

NACAS C3X 2025

Reimagine the future of auxiliary services
and get the tools to lead the industry forward

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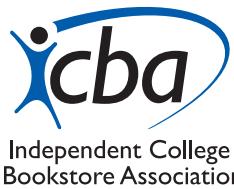
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FALL 2025

college services



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Get a preview of the NACAS 2025 C3X Conference & Expo in Las Vegas, featuring inspiring keynotes, a sold-out Expo Hall, and educational sessions designed to shape the future of auxiliary services.

BY THE NACAS COMMUNICATION SERVICES COMMITTEE

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COLLEGE SERVICES

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opening remarks

Presidential Perspective



LANIECE TYREE, MPA, CASP
NACAS PRESIDENT

A Year of Connection, Resilience, and Rising Leadership

As the 2024–25 academic year closes, NACAS reflects on a season defined by vibrant regional Campus eXperience (CX) events, expanding leadership pathways, and a transforming higher education landscape full of promise.

REGIONAL CX CONFERENCES

NACAS Central CX welcomed participants from June 1–4, 2025, at Oakland University in Rochester, MI. Regional peers convened for tailored education and networking that strengthened institutions and fostered campus commerce innovation. Then, the NACAS West CX took place from June 8–10 at Denver Marriott West in Golden, CO, where attendees engaged in immersive sessions, including a student panel general session exploring how auxiliary services impact campus life firsthand. Meanwhile, East CX drew hundreds to Boston from June 22–25 and featured keynotes, roundtables, and creative networking, including a lively pub crawl through historic neighborhoods. The South Region, held in late March in Pigeon Forge, TN, blended hands-on learning with social events and campus tours, bringing local flavor to the campus services exchange.

Across all four regions, NACAS members united to share innovations—from campus retail and dining enhancements to sustainability initiatives—demonstrating how auxiliary services advance student success in locally tailored ways.

NAVIGATING CHANGE WITH CREATIVITY AND PURPOSE

The shifting higher education environment—marked by enrollment uncertainties, evolving student expectations, and resource pressures—has prompted NACAS professionals to respond with innovation. Institutions reinforce auxiliary services as catalysts: emerging campus commerce models, expanded basic-needs programs, and retention-boosting revenue streams. The DIAL (Developing Impactful Auxiliary Leaders) program continues empowering future leaders from historically underrepresented backgrounds through leadership development and scholarship support, reinforcing NACAS' commitment to inclusion and Certified Auxiliary

Services Professionals (CASP) certification access in 2025 and beyond.

CONGRATULATIONS TO OUR NEW CASPS!

We proudly celebrate the accomplishments of our newest CASPs, who were recognized in June. Your commitment to excellence, leadership, and continuous growth uplifts the entire NACAS community. Welcome to a distinguished network of professionals shaping the future of campus services.

WOMEN IN LEADERSHIP SUMMIT AND C3X

As we look forward, two NACAS events have and will continue elevating professional growth:

- The Women in Higher Ed Leadership Summit took place September 14–17 at Allegretto Vineyard Resort in Paso Robles, CA, and provided intimate roundtables, visionary speakers, and immersive networking experiences tailored to female leaders in auxiliary services and higher education.
- The C3X Annual Conference & Expo—NACAS' flagship national event—will gather over 1,000 leaders and Business Partners in November 2025 in Las Vegas. Expect interactive learning formats, keynote inspiration, and strategic dialogue around campus commerce, innovation, and student success.

VISION FOR THE FUTURE

Amid volatility, NACAS members across regions have tapped into collaboration, expertise, and creativity. Whether through ideas shared in Golden, Rochester, Boston, or Pigeon Forge—or leadership pathways forged through DIAL and CASP—this community has demonstrated resilience and forward-thinking resolve.

With C3X in Las Vegas on the calendar, NACAS remains committed to empowering campuses through leadership, diversity, and purposeful innovation. Today's challenges will continue shaping higher education, but the proactive responses and partnerships NACAS fosters will define tomorrow.

Here's to carrying this momentum into the next academic year—region by region, summit by summit, conference by conference. NACAS stands at the forefront of auxiliary excellence, inclusion, and unwavering optimism. ■

cover feature

DISCOVER EMERGING TRENDS AND OPPORTUNITIES AT THE NACAS 2025 C3X Conference & Expo

REIMAGINE THE FUTURE OF AUXILIARY SERVICES AND GET THE TOOLS TO
LEAD THE INDUSTRY FORWARD

BY THE NACAS COMMUNICATION SERVICES COMMITTEE

PHOTO COURTESY OF SHUTTERSTOCK / FOTOSFORTHEFUTURE





cover feature

GET READY for an exceptional experience at the NACAS 2025 C3X Conference & Expo, taking place November 16–19 at the Paris Hotel & Casino in Las Vegas.

This premier event will once again bring together leaders, innovators, and stakeholders in higher education auxiliary services for a transformative week of learning, networking, and exploration of the future of our industry.

AN INSPIRING KEYNOTE LINEUP

The NACAS C3X Conference & Expo is renowned for its keynote speakers, and this year's lineup will inspire, unite, and energize.

Attendees will have the privilege of hearing from two dynamic leaders who are set to share their fresh perspectives and challenge conventional thinking.

OPENING KEYNOTE: HENNA PRYOR

Henna Pryor, CSP, is a dynamic speaker, executive coach, and workplace performance expert who speaks and writes about performance mindset, interpersonal dynamics, high-impact communication, and embracing bumps in a world that keeps optimizing for smoothness.

The founder and CEO of Pryority Group, Pryor is an award-winning TEDx and global keynote speaker, author, and executive coach and facilitator. Her clients call her their "secret weapon for impossible change"—an honor she wears proudly.

She will kick off the Conference with her thought-provoking strategies for peak performance, leadership agility, and thriving in times of change.

CLOSING KEYNOTE: MARK MOHAMMADPOUR

Mark Mohammadpour, APR, a Public Relations Society of America Fellow, is a nationally recognized keynote speaker on communication, employee culture, and well-being.

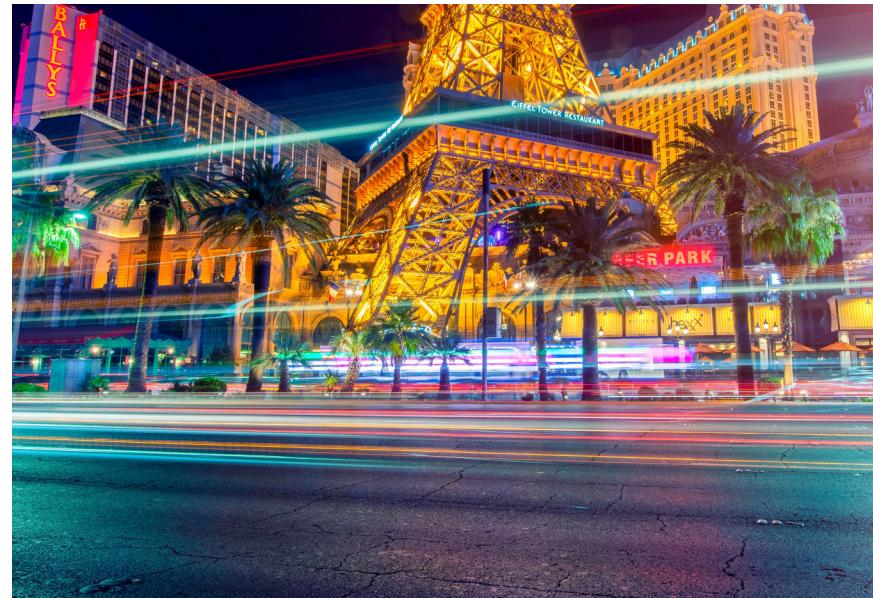
His company, Chasing the Sun, empowers PR professionals to shine in the family room and the board room. Before launching Chasing the Sun, Mohammadpour was an executive at both Weber Shandwick and Edelman, leading



Henna Pryor



Mark Mohammadpour



Night view of Paris Hotel & Casino and The Strip traffic.

award-winning campaigns for Adobe, Microsoft, Samsung, and the U.S. Army.

Mohammadpour will bring energy, insight, and real-world experience to the stage as he shares practical tools for cultivating resilient, inclusive, and engaged workplace cultures.

EXPLORE THE SOLD-OUT EXPO HALL

For the second year in a row, the Expo Hall has sold out, meeting the demand for connection and innovation at C3X.

Over 160 vendors will showcase products and services spanning dining, bookstores, technology, card services, and more.

Attendees will have the chance to explore a wide array of products and services from various industries and experience hands-on solutions that can transform their auxiliary services.

LEARN, CONNECT, AND GROW

Education is at the heart of the NACAS C3X Conference & Expo, and this year's event will feature over 36 hours of educational sessions covering leadership, financial sustainability, student experience, technology, and more.

Attendees will get the chance to experience more than five hours of structured networking via dedicated

opportunities to connect with peers, business partners, and thought leaders in auxiliary services.

C3X also includes specialized workshops designed to give attendees tactical skills they can apply immediately on campus.

WHY C3X 2025?

At C3X, you'll gain the knowledge, tools, and network to help manage costs, generate new revenue streams, and adopt innovations, including the

latest in artificial intelligence to increase efficiency on campus. More than a conference, C3X is a movement toward a more sustainable, student-centered, and future-focused auxiliary services landscape.

We look forward to seeing you in Las Vegas at the Paris Hotel & Casino from November 16–19, 2025. Join us as we explore the future of college auxiliary services and get an inclusive and modern perspective on all that we do to enrich campus life. ■



The crowds along The Strip and the Paris Las Vegas Hotel & Casino.

cover feature

EDUCATIONAL SESSIONS AT A GLANCE

Below are some of the sessions planned for the 2025 C3X Conference & Expo from Sunday, Nov. 16, 2025, through Tuesday, Nov. 19, 2025:

- "Strategies to Accommodate Guest & Visitor Parking"
- "Transforming Campus Life: Creating Hopkins' First True Student Center"
- "Beyond Access: Unlocking Data and Maximizing the Value of Your Campus Card"
- "The Strategy & Art of Campus Marketing"
- "Recipe for Success: How A Failed RFP Process Helped Turn Webster University's Dining Program Around"
- "Adapting to Change: How Auxiliary Services Are Navigating New Realities in Higher Education"
- "Enhancing the Student Experience: Streamlining Financial Aid in the Campus Store"
- "The Hand You're Dealt: Lower Costs And Maximize Impact Through a 'District Approach' to Facility Planning"
- "Creating an Intersegmental 'Full House': Improving the Odds for Student Success in California Higher Education Systems"
- "What Students Want: Adapting to Student Wants, Needs, and Behaviors in Collegiate Retail (and Beyond)"
- "Event Services That Scale: How Bundled Operations Help Maximize Campus Spaces and Drive New Revenue"
- "Feeding Minds & Measuring Impact: A Research-Driven Approach to Food Access"



Shaped like a hot-air balloon, the Paris Hotel's neon sign honors the Montgolfier brothers' 1783 flight and France's spirit of invention.



PHOTOS COURTESY OF SHUTTERSTOCK

Shops and restaurants at the back of the Paris Las Vegas Hotel & Casino lead directly to sister property Bally's without ever going outside.



Beer Park is located outside of the Paris Hotel & Casino with a rooftop bar and grill overlooking The Strip and showing sports.



The Paris Hotel's interior has been blending French elegance with Las Vegas luxury since 1999.



The glow of slot machines adds to the nonstop energy of Las Vegas casinos.



The iconic Fountain of the Gods at Caesars Palace captures the resort's signature Roman-inspired opulence.

Memorable Moments From NACAS 2024 C3X

W

With the Gaylord Palms Resort & Convention Center in Kissimmee, FL, as the backdrop, the 2024 C3X Conference & Expo attracted more than 1,100 attendees and Business Partners in October. The atmosphere was vibrant, with people exploring new products and services, attending over 48 insightful sessions, and connecting with peers. Attendees left with fresh ideas, new relationships, and valuable knowledge to help enrich their higher education experience moving forward. ■

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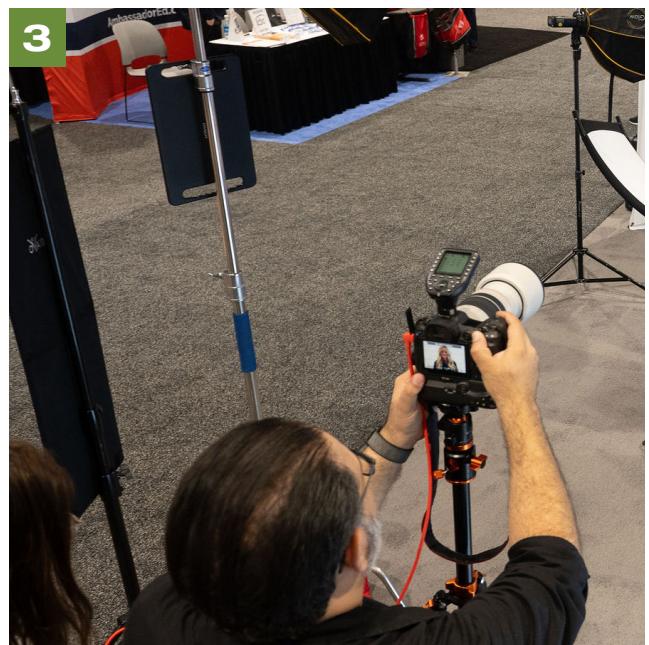


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1. Attendees gather between educational sessions on October 28 during the NACAS 2024 C3X Conference & Expo at the Gaylord Palms Resort & Convention Center in Kissimmee, FL.
2. Sodexo chefs prepare samples for attendees in the expo hall.
3. A FedEx photographer works with an attendee during a professional photo shoot in the expo hall.
4. Attendees take a break to enjoy a themed meal.
5. Attendees enjoyed tailgate-themed games and activities at the closing event on October 29.
6. Attendees celebrate award winners on October 29.
7. This educational session, like many others, was well attended.

Explore 2025 C3X

Event Exhibitors

EXHIBITING COMPANY	BOOTH #	EXHIBITING COMPANY	BOOTH #
Agilysys	821	Coca-Cola	611
AIMS Parking by EDC	1016	COCM	612
Amazon.com Services LLC	711	Collegiate Retail Consulting Group	310
Amazon Pickup	1120	CSC ServiceWorks	1126
Ambassador Education Solutions	211	CulinArt Group	536
American Dining Creations	921	CVS	627
AMI Entertainment	828	Denny's	435
Another Source	131	Dine Brands	618
Apex Order Pickup Solutions	327	Distant Lands Coffee / ITO EN Tea	413
Apriva	631	eCampus	231
Aramark Collegiate Hospitality	1100	Eco Friendly Chef Corp.	439
ARO	316	Einstein Bros. Bagels	519
ATD-American Co.	1118	Elior Collegiate Dining	334
Atrium Campus, LLC	1022	elite studio e	520
Avride	829	El Pollo Loco	816
Baker Group	531	Envision Strategies	622
Barnes & Noble College	135	Erbert & Gerbert's	518
Bear River Associates, Inc.	437	eRezLife	922
Benbria	412	Escargot	1024
Bento Inc.	226	FedEx Office	1018
Better Food Foundation	1042	Fill it Forward	1028
Bevi (Hydration Labs, inc.)	513	Firehouse Subs	229
BibliU	838	flexigo	1132
Big Chicken \ Craveworthy Brands	217	Foliot Furniture	731
Blaze Pizza	1040	Follett Higher Education	111
Blenz	917	Foodservice Sustainability Solutions (FSS)	635
Blockhouse Furniture Inc.	817	Foundry Payments	338
Bojangles	822	Freshens	421
Botrista	127	Fuku	1012
Braillsford & Dunlavey/CENTERS	312	FUZE Technology, Inc.	839
Burger King	927	Genuine Foods	610
Caldwell & Gregory	517	Gong cha	634
Campus Innovation	729	Greener By Default	831
Caribou Coffee	230	Hanbury	223
Chartwells Higher Ed	319	Independent College Bookstore Association	1130
Chick-fil-A Inc.	318	Infor	1026
Choolaah Indian BBQ	417	Instacart	535
City of Hospitality Group	719	Island Fin Poke Company	529
Club Colors Buyer, LLC	219	IST Management	717

EXHIBITING COMPANY**BOOTH #**

ITC Systems	228
ITW Food Equipment Group	617
Jackson WWS	923
Jamix	718
JGL Consultants	736
KFC	916
Kinetic Software	931
Kitchens To Go	620
Krispy Krunchy Foods	1128
LBX Food Robotics	1032
Mackey Mitchell Architects	522
Mashgin	835
MEIKO USA, Inc.	311
Metafoodx	716
MiChargR Inc.	1136
MicroFridge by Danby	929
Modern Market Eatery	928
NACAS	427
National Association of College Stores	428
native	930
Nespresso	1008
Nutrabolt	235
Nutrislice	823
Oak Hall Cap and Gown	516
Offstreet	1142
Ozzi	616
Panda Restaurant Group, Inc.	623
Panera Bread, LLC	727
Parcel Pending	619
Peet's Coffee	510
Pepsi Co.	329
Perkins American Food Co.	820
Pitney Bowes	538
PNC Bank	1004
Popeyes	227
Porter Khouw Consulting, Inc.	827
Potbelly Sandwich Works	739
Press Coffee	527
PrismRBS	826

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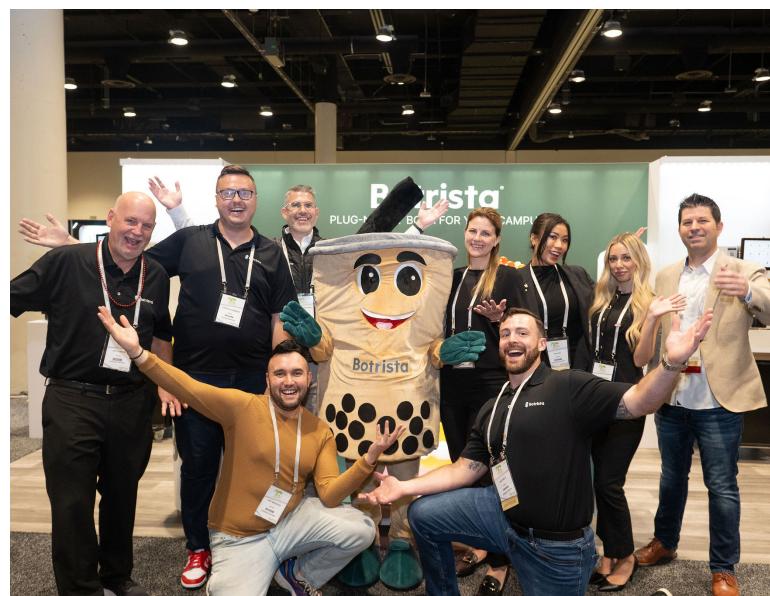
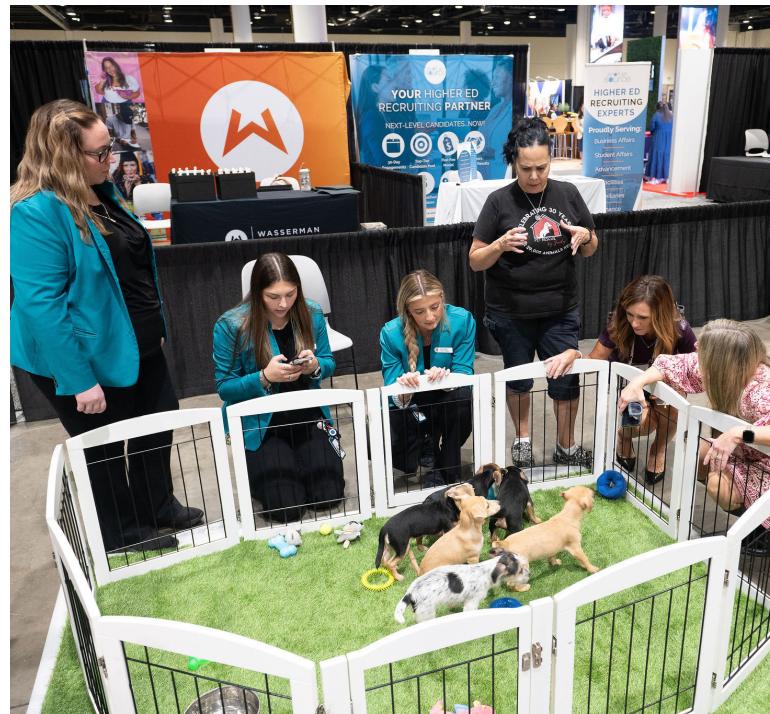
Puppy Lounge	117
Qdoba	213
Ready Credit Corporation	735
RecRe	423
Restaurant Technologies, Inc.	1036
Reusable.com	1112
RevenueVision (SDG)	1140
R&R Brands	920
Saxbys	726
Sbarro - The Original New York Pizza	720
SCI Custom (Seating Concepts, Inc.)	430
SECANDA Inc.	637
Servco Fabrication & Gates Conveyors	918
Shake Smart	730
Slingshot	1106
Sodexo	121
Southwest Contract	630
Speed Queen	521
Starship	534
Structural Concepts	722
Tacit	426
Taco Bell	819
Tech24	1030
The Halal Shack	221
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Explore 2025 C3X Event Exhibitors

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The UPS Store, Inc.	628
TKH Security Park Assist	1014
Topanga.io	830
Touchnet	326
Touchwork	511
Transact Campus	335
Transdev	1138
TransLoc	721
Trivedi Advanced Technologies, LLC	910
Trooh	313
Tropical Smoothie Cafe	1038
Uber Technologies, Inc.	818
Unique Venues & Intern Housing Hub	737
University Gear Shop	1000
USEFULL	1122
Valore Campus	239
VitalSource Technologies	537
WASH Multifamily Laundry Systems	926
Wasserman Next Gen	1006
Watchman Payment Systems	237
Webb Foodservice Design	410
Wonder for Business / Grubhub Campus	834
Workshop Architects, Inc.	723
WOWorks USA	738
Yellow Dog Software	523
Zaro's Family Bakery	1116



Exhibitor list as of September 30, 2025





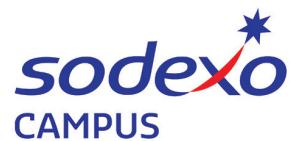
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member spotlight: Daniel Stevenson



Daniel Stevenson, Business Manager II, PantherDining, Georgia 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 issue, *College Services* interviews member Daniel Stevenson, business manager II, PantherDining, at Georgia State University.

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

Daniel Stevenson: I have worked in PantherDining at Georgia State University in various roles since I began in 2011 as the first cashier at our then-brand-new dining residence, Piedmont North Dining Hall. In my current role, I am responsible for administering meal plans, scheduling group dining, maintaining dining hall technology, and serving as the main liaison for PantherDining to the Georgia State community.

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

DS: Being a NACAS member is such a rewarding experience. I'm a person who likes to see how the overall project operates and how each function of auxiliary services impacts the other. NACAS provides opportunities for members to become more knowledgeable about different areas, allowing us to explore diverse ways that will benefit the collegiate experience of our students and staff. My NACAS experience has led me to get even more involved, as I was able to serve on the Planning Committee for this year's C3X Conference in Las Vegas. I've met so many smart and talented people who are eager to help in any way they can.

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

DS: I would credit my former department head, Lenore Musick, who is now at the University of

Texas, as she got me involved in NACAS. She encouraged me to attend an array of sessions at my first C3X Conference in Toronto so I could gain innovative ideas and information that I could bring to my role at PantherDining and Georgia State University. Lenore was always willing to find ways to help everyone grow and develop into their areas of interest.

CS: What is your greatest professional accomplishment?

DS: Working my way to my current position as business manager II for PantherDining. I began working for PantherDining as a cashier at Piedmont North, a new dining hall that was set to open in August 2011. After five years in that role, I transitioned to the administrative side, where I was able to display more of my abilities. That earned me progressively more responsibilities, and now I oversee all meal plans for the university and work closely with other departments, especially Housing and Athletics, to serve the Georgia State community.

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

DS: I'm a huge fan of political dramas, especially foreign political dramas. *Borgen* and its sequel, *Borgen: Power & Glory*, represent some of the most entertaining and compelling political dramas you will watch. I describe it as the Danish version of *The West Wing*, but more captivating. The series is available on Netflix and features amazing acting and writing. If you're a fan of foreign television shows and/or political dramas, I highly recommend giving *Borgen* a try. I bet you'll become a fan of Birgitte Nyborg, played by Sidse Babett Knudsen! ■

If you would like to contact Stevenson, he can be reached at dstevenson1@gsu.edu.

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volunteer spotlight: Elizabeth St. John



Elizabeth St. John, Project Manager, Collegiate Licensing and Business Services, University of Richmond

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. For this issue, *College Services* interviews volunteer Elizabeth St. John, project manager, collegiate licensing and business services, at University of Richmond in Virginia.

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

Elizabeth St. John: My name is Elizabeth St. John, but I go by Liz. I am married, have 10-year-old twin girls, a 6-year-old son, and a big foxhound named Maxx.

I have worked at the University of Richmond for 14 years. Throughout these years, I have been the accountant, assistant manager, and director of our university-owned book and spirit store, the SpiderShop. My last two years have been spent in our business services office, serving as the project manager, collegiate licensing and business services. In this role, I have been able to apply my knowledge from working in our campus store to the licensing world—working to grow our brand by forming strategic partnerships with local retailers, adding unique licensees, and successfully launching our NIL (name, image, and likeness) program. The other half of my work is project-based for our business services office. I oversee our housing and food research and rate-setting, and I manage our job descriptions, new staff training, and the development of our annual strategic plan, among other responsibilities.

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

ESJ: I have gained tremendously from my NACAS membership, especially through my involvement with the East board. I first served on a committee, then stepped into the role of business partner

coordinator when a sudden vacancy arose. NACAS has been instrumental in teaching me more about other areas of auxiliaries. I have a very supportive boss who always pushes us to use the conferences as opportunities to step out of our normal world and spend our time learning things we don't already know.

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

ESJ: I can't name one specific person. All the interactions that I have had, as well as all the presentations I have listened to, have given me some takeaways to bring to my role and departments.

CS: What is your greatest professional accomplishment?

ESJ: This is a tough one. I have had many over the years. I think it must be getting out of my comfort zone and leaning into my fear of public speaking. In my current role, I have had to lead many meetings that involved colleagues from across campus in presentations and discussions about textbook affordability—a topic that is not easy for some to discuss. I was also selected to present at CX25 in Orlando with my co-worker on succession planning and the importance of [standard operating procedures] and workflows. I have also been awarded the Rising Star of the East Region twice—a big surprise each time—and received the CASP certification in 2021.

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

ESJ: Most recently, I've been watching *The Hunting Wives* on Netflix, *The Bear* on Hulu, and lots of shows that allow me to simply turn off my brain. ■

If you would like to contact St. John, she can be reached at lhemmer@richmond.edu.

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.

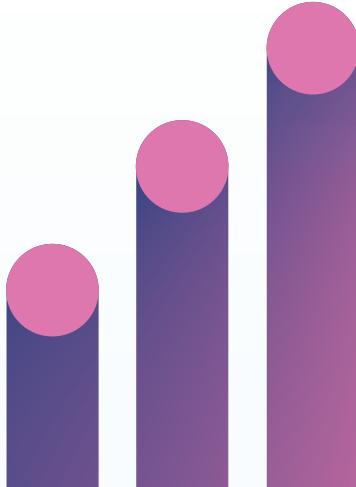
Every issue, we showcase individuals with noteworthy contributions to the profession of auxiliary services in colleges and universities.

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 Rachel Markey, senior editor of *College Services*, at rachel.markey@theygsgroup.com if you are interested.

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