASP - Virginia Commonwealth University
- Greg Minner - Washington University in St. Louis
- Gina Vanacore - North Texas University

C3X Planning Committee

- Jessica Way, Chair - Sonoma State University
- Anita Hicks, Ed.D, Vice Chair - Oakland University
- Angela Meldonian - University of Wisconsin - Whitewater
- Felecia Townsend - Florida International University
- Jackson Matthews, CASP - William & Mary University
- Daniel Stevenson - Georgia State University
- Rachel Bly - Grinnell University
- Jeff Dover - fsStrategy, Inc
- Scott Seagren, CASP - University of Iowa
- Joe Eggleston, CASP - Southern California University of Health Sciences
- Casey Enarson - Oklahoma State University

Business Partner Advisory Group

- Chris Reed, CASP - Oakland University
- Robin Parker - Southeastern Louisiana
- Liz St. John, CASP - Univ of Richmond
- Thomas Sekayan, CASP - Cal Poly Pomona
- Mike Clear - Watchman Payment Systems
- Mary Perry - Aramark College Hospitality
- Chris Hartsfield - Valore Campus
- Joey Roberts - Aladdin Campus Dining
- Victor Hill - Walker Consulting
- Todd Duncan - Blockhouse Furniture
- Jennifer Paiotti, CASP - Xavier University
- Geoff Kwale - Elite Studio E
- Russel Markman - Collegiate Retail Consulting
- Amy Lewis - Kitchens to Go
- Mark Schleyer - EDC Corporation

NACAS National Board of Directors

- LaNiece Tyree, MPA, CASP - President - Howard University
- Scott Seagren, CASP - President Elect - University of Iowa
- Brett Jackson, CASP - University of Georgia
- Neil Markley - Sonoma State University
- Jared Ceja, CASP - California State Polytechnic University - Pomona
- Jim Dwyer, CASP - Washington University - St. Louis
- Kim Rademacher, CASP - Ferris State University
- Monica Rattigan - University of Pittsburgh
- Esmeralda Valdez, PH.D., CASP - University of Houston
- Andy Lachman, PH.D., CASP - University of Hawaii
- Kristy Vienne, Ed.D., CASP - Lone Star College
- Emily A. Messa, Ph.D., CASP - University of Houston

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- Kim Rademacher, CASP - Ferris State University
- Deb Huebler, CASP - University of Houston
- Ben Smith - University of Wisconsin - Whitewater
- Sonya Wright, CASP - Dickinson College
- Zane Reif, PhD, CASP - University of Texas at Austin
- Trent Rix, CASP - Red Deer Polytechnic
- Rico Ovalles, CASP - California State University - Long Beach

Canadian Committee

- Shannon Dunn - Interim Chair - University of British Columbia
- Tom Watt - York University
- Hosham Alimorad - University of Western - Ontario
- Adam Hustwitt - Nova Scotia Community College - Halifax
- Karen Gallimore - University of Toronto Scarborough
- Jim Forbes - University of Victoria
- Shannon De Groot - Simon Fraser University
- Bruce Belbin - Memorial University

Communication Services Committee

- Megan Allred, CASP - Chair - UNC Wilmington
- Ellen Curtis - California State Polytechnic University - San Luis Obispo
- Steve Miller, Vice Chair - CASP - Penn State University
- Emily Eason - George Washington University
- Mona Liza Colon - Valencia College
- Ashley McNamara - Apex Order Pickup Solutions
- Audra Forsberg - Wayne State University
- Jamal Featherstone - NC A&T

Membership Committee

- Benjamin Perlman, PhD., CASP - Chair- Saint Louis University
- Millie Parke, CASP - Vice Chair - George Military College
- Deb Huebler, CASP - University of Houston
- Amanda Beardslee - University of Idaho
- Ella Carrol - Metropolitan Community College - Penn Valley
- Jerry Clemmer, CASP - University of Richmond
- Amy Harrell - Greenville Technical College
- Margot Hsu Carroll, CASP - LSU
- Douglas Belcher, CASP - Georgia Gwinnett College

CASP Certification Committee

- Jerry Clemmer, CASP - Chair - University of Richmond
- Tim Siemens, CASP - Past Chair - Red Deer Polytechnic
- Mara Lowery, CASP - Algonquin College
- Ana Alvarez, CASP - University of Miami
- Rick Torres, CASP - UNC - Charlotte
- Jim Dwyer, CASP - Washington University in St. Louis
- Bill Cox, CASP - Texas A&M University
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- Matt Suwalski, CASP - University of Wisconsin - Green Bay
- Jason Levy, CASP - RecRe
- Patti Kidd, CASP - Trent University
- Stephen Barr, CASP - Virginia Commonwealth University

Professional Development Committee

- Elysa Doss - Gonzaga University
- Myron Esterson - Vice Chair - Towson University
- Patrick Albritton - Texas Tech University
- Cal Seelye - Central Michigan University
- Greg Bryant - Prairie View A&M University
- Stephen Barr, CASP - Virginia Commonwealth University
- Eric Silber, CASP - Concordia University
- Gina Vanacore - North Texas University
- Gissette Forte - Queensborough Community College

C3X Planning Committee

- Anita Hicks, Ph.D. - Chair - Oakland University
- Angela Meldonian - Vice Chair - University of Wisconsin - Whitewater
- Gina Vanacore - University of North Texas
- Tyrone Smiley, EdD, CASP - Middle Georgia State University
- Scott Rosario - Tufts University
- Kerri Demeri, EdD CASP - Florida Polytechnic University
- Robin Hungerford - Webb Foodservice Design
- Denise Hopkins - Sodexo
- Andy Lachman, PhD CASP - University of Hawaii
- Larry Lee, CASP - University of Colorado - Colorado Springs
- Mariah McDaniel - University of Georgia
- Jeremy Schenk, Ph.D. - Northwestern University

Business Partner Advisory Group

- Chris Reed, CASP - Oakland University
- Liz St. John, CASP - Univ of Richmond
- Thomas Sekayan, CASP - Cal Poly Pomona
- Mike Clear - Watchman Payment Systems
- Mary Perry - Aramark College Hospitality
- Chris Hartsfield - Sodexo
- Victor Hill - Walker Consulting
- Todd Duncan - Blockhouse Furniture
- Jennifer Paiotti, CASP - Xavier University
- Russel Markman - Collegiate Retail Consulting
- Amy Lewis - Kitchens to Go
- Bryan Varin - University of Georgia
- Joey Roberts - Aladdin Campus Dining
- Raquel Weiss Fusco - elite|studio e
- Greg Gorgone - Pineapple Academy

NACAS National Board of Directors

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- Andy Lachman, PhD, CASP -President Elect - University of Hawaii
- Jim Dwyer, CASP - Washington University - St. Louis
- Kim Rademacher, CASP - Ferris State University
- Esmeralda Valdez, PhD., CASP - University of Houston
- Kristy Vienne, EdD., CASP - Lone Star College
- Jonathan Kukta, CASP - Penn State University
- Bill Cox, CASP - Texas A&M University
- Eileen Richey, CASP - San Juan College
- Ann-Marie Floresca, CASP - Carnegie Mellon University

Our Regional Volunteers 2024-2025

Central Region Board of Directors

- Rick Moreci - President - DePaul University
- Dave Wiseley, CASP - President Elect - The Ohio State University
- Anita Hicks, EdD. - Oakland University
- Rachel Bly - Grinnell College
- Matt Suwalski, CASP - University of Wisconsin - Green Bay
- Kim Rademacher, CASP - Ferris State University
- Chris Reed, CASP - Oakland University
- Ron Portwine, MBA, CASP, CEFPP - Saginaw Valley State University
- Cal Seelye II - Central Michigan University
- Ella Carrol - Metropolitan Community College
- Greg Minner, M.B.A. - Washington University in St. Louis

East Region Board of Directors

- Jonathan Kukta, CASP - President - Penn State University
- Kevin D'Onofrio - Vice President - SUNY Cobleskill
- Anthony Coschignano, CASP - Swarthmore College
- Mark Ironside - Lehigh University
- Tony Kwon - United States Naval Academy
- Kurt Ingerick - Rochester Institute of Technology
- Michael Baker - Franklin & Marshall College
- LeVita Bassett, Ph.D., CASP - Howard University
- Jerry Clemmer, CASP - University of Richmond
- Liz St. John, CASP - University of Richmond
- Monica Rattigan - University of Pittsburgh
- Steven R. Miller, CASP - Penn State University
- Stephen Barr, Ed.D., CASP - Virginia Commonwealth University
- Adam Hustwitt, EMBA - Nova Scotia Community College

central region

NACAS

east region

NACAS

south region

NACAS

west region

NACAS

South Region Board of Directors

- Brian Browning, CASP - President - University of Tennessee
- Michael Murphy - President Elect - Georgia Southern University
- Esmeralda Valdez, PhD., CASP - University of Houston
- Greg Bryant - Prairie View A&M University
- Daniel Armitage - University of North Texas
- Carol Agomo, M.B.A., M.P.H. - University of Alabama
- Jack Burgess - Duke University
- Richard Owens - University of North Texas
- Robin Parker - Southeastern Louisiana University
- Alla Jeanne Frank - Jackson State University
- Andrew McCowan Smith, Ed.D. - University of Kentucky

West Region Board

- Eileen Richey, CASP, President - San Juan College
- Joseph Pearson, CASP - Vice President - Central Washington University
- Amber Grenhart - Fort Lewis College
- Lisa Goberis, CASP - Colorado School of Mines
- Cami McClure - University of Idaho
- Elysa Doss - Gonzaga University
- Nicole Nimmons - Boise State University
- Thomas Sekayan, M.Ed., CASP - Cal Poly Pomona Enterprises
- Ellen Curtis - Cal Poly Partners
- Andy Lachman, Ph.D., CASP - University of Hawaii
- Shannon Dunn - The University of British Columbia - Okanagan Campus
- Suzie Mize - Gonzaga University

Our Regional Volunteers 2025-2026

Central Region Board of Directors

- Dave Wiseley, CASP - President - Ohio State University
- Rachel Bly - President Elect - Grinnell College
- Tiffany Quattlebaum - Ohio State University
- Matt Suwalski, CASP - University of Wisconsin - Green Bay
- Kim Rademacher, CASP - Ferris State University
- Chris Reed, CASP - Oakland University
- Cal Seelye - Central Michigan University
- Ella Carrol - Metropolitan Community College
- Jenn Paiotti, CASP - Xavier University
- Greg Minner - Washington University in St. Louis

East Region Board of Directors

- Kevin D'Onofrio - President - SUNY Cobleskill
- Monica Rattigan - Vice President - University of Pittsburgh
- Jonathan Kukta, CASP - Penn State
- Adam Basinger - George Mason University
- Kurt Ingerick - Rochester Institute of Technology
- James Best, CASP - Cornell University
- LeVita Bassett, PhD CASP - Howard University
- Jerry Clemmer, CASP - University of Richmond
- Liz St. John, CASP - University of Richmond
- Stephen Barr, CASP - Virginia Commonwealth University
- Adam Hustwitt - Nova Scotia Community College
- Steven Miller, CASP - Penn State



South Region Board of Directors

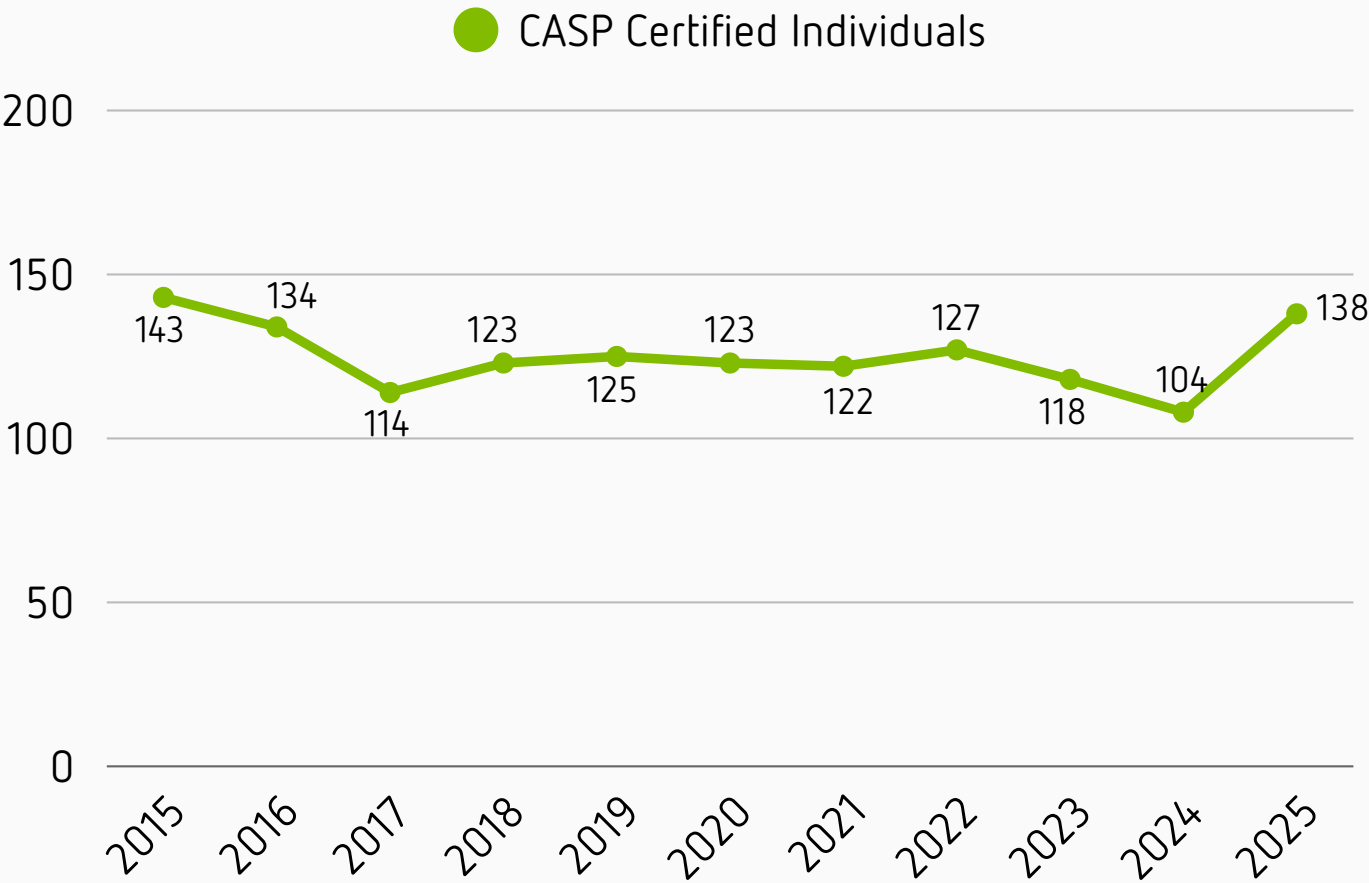
- Michael Murphy - President - Georgia Southern University
- Robin Parker - President Elect - Southeastern Louisiana University
- Brian Browning, CASP - University of Tennessee
- Bryan Varin - Vice President - University of Georgia
- Bernadette Chavira-Trull - University of Alabama
- Jack Burgess - Duke University
- Richard Owens - University of North Texas
- Esmeralda Valdez, PhD., CASP - University of Houston
- Bill Cox, CASP - Texas A&M University
- Greg Bryant - Prairie View A&M University
- Jamal Featherstone - North Carolina A&T University

West Region Board

- Joseph Pearson, CASP - President - Central Washington University
- Jennifer Reed, CASP - Vice President - University of Utah
- Eileen Richey, CASP - San Juan College
- Amber Grenhart - Fort Lewis College
- Lisa Goberis, CASP - Colorado School of Mines
- Amanda Beardslee - University of Idaho
- Elysa Doss - Gonzaga University
- Deanne Ellison, CASP - California State University - San Marcos
- Thomas Sekayan, M.Ed., CASP - Cal Poly Pomona Enterprises
- Ellen Curtis - Cal Poly Partners
- Andy Lachman, Ph.D., CASP - University of Hawaii
- Shannon Dunn - The University of British Columbia - Okanagan Campus
- Suzie Mize - Gonzaga University
- Larry Lee, CASP - University of Colorado Springs



CASP began in 2004 when NACAS members requested that the association establish a process to validate the knowledge of professionals who lead multiple campus auxiliaries. After five years of extensive industry research, NACAS took a bold step in 2009 and began to create a certification. Today, CASP is the only certification that validates the competencies that one operating at the level of director of above must demonstrate to successfully oversee the delivery of multiple auxiliary services found on a college or university campus.



NACAS Foundation

NACAS Foundation Board - 2024-2025

- Emily A. Messa, Ph.D., CASP - President - University of Houston
- J. Rex Tolliver, CASP - Past President - University of South Carolina
- Jim Dwyer, CASP - Washington University - St. Louis
- Joseph Pearson, CASP - Central Washington University
Kennedy Turner - native
- Danielle Klinkhamer - Sodexo Campus
- Kevin D'Onofrio - SUNY Cobleskill
- Salli Darden - Compass Group USA
- Angela Peterson - North Carolina A&T State University
- Scott Seagren, CASP - University of Iowa
- Ron Portwine, MBA, CASP, CEFP - Saginaw Valley State University
-

Research & Education

We know from NACAS Research that students view auxiliary and ancillary services as being integral to their personal sense of happiness and fulfillment. The NACAS Foundation funds professional development initiatives that ensures auxiliary and ancillary professionals have access to the right resources to streamline the work you do as in supporting student success.

Developing Impactful Auxiliary Leaders - DIAL

The NACAS Foundation provides critical scholarships and funding for DIAL - the Developing Impactful Auxiliary Leaders Program. DIAL support individuals from historically underrepresented groups to advance in leadership positions within the higher education profession.

Foundation Financial Highlights

\$16,000+

Flip-a-Coin
individual
contributions

\$5,000+

New funding from the
NACAS Foundation
Cornerstones

Over \$90k total donations/sponsorships in 2025



Looking Ahead

As the landscape of higher education continues to evolve, NACAS remains steadfast in its role as a forward-thinking leader in auxiliary services. We are committed to staying ahead of industry trends, responding to the shifting needs of campuses, and providing our members with the tools, insights, and connections needed to thrive. Our mission to support and elevate the profession remains at the heart of everything we do, and we continue to embrace innovation, adaptability, and collaboration as key drivers of our success.

What Next?

With the launch of the 2026–2030 Strategic Plan, NACAS is focused on advancing priorities that strengthen member value, expand engagement, and drive innovation across auxiliary services. In the years ahead, NACAS will continue to grow and expand the NextGen Dining Program and further elevate data-informed decision-making through the NACAS Annual Customer Experience Study (APEX). By expanding participation and insights through APEX, NACAS will provide members with actionable intelligence to better understand trends, measure performance, and plan for the future—positioning the association to lead with purpose and remain the premier resource for auxiliary leaders across North America.

