

**NACAS 2024 C3X Focuses
on Future of Auxiliary Services**

Speakers discuss leading with vision and the power of storytelling; over 40 educational sessions are being offered

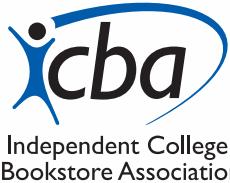
**NACAS 2024 C3X
Sponsors and Exhibitors**

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FALL 2024

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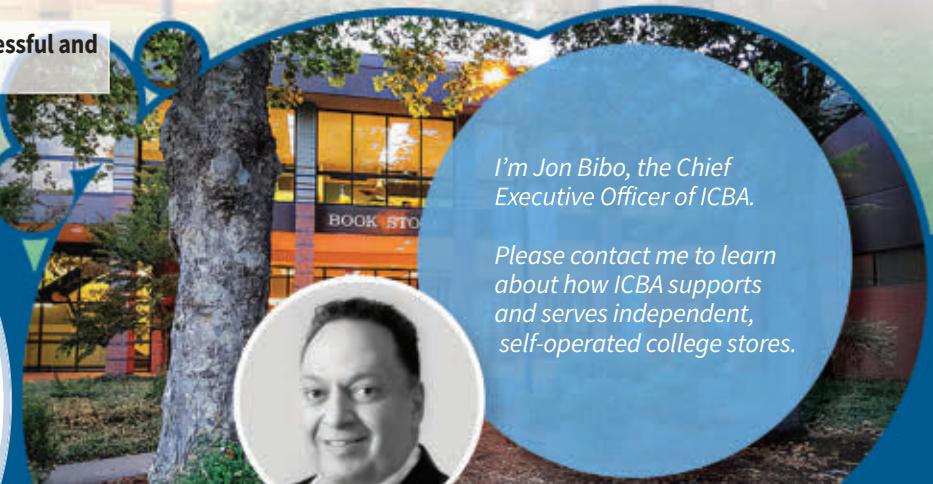
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I'm Jon Bibo, the Chief Executive Officer of ICBA.

Please contact me to learn about how ICBA supports and serves independent, self-operated college stores.

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The annual event, this year being held in Kissimmee, FL, offers keynote speakers exploring transformational leadership and elevating your higher education institution's brand through storytelling. In addition, the new Climate Action Lab is joining the more than 40 educational sessions being offered.

BY THE NACAS COMMUNICATION SERVICES COMMITTEE

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Explore photos from this past year's conference in anticipation of the 2024 C3X Conference & Expo in Kissimmee, FL.

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Learn about the numerous Business Partners and other businesses that have helped make 2024 C3X a reality.

Interested in submitting an article, sharing an idea, or advertising in *College Services*? Please visit nacas.org/member-benefits/college-services or scan this QR code for more information. ▶



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opening remarks

Presidential Perspective



BRETT JACKSON, CPA, CASP
NACAS PRESIDENT

We Are Back

What an honor it was for me to attend each regional CX conference this spring and summer. The NACAS regions are truly an integral part of our Association. My greatest takeaways were that we are definitely back, and that while each region is unique, our regions are all willing to accept everyone and welcome those new to the auxiliary services profession, whether an institutional member or a Business Partner.

My journey began with my home region, NACAS South, where the Walt Disney World Swan and Dolphin resorts and the people did not disappoint. Southern hospitality was at its best, with the closing event hosting a piano duel to raise funds for NACAS South scholarships that saw us go from "Rocky Top" to "Glory, Glory" to "Ole Georgia."

Next was NACAS Central and an opening keynote that presented a unique networking experience, allowing us to build initial connections that grew throughout the week. Small but mighty, the Central Region afforded the opportunity to get to know everyone at the conference right from the start and opened its arms to several new members who remind me of the greatness we in auxiliary services can bring to our campuses.

Then, it was on to NACAS West, with an opening event that highlighted the beauty of the Sonoma, CA, area, while inspiring our taste buds with culinary delights from celebrity chef Jet Tila. Some amazing events and speakers included a keynote on leadership tied to our own NACAS core values and a closing function at Sonoma State University, where we experienced one of the top concert halls in the U.S.

And to finish it off, NACAS East hosted our membership at Virginia Beach, VA, with an opening networking event at a unique shuffleboard venue. From great educational sessions to a visit to Old Dominion University, the East offered the perfect finale to a remarkable conference season.

Having had the honor of attending all four of the CX conferences as president, I came away with the following takeaways about our Association:

- **We are back!** COVID-19 couldn't stop us. NACAS has reunited and is stronger than ever because of longtime members, Business Partners, and first-time attendees joining us with an excitement for our industry.

- **Our regions are some of our greatest assets!** While each region offers a distinct experience and has its own personality, they all offer the opportunity to learn from our colleagues and allow us to create a special network of professionals we can rely on in a pinch.

- **Regional board members are committed!** No matter what region you are part of, a mighty team of volunteer board members is devoted to making your regional CX conference happen. They work tirelessly to produce an experience that builds your knowledge of auxiliary services and allows you to create strong connections with your colleagues.

- **Our Business Partners go so far above and beyond!** Many of our Business Partners attend every regional CX conference, no matter the timing of the events. And while that alone demonstrates how they support us, they step up repeatedly to offer us innovative experiences at conferences and provide us with solutions to help meet our students' needs daily.

- **We are better together!** Whether we help each other with an idea to overcome a challenge on our campuses or simply lend an ear to a colleague who is dealing with a challenge, NACAS brings us together and makes us better professionals for the students we support every day.

In closing, I am thankful for NACAS as an organization, but I am even more thankful for the people who make up NACAS, the colleagues I am blessed to call friends, and the honor of leading an organization that is here to support our growth and development as leaders on our respective campuses.

If you haven't discovered the many things I've shared, I encourage you to explore more regional events and volunteer to get more involved in NACAS. You won't regret it. ■

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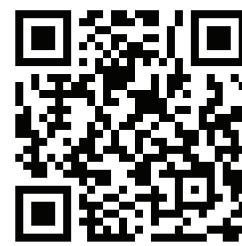


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DISCOVER INNOVATION AND LEADERSHIP AT THE NACAS 2024 C3X Conference & Expo

AMONG THE FEATURES ARE OVER 40 EDUCATIONAL SESSIONS AND
THE CLIMATE ACTION LAB

BY THE NACAS COMMUNICATION SERVICES COMMITTEE

GET READY for an exceptional experience at the NACAS 2024 C3X Conference & Expo, taking place October 27–30 at the stunning Gaylord Palms Resort & Convention Center in Kissimmee, FL.

This premier event is set to bring together leaders, innovators, and stakeholders in college and university auxiliary services, offering an exclusive opportunity to explore the future of our industry.

LINEUP OF INSPIRING KEYNOTE SPEAKERS

The NACAS C3X Conference & Expo is renowned for its inspiring keynote speakers, and this year is no exception.

Attendees will have the privilege of hearing from two dynamic leaders who are set to share their insights and strategies for driving success and innovation.

Opening Keynote: Dr. Carla McKnight

Dr. Carla McKnight will kick off the conference with her thought-provoking presentation titled "From Now to Next: Leading Transformational Change from Where You Are."

As a seasoned leader in higher education, McKnight will explore how individuals at every level of an organization can contribute to meaningful change.

Her session will delve into strategies for leading with vision, courage, and adaptability, empowering attendees to take actionable steps toward transformational change in their higher education institutions.

When she is not engaging and empowering audiences to think critically about who they are, where they want to be, and how they might get there, Knight is vice president of organizational development and human resources at Valencia College in Orlando, FL.

Closing Keynote: Matthew Dicks

As the conference draws to a close, Matthew Dicks will take the stage to deliver his captivating presentation titled "Storyworthy Strategies to Grow Your Business and Brand."



Dr. Carla McKnight



Matthew Dicks



The Gaylord Palms Resort & Convention Center in Kissimmee, FL, has glass atriums with paths among gardens and waterways.

An acclaimed storyteller and author, Dicks will share his expertise on harnessing the power of storytelling to elevate your business and brand.

His session promises to be entertaining and practical, providing actionable strategies for leveraging narratives to engage audiences, build connections, and drive growth.

INTRODUCING THE CLIMATE ACTION LAB

This year, the NACAS C3X Conference & Expo is proud to introduce the Climate Action Lab, a groundbreaking initiative designed to position college and university food services at the forefront of the transition to a climate-positive economy.

The one-day summit will bring together industry leaders, innovators, and stakeholders to address one of the most pressing issues of our time: sustainability in food service operations.

The Climate Action Lab will be a hub for collaboration and innovation, where participants will explore practical solutions for achieving net-zero or carbon-positive operations.

With a focus on actionable strategies and transformative actions, this summit is set to be a game-changer for institutions looking to lead the way in sustainability.



EXPLORE A SOLD-OUT EXPO HALL

One of the highlights of the NACAS 2024 C3X Conference & Expo is the bustling, sold-out Expo Hall that will feature over 130 vendors.

Attendees will have the chance to explore a wide array of products and services from various industries, including campus dining, bookstores, technology, and card services.

Exploring the Expo Hall provides an excellent opportunity to discover the latest innovations, connect with industry experts, and find solutions that can enhance your institution's auxiliary services.

ENGAGE IN OVER 40 EDUCATIONAL SESSIONS

Education is at the heart of the NACAS C3X Conference & Expo, and this year's event will feature over 40 educational sessions covering a diverse range of topics related to college auxiliary services.

ACT FAST AND JOIN US

It's not too late to register for the 2024 C3X Conference & Expo, October 27–30, in Florida. Visit nacas.org/event/c3x or scan this QR code to connect with your peers and industry experts.



Whether you're interested in exploring new trends in dining services, understanding the latest advancements in technology, or learning about effective leadership strategies, there will be sessions tailored to your interests and needs.

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cover feature



EDUCATIONAL SESSIONS AT A GLANCE

More than 40 educational sessions are expected to be held at the 2024 C3X Conference & Expo. Below are some of the sessions planned from Sunday, October 27 to Tuesday, October 29:

- "Supporting the Whole Student: Three Universities on Maximizing Campus Store Impact"
- "Student Satisfaction With Food Service by Type of Meal Plan"
- "Inspired to Impactful: Enhancing Employee Engagement and Morale"
- "Campus Store Blueprint for Success: How CAS Standards Can Take Your Store to the Next Level"
- "Improved Contract/Vendor Relationships with Data Analytics"
- "AI, Robots, Ghost Kitchens, Student Learning Outcomes, and Automation: What Are the Next Big Ideas for Campus Dining and Catering?"
- "The Value Proposition of Automated Retail Within Tight Labor Markets"
- "From Ink to Innovation: The Evolution of a Print Shop in the Age of AI"
- "Succession Planning, Strategic Direction, and the Great Resignation: Navigating Change in the Modern Higher Ed Workplace"
- "From One Card to No Card: The Future of Campus Credentials"
- "We Should Be Self-Sufficient, Right? What If We Are Wrong and How to Have a Fresh Look at Auxiliary Revenue"
- "Leveraging On-Campus Graduate Programs for the Auxiliary Workforce of the Future"



The Gaylord Palms Resort & Convention Center in Kissimmee, FL, offers visitors nine dining experiences.

These sessions are designed to provide attendees with practical knowledge and insights that can be directly applied to their work.

With opportunities for networking, learning, and professional development, the NACAS C3X Conference & Expo is the perfect place to stay ahead of the curve in the rapidly evolving landscape of college auxiliary services.

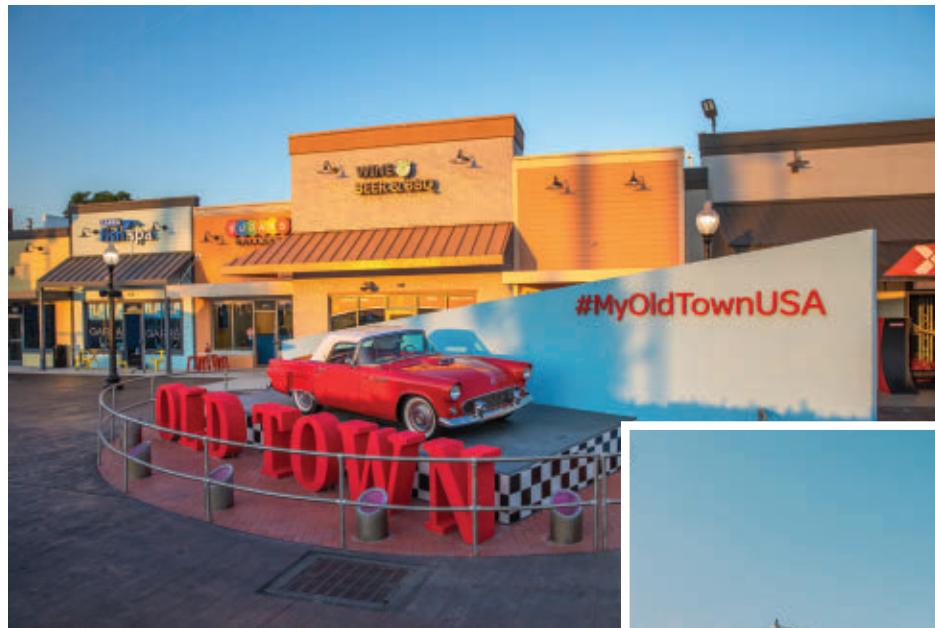
JOIN US IN KISSIMMEE, FL

The NACAS 2024 C3X Conference & Expo is more than just a conference. It's an opportunity to connect with peers, discover new ideas, and be inspired by leaders in the industry. With a diverse lineup of keynote speakers, innovative sessions, and a bustling Expo Hall, this event is not to be missed. We look forward to seeing you in Kissimmee, FL, at the Gaylord Palms Resort & Convention Center from October 27–30, 2024. Join us as we explore the future of college auxiliary services and take the next steps toward a brighter, more sustainable future. ■



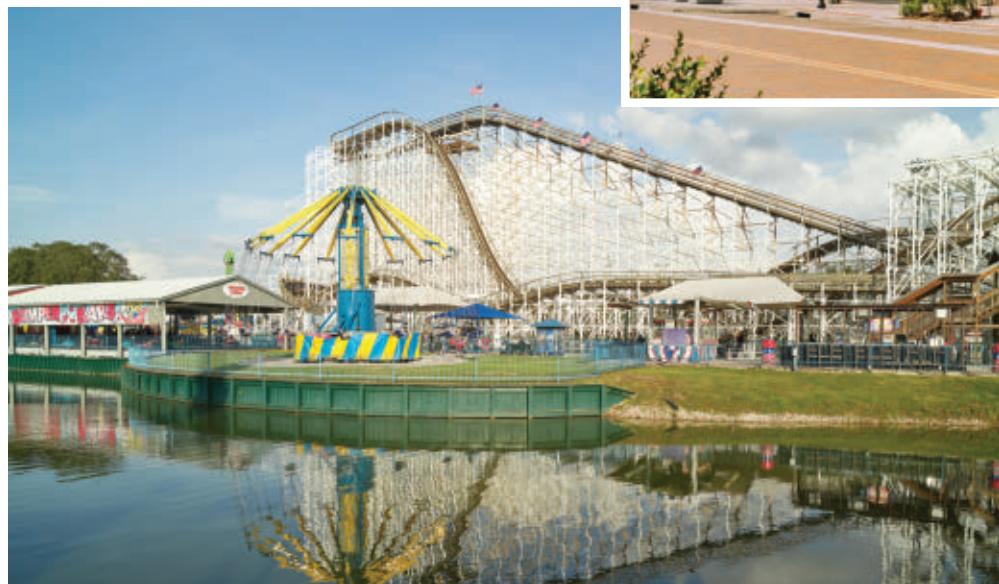
A popular tourist destination is Kissimmee Lakefront Park in Florida. The park is a grassy waterfront location with walking paths, a fishing pier, picnic pavilions, and a shaded playground.

PHOTOS COURTESY OF EXPERIENCE KISSIMMEE FLORIDA.



Downtown Kissimmee, FL, offers a mix of family-owned shops with modern or vintage items and galleries on Main, Broadway, and Emmet streets. It also is the largest independently owned restaurant district in Central Florida, with more than 30 family-owned establishments.

A Chevrolet Bel Air is a landmark of Old Town in Kissimmee, FL, where kitsch meets charm. This destination blends classic Americana and entertainment for a wacky destination.



This roller coaster at the vintage Old Town Kissimmee, FL, amusement park was built in the 1980s. The park is in the entertainment district.

Memorable Moments From NACAS 2023 C3X

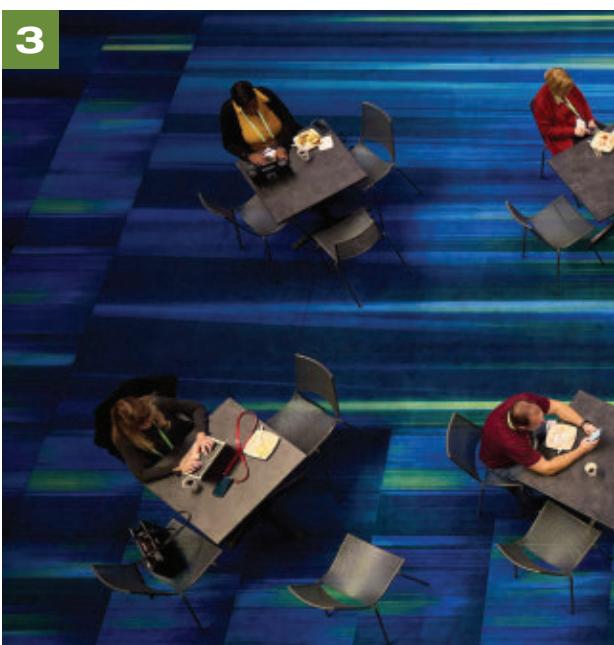
WITH THE Metro Toronto Convention Centre in Canada as the backdrop, the 2023 C3X Conference & Expo attracted more than 1,100 attendees and Business Partners this past November. The atmosphere was vibrant, with people exploring new products and services, attending over 30 educational sessions, and connecting with peers. These photographs showcase some of what this C3X conference had to offer. We look forward to making new memories with you in October in Kissimmee, FL.

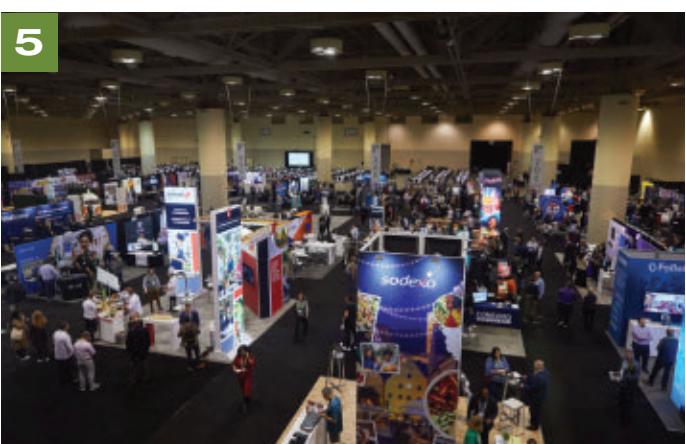


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1. A member of Red Sky Performance, a leading company of contemporary Indigenous performers in Canada and worldwide, dances during the conference's opening event. He is wearing regalia of an Indigenous people in Canada.
2. Attendees enjoy socializing over a meal at Toronto's Arcadian Court, a sophisticated venue known for its beautiful chandeliers and art deco charm.
3. The spaciousness of the Metro Toronto Convention Centre allows attendees to eat a light lunch, catch up with colleagues, or respond to emails before visiting the Expo Hall or attending an educational session.
4. Attendees play with dogs at the conference's Puppy Lounge, sponsored by Sodexo.
5. In the Expo Hall, more than 100 exhibitors offer products and services for attendees to explore.
- 6 & 7. Attendees advance their knowledge of auxiliary services at the many educational sessions.

Explore 2024 C3X Event Exhibitors

EXHIBITING COMPANY	BOOTH #	EXHIBITING COMPANY	BOOTH #
Agilysys, Inc.	419	Collegiate Retail	302
Aladdin Campus Dining	247	Denny's	547
Alliance Laundry Systems	342	deSter Corporation	457
Amazon Pickup	403	Dine Brands Global	339
Ambassador Education Solutions	426	eCampus	139
American Dining Creations	352	Eco Friendly Chef Corp.	507
ANC Consulting	612	Ecolab	524
Another Source	229	EDC Corporation	556
Apex Order Pickup Solutions	324	elite studio e	549
Aramark Collegiate Hospitality	319	Envision Strategies	328
ARO	253	Erbert & Gerbert's	525
Atrium Campus	515	Escargot	630
Babylon Micro-Farms	602	Fat Brands Inc. / Fazoli's Franchising Systems	642
Bagel Brands	325	FedEx Office	429, 435
Baker Group	204	Firehouse Subs	347
Barnes & Noble College	119	Foliot Furniture	450
Benbria	414	Follett Higher Education	107
BibliU	303	Foundry Payments	252
Blendid	203	FranklinCovey Education	626
Bojangles	523	Freddy's Frozen Custard & Steakburgers	348
Booklog	315	Freshens	449
Botrista	517	Genuine Foods	616
Brailsford and Dunlavy/CENTERS	340	Gong-Cha	225
Caldwell & Gregory	338	GoTo Foods	242
Caribou Coffee	149	Grubhub	202
Cartken	409	Hanbury	327
CBORD	233	Hoffmaster	207
Chartwells Higher Ed	331	ICBA	407
Chick-fil-A Inc.	332	inLogic	402
Choolaah Indian BBQ	504	Inspire Brands	219
Club Colors Buyer, LLC	614	Instawork	632
Coca-Cola	548		
COCM	309		

EXHIBITING COMPANY

BOOTH

IST Management Services	147	Prism rbs	356
ITC Systems	615	Puppy Lounge	125
ITW Food Equipment Group	318	Qdoba	08
Jackson WWS	656	Ramen Hall	621
Just Baked / Automated Retail Technologies	546	Ready Credit Corporation	539
KINTON Ramen	553	RecRe	451
Kitchens To Go	320	Red Bull North America	350
Mackey Mitchell Architects	652	RedShelf	404
Mashgin	251	Restaurant Technologies, Inc.	351
MEIKO USA, Inc.	406	Reusables.com	453
Metafoodx	250	SabreTooth Technologies	513
MiChargr	113	SAMBAZON	143
NACAS	439	Sbarro	633
NACS	304	SCI Custom (Seating Concepts, Inc.)	448
Naf Naf Middle Eastern Grill	503	Shake Smart	408
Nutrislice	624	Slingshot	423
Oak Hall Cap and Gown	527	Sodexo	133
Ozzi	442	StarRez	607
Panda Restaurant Group, Inc.	424	Starship	447
Panera Bread	502	Tacit Corporation	326
Parcel Pending	341	Tahini's	552
Peet's Coffee	438	Tellus Products	249
Pepsi Co.	413	The Coffee Bean & Tea Leaf	625
Perkins Restaurants	353		
Picadeli	357		
Pitney Bowes	638		
Pizza Hut	512		
PNC Bank	238		
Popeyes	349		
Porter Khouw Consulting, Inc.	307		
Potbelly Sandwich Works	645		
Press Coffee	608		



PHOTOS COURTESY OF ONETREE STUDIO INC.

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Explore 2024 C3X Event Exhibitors

Continued from pg. 15

EXHIBITING COMPANY	BOOTH #
The Halal Shack	141
The MCS Group, Inc.	618
The UPS Store	648
Topanga.io	452
Touchnet	239
Touchwork	313
Transact Campus	213
Transdev	557
TransLoc	551
Trooh	221
TZ Smart Lockers	509
UKG	214
Uniform Advantage	506
Unique Venues - Intern Housing Hub	412
University Gear Shop	151
USEFULL	306
VitalSource Technologies	209
Wasserman Next Gen	227
Webb Foodservice Design	212
West Coast Chain Manufacturing	543
Winnov	619
Workshop Architects, Inc.	115
York Street Market	533

Exhibitor list as of September 16, 2024



EXHIBITORS AT C3X

For the most complete list of vendors at 2024 C3X, visit nacas.org/event/c3x or scan this QR code.





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Sponsorship list as of September 16, 2024

member spotlight: Jonathan Kukta, MBA, CASP



Jonathan Kukta, MBA, CASP, Senior Director of Regional Campus Relations for Commonwealth Campuses and Director of Strategic Initiatives for the Office of the Senior Vice President for Finance and Business/Treasurer, Penn State University

NACAS members are leaders who help create hospitable, well-rounded campus communities worldwide through the various campus services they ensure are provided. In this feature, *College Services* hosts a question-and-answer segment in which we introduce our members. For this issue, we interview Jonathan Kukta, MBA, CASP, special assistant to the senior vice president for finance and business/treasurer at Penn State University (PSU).

College Services: Please introduce yourself and tell us about your role in auxiliary services.

Jonathan Kukta: I've been part of the Penn State University community for the past 22 years. In 2002, I joined as assistant director of housing and food services in the auxiliary and business services department. I was then promoted to director of housing and food services in 2007.

I've served at six of Penn State's Commonwealth campuses: Penn State Berks, Hazleton, Lehigh Valley, Scranton, Schuylkill, and Wilkes-Barre. I've been responsible for various aspects of residential life, including dining services; maintenance, construction, and renovation of housing facilities; security; and summer conferences and camps.

In 2021, I became director of business services and operations at the Schuylkill campus. I oversaw several functions, including campus facilities and operations, master planning, information technology, risk management, real estate, community outreach, and environmental stewardship. I also served as a liaison to PSU Police and Public Safety, Penn State Bookstore (Barnes & Noble), and Penn State Housing and Food Services. I also served concurrently as the special assistant to the senior vice president for finance and business/treasurer.

In August 2024, I began a dual role as the senior director for regional campus relations, serving Penn State Berks, DuBois, Hazleton, Scranton, Schuylkill, and Wilkes-Barre. I work with the chancellors on strategy, facility planning, community outreach, and local government affairs. I also serve as director of strategic initiatives in the Office of the Senior Vice President for Finance and Business/Treasurer. I also serve as the liaison to the associate vice president for finance and business services, commonwealth campuses for special initiatives related to commonwealth Operations.

I'm also an adjunct instructor, teaching courses in human resources management and business marketing at Penn State University.

CS: What do you get out of being a NACAS member?

JK: As a member of NACAS since 2004, I've gained immense value from my involvement with this organization. One of its most significant benefits is the invaluable network of colleagues NACAS provides for support, collaboration, and knowledge-sharing.

Additionally, NACAS offers exceptional opportunities for professional development through its regional and national conferences, as well as various programming and webinars.

Being a member has allowed me to stay updated on industry trends, best practices, and innovative solutions. It has also provided me with a platform to contribute to the advancement of the profession.

Overall, my membership has been instrumental in my professional development, and I continue to benefit from the resources, relationships, and opportunities that this organization offers.

CS: What NACAS member did you meet who made an impact on your role and/or your department?

JK: I've met many outstanding colleagues, including Anthony Coschignano, Mark Ironside, Phil Allison, Pam Burke, Michael Baker, Cheryl Armstrong, Chris Cliford, Jason Levy, Jerry Clemmer, Maria Hoagland, and Stephen Barr. They have shared unique perspectives, expertise, and experiences that have enriched my understanding of auxiliary services and inspired me.

I am also grateful to fellow Penn Staters for encouraging me to get involved with NACAS. Kim Berry, retired senior director of business services at Penn State Berks, and Jim Sterganos, retired chief operating officer at Penn State Berks. I am honored to follow in their footsteps as president of NACAS East since July 2024.

CS: What is your greatest professional accomplishment?

JK: One of my most meaningful professional accomplishments has been contributing to the creation of state-of-the-art educational facilities for students.

Over the years, I've been part of exceptional teams who have worked to provide students with cutting-edge residence halls, classrooms, and laboratories. Witnessing these projects come to fruition has been incredibly fulfilling. These spaces play a crucial role in shaping the student experience, from fostering lifelong friendships in housing to learning in the classroom to enabling groundbreaking research in our labs. ■

If you would like to contact Kukta, he can be reached at jonathank@psu.edu.

volunteer spotlight: Michael Murphy



Michael Murphy, Director of Campus Services and Dining,
Georgia Southern University

NACAS volunteers are truly the lifeblood of the organization, from holding leadership positions on boards and committees, to organizing educational webinars and writing for *College Services*, to helping out at regional events. In this feature, *College Services* is hosting a question-and-answer segment in which we introduce our volunteers. For this issue, we interview Michael Murphy, director of campus services and dining at Georgia Southern University in Statesboro, GA, and member of NACAS' Communication Services Committee.

College Services: Please introduce yourself and tell us about your role in auxiliary services.

Michael Murphy: I'm currently the director of campus services and dining for Georgia Southern University. I've been with the university for over 16 years. My areas of focus are dining (as of this year), card services, parking, our gaming center, and business development for auxiliary services as a whole. My background ranges from being a general manager in our dining unit to several years managing marketing for our auxiliary entities. I'm a master's graduate with a degree in higher education administration, and I try to dabble in many areas to keep myself current on what's new. I've made apps and photographed weddings; I work on my novel(s) at times—anything to keep busy and keep my mind thinking and creating.

CS: What do you get out of being a NACAS member?

MM: The people and the connections you create are the most beneficial thing you can get out of your NACAS membership. Just having a thriving, growing network of professionals that can support you and help you in your career is so beneficial, and if someone doesn't know an answer or have an idea of how to help, they always have someone they can connect you with to get an answer.

CS: What NACAS member did you meet who made an impact on your role and/or your department?

MM: People such as Solo Alex, Ben Anderson, and Gavin O'Conner are Business Partners who have always been helpful throughout my career. Felicia Townsend and Chris Fulkerson have been great institutional members who have cultivated my growth, along with Eddie Mills (former NACAS South president, now with Panera Bread). Eddie played a major

part in me joining NACAS and getting involved in the community. He's been the best mentor.

CS: What is your greatest professional accomplishment?

MM: Recently, I've created a gaming center at our institution. It's an odd add-on to an auxiliary portfolio, but it's great to see the various students stop by and enjoy the space. Since October 2023, we've had over 16,000 students enter and use the space. What's been really interesting to watch is how it's becoming a safe space for students with an affinity for gaming, LGBTQ+-identifying students, and those from diverse populations. The Virtual Collaboration Center has so much potential, and as I pass that off to its newly hired manager, I can't wait to see how it develops.

CS: What show have you recently binged that you would recommend?

MM: *Fallout* is what I've been watching on Prime Video. I don't watch much, other than movies, but I tore through that, and it was really enjoyable. ■

If you would like to contact Murphy, he can be reached at mmurphy@georgiasouthern.edu.

business partner spotlight: Seth Schrage



Seth Schrage, Vice President, Jamix Inc.

Business Partners offer various unique campus service solutions that meet the needs of NACAS' higher education members and their school communities. In this feature, *College Services* hosts a question-and-answer segment in which we introduce our Business Partners. For this issue, we interview Seth Schrage, vice president of Jamix Inc.

College Services: Please introduce yourself and tell us about your role in auxiliary services.

Seth Schrage: Jamix delivers a menu management and procurement system to colleges and universities. I lead the U.S. team and work directly with all our college and university partners.

CS: What do you get out of being a NACAS Business Partner?

SS: We get to spend more time with our customers and prospects. Events like the C3X Annual Conference & Expo are where partnerships and relationships are born. Work is work, but relationships make it rewarding and purposeful.

CS: What NACAS member did you meet that made an impact on your role and/or your department?

SS: The University of California, Davis has had a huge impact on us over the years. Their operation is inspiring, and they are an amazing partner that is constantly teaching us and pushing us to improve.

CS: What is your greatest professional accomplishment?

SS: I'm proud to have been at the same job for five years.

CS: What show have you recently binged that you would recommend?

SS: My favorite movie of this year so far is *Challengers*. ■

If you would like to contact Schrage, he can be reached at seth.schrage@jamix.com.

INTERESTED IN BEING IN THE SPOTLIGHT?

If you are a NACAS member, volunteer, or Business Partner, we invite you to answer a few questions and be featured in one of our Spotlights.

Every issue, we showcase individuals with noteworthy contributions to the profession of auxiliary services in colleges and universities.

Step into the spotlight and share your inspiring journey—your accomplishments could be the inspiration our professional community needs to grow!

Please reach out to Therese Umerlik, senior editor of *College Services*, at Therese.Umerlik@theygsgroup.com if you are interested.



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