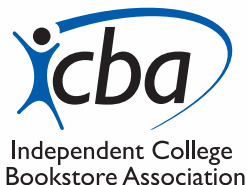


# college services

NEW PRESIDENT  
BRETT JACKSON, CASP,  
AIMS TO BOOST VALUE  
OF CAMPUS SERVICES

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# Self-Operating Your College Store: The Smarter Choice (Now, More Than Ever)

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**more than 70 top suppliers/vendors** give Members significant buying power

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# college services



Attendees enjoy an evening at the Arcadian Court during C3X 2023.

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**ACCOUNT MANAGER** Frankie Singleton **MANAGING EDITOR** Ashley Reid **SENIOR EDITOR** Therese Umerlik

**MEDIA SALES ACCOUNT EXECUTIVE** Laura Gaenzle (Email [laura.gaenzle@theYGSgroup.com](mailto:laura.gaenzle@theYGSgroup.com) about advertising)

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THEYSGSGROUP

# New NACAS President Leading the Charge to Elevate Auxiliary Service Experiences

FOR BRETT JACKSON, CASP, NACAS IS CRUCIAL TO HELPING CAMPUS SERVICES BE FRESH AND CREATIVE

BY THE NACAS COMMUNICATION SERVICES COMMITTEE

**HIGHER EDUCATION** has been weathering unprecedented setbacks and threats to the future of its institutions for the past several years.

Industry experts have pointed to declining enrollments, emerging post-secondary alternatives, and political interference, among other issues. The reverberations have resulted in auxiliary services being reduced and institutions merging or closing. These headwinds have created substantial challenges.

"But the greater threat is the rise in costs of providing services amidst students finding new alternatives to college because of affordability," says the newest NACAS president, Brett Jackson, CPA, CASP.

"To [respond to] this will take new ideas, not only in providing the services but in connecting the value of the service being provided to student success and development beyond their collegiate years."



PHOTO COURTESY UNIVERSITY OF GEORGIA AUXILIARY SERVICES





*Brett Jackson, CPA, CASP, (center) serves food with dining service employees during the spring 2022 chicken and waffles event. This event is held every semester at the University of Georgia.*



Brett Jackson, CPA, CASP,  
Associate Vice President for  
Auxiliary Services, University  
of Georgia



### NACAS' VALUE AND COMMITTED MEMBERS

NACAS has remained a constant for the auxiliary services community, especially during this erratic time, “due in large part to our membership and the value they see in NACAS,” says Jackson, who begins her term as the 52nd president in January 2024.

The Association has emerged as a refuge for auxiliary professionals who are committed to student success and development within their institution’s walls and beyond, despite the economic, social, and political storm surrounding them.

“I believe that value is not in an association, but in the people who make up the association,” Jackson says, referring to the NACAS members and staff who collaborate to create opportunities for auxiliary professionals to share ideas and develop business solutions that can remake, revamp, and revolutionize their campus communities.

“We learn from one another and are pushed to think beyond what we know by the trials and successes of our colleagues,” she adds.

Her vision and hope for NACAS to remain vital and relevant in these unparalleled times is for it to be “a place for auxiliary professionals to hone their skills; a place for creativity to thrive so that we can be thought leaders and ensure our campuses appreciate the value in the services we provide,” she says.

Since its founding in 1969, NACAS has expanded its member benefits, adapting to advances in the auxiliary services space. Among them are providing more educational and networking opportunities through regional events and conferences. At these gatherings, members can develop long-lasting professional relationships and friendships and can learn from their peers about innovative approaches to improve campus services.

“I love the challenges each new day brings and the opportunity to work with a team of professionals to find new ways to overcome those challenges to support our campus,” Jackson explains. “Auxiliary service operations allow for creativity to develop new possibilities to overcome challenges and provide services our campus may not have ever imagined.”

### FROM CPA TO CASP

Like many professionals in the diverse ecosystem of auxiliary services, Jackson didn’t begin her career path in higher education; rather, she fell into it.

Jackson attended Georgia College & State University, the state’s designated public liberal arts university, in Milledgeville, Georgia, where she earned her bachelor’s degree in accounting and then her master’s in business administration. During her years at Georgia College & State University, she played on the NCAA Division II women’s basketball team and participated in the Baptist Student Union and campus outreach.

Upon graduation, Jackson continued to pursue her career in accounting by becoming a certified public accountant.

For about five years, she worked as a staff accountant for tax firms Pettigrew Accounting Services in Milledgeville and G. Michael Smith & Associates PC in Athens, Georgia, and “really loved that area of accounting,” she says.

However, as life would have it, changes were in store for Jackson. She got married in 2001 to her husband, Hal Jackson, and later had her daughter, the first of three children.

“After having my first child, I knew I needed a different lifestyle, so I pursued an opportunity at the University of Georgia (UGA), where I knew there would be many opportunities for potential doors to be opened,” she says.

**“I BELIEVE THAT VALUE IS NOT IN AN ASSOCIATION, BUT IN THE PEOPLE WHO MAKE UP THE ASSOCIATION. ... WE LEARN FROM ONE ANOTHER AND ARE PUSHED TO THINK BEYOND WHAT WE KNOW BY THE TRIALS AND SUCCESSSES OF OUR COLLEAGUES.”**

**—BRETT JACKSON, CPA, CASP**

Initially, Jackson planned to leverage her accounting experience into a financial leadership position in the finance department at UGA in Athens. She began as a senior accountant in parking services, but “I quickly learned I had a passion for what we do in auxiliary services,” she says.

After a little more than three years as an accountant, she was promoted to assistant director of auxiliary services—and has never looked back.

“Auxiliary professionals deal with something new and different every day and have the opportunity to be creative and innovative to truly impact the lives of students, faculty, and staff,” Jackson says. “It wasn’t long before I knew that auxiliary services was my calling. ... And the best part is being able to be a part of a team that truly cares about the impact they make on our campus community.”

At UGA, auxiliary services is a department within the finance and administration division. Jackson oversees the various services that create a well-rounded, enjoyable experience for students and visitors: the UGA Bookstore; University Golf Course; and the dining, transportation, parking, and vending services.

Since 2005, Jackson has held broader roles in auxiliary services, including being director and now serving as associate vice president of auxiliary services.

In addition, she has supported UGA in multiple other roles, including as an assistant vice president to the vice president of the finance and administration division, and as chief financial officer of the UGA Foundation, which advances the university’s mission through philanthropic efforts and fundraising.

Jackson turned to NACAS because of the true camaraderie it nurtures among its members and the meaningful and relevant programming that helps advance its members’ careers.

“Since joining the team at UGA, auxiliary services has always been my passion; thus, I pursued and attained the CASP certification [in 2015] and still hold that certification today,” she says.

### NATURAL LEADER FOR NACAS MEMBERS

A natural leader, Jackson became actively involved in NACAS’ South Region, which comprises Puerto Rico and 12 states, from Texas to Florida and as far north as Kentucky. She has served as vice president, president-elect, president, and now past president for that region.

Her commitment to NACAS and its mission brought her to the attention of the greater NACAS membership.

**“I LOVE THE CHALLENGES EACH NEW DAY BRINGS AND THE OPPORTUNITY TO WORK WITH A TEAM OF PROFESSIONALS TO FIND NEW WAYS TO OVERCOME THOSE CHALLENGES TO SUPPORT OUR CAMPUS. AUXILIARY SERVICE OPERATIONS ALLOW FOR CREATIVITY TO DEVELOP NEW POSSIBILITIES TO OVERCOME CHALLENGES AND PROVIDE SERVICES OUR CAMPUS MAY NOT HAVE EVER IMAGINED.”**

—BRETT JACKSON, CPA, CASP

In 2021, she became vice president, then president-elect, and is now president of NACAS National.

When she is not focused on elevating the services her auxiliary team provides to the UGA campus and serving the NACAS community, Jackson has been raising three children with her husband. Her oldest daughter is now a sophomore at Berry College in Rome, Georgia, where she plays basketball. Her son is a freshman in high school, and her youngest daughter is in the fifth grade.

During college football season, she can be found multitasking to support the work of her auxiliary team and her family’s tailgating passion on Saturdays in the fall.

“We are die-hard Bulldog fans,” she says. ■





More than 1,100 conference attendees and Business Partners came together for the C3X 2023 Conference & Expo in November at the Metro Toronto Convention Centre in Toronto, Ontario.



# C3X 2023 Annual Conference & Expo Showcases Impactful Campus Innovations

BY THERESE UMERLIK

FROM EDUCATIONAL sessions and motivational speakers to exhibitors showcasing innovative products and services, the potential and impactfulness of auxiliary services were on clear display at the C3X 2023 Annual Conference & Expo.

More than 1,100 conference attendees and Business Partners gathered for the four-day conference in November at the downtown Metro Toronto Convention Centre in Toronto, Ontario.

During the opening general session, NACAS Interim CEO Bill Redwine encouraged everyone to take this opportunity to generate ideas from each other and bring them home to enhance the auxiliary services on their campuses.

In that spirit, attendees not only wandered among the exhibits and chatted with the various business representatives in the expo center, but they also joined educational sessions where they learned about various developments in campus services.

These summaries offer a snapshot of six sessions during which NACAS colleagues in higher education institutions and representatives from businesses spoke on a variety of topics. More than 30 sessions on issues related to auxiliary services were offered.

## URBAN FARMING FROM THE ROOFTOPS

Toronto Metropolitan University (TMU) in Toronto, Ontario, is combating food insecurity and championing diversity and inclusivity through two rooftop urban farms on its downtown campus.

Urban farming is emerging as a sustainable environmental benefit because “the life is in the soil not in its depth,” said Arlene Throness, urban farm manager at TMU, during a session titled “Rooftop Urban Farm: A Case Study in Environmental Stewardship, Academic Research Partnerships, Food, and Social Just Programs.”



Arlene Throness, urban farm manager at Toronto Metropolitan University (TMU) in Toronto, Ontario, discusses the inclusion of Indigenous farming techniques in TMU's urban farms during the session titled “Rooftop Urban Farm: A Case Study in Environmental Stewardship, Academic Research Partnerships, Food, and Social Just Programs” at the conference in November.

She and Voula Cocolakis, assistant vice president of university business services at TMU, described how the urban farms originated and developed on the two university building rooftops through the collaboration of commitment of students, faculty members, and staff.

Integral to TMU's urban farming experiment is its participation in A Dish With One Spoon, a treaty between the Indigenous and non-Indigenous peoples surrounding the Great Lakes in the United States and Canada in which they agree to live together on the land, protect it, and share its resources.

To achieve these goals, TMU's rooftop urban farms provide an ecological environment that promotes social justice by supporting programs in which crops and medicines are selected and grown based on traditional Indigenous and Black agricultural knowledge, said Throness.

These programs—Indigenous Foodways and Black Food Sovereignty through the Harvest Collective and Learning Circle—support regenerative agriculture, an approach that builds healthy soil yielding high-quality, nutrient-dense food. These productive farms, in turn, create healthy communities and grow local economies.

The harvested foods are distributed according to the Model of Thirds in which 40% of the food is donated to the community, 30% is sold to TMU students at affordable prices, and 30% is sold at market price to TMU faculty and staff and the Toronto community at large.

The university provides the majority of funds for the urban rooftop farms and its staff. Donations, grants, and revenue from food sales and events further support the rooftop farms, said Cocolakis.

## EMPOWERMENT THROUGH PROJECT LIFT

Before the COVID-19 pandemic, women were making progress in all levels of employment throughout the U.S., but the pandemic reversed this positive trend as 3 million women left the workforce because of sickness, family responsibilities, and job shortages, particularly in hospitality and retail. Chartwells Higher Ed was no exception to this phenomenon referred to as the “she-cession.”

Following the pandemic, a more robust economy emerged and child care became available, resulting in the large influx of women into the labor force. However, their absence—and return—revealed that many women were not prepared to advance in their businesses and succeed in leadership positions from assistant managers to C-suite.

In the session titled “Project LIFT: Empowering Women,” President Andrea Johnson and Vice President of Marketing Nicole Young, both from Chartwells Mid-Central Division, described a program they created to provide support and education to female and nonbinary employees, seeking the skills and connections to grow their careers.

Referred to as Project LIFT, this unofficial, optional program involves Teams calls every six weeks for a group of 30–35 employees, who determine the content for each session. The 90-minute calls include training in technology or other specified areas; education in financial literacy, retirement benefits, and other requested topics; and guest speakers such as the CEO of Chartwells.

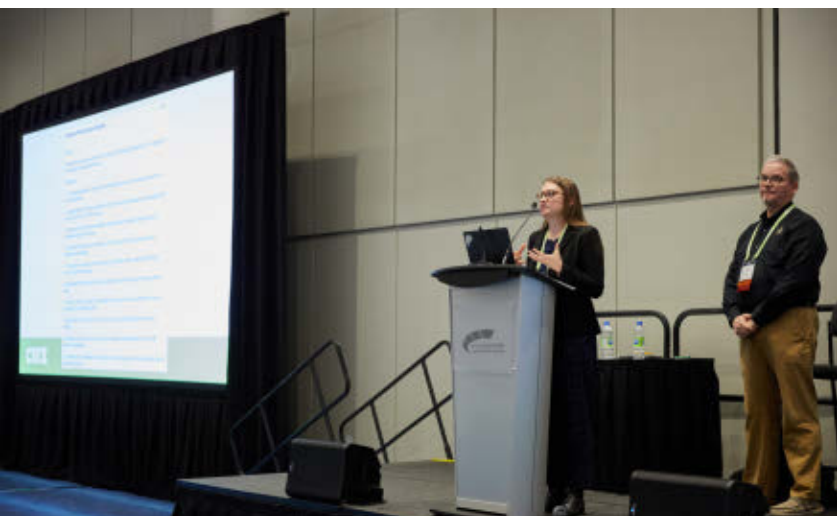
The elegance of Project LIFT is how easily it can be replicated at any business or organization, said Johnson and Young. Initially, a gap needs to be identified at an institution in areas such as race, ethnicity, and sexual orientation. A small number of these like-challenged individuals are then asked to join the voluntary group, which, in turn, directs the content and speakers for each of the calls.

“Project LIFT has given participants a sense of community,” said Young. “They find out that women share similar experiences and discover ways to support themselves and each other.”



President Andrea Johnson (left) and Vice President of Marketing Nicole Young, both from Chartwells Mid-Central Division, explain a program that encourages women and nonbinary individuals to achieve their career advancement goals in the session titled “Project LIFT: Empowering Women.”





Erica Nehrling, business development executive at Touchwork, (left) and Jeff Weissinger, MBA, assistant director of operational effectiveness at Vanderbilt University in Nashville, Tennessee, present an app that uses artificial intelligence to improve auditing procedures in the session titled "Data-Driven Sustainability: Leveraging Analytics and AI for Reducing Food Waste."

## AUDITING, APP, AND ARTIFICIAL INTELLIGENCE

Vanderbilt University in Nashville, Tennessee, wanted to develop a more efficient way to track violations identified in its dining and food services, so appropriate corrective action could be taken expeditiously to ensure the health and safety of students, faculty members, and staff.

Assessing its auditing processes resulted in a collaboration between the university and Touchwork, which helps institutions capture, analyze, and act on data in real time. This partnership resulted in the creation of an app and the use of artificial intelligence that was explained in the session titled "Data-Driven Sustainability: Leveraging Analytics and AI for Reducing Food Waste" led by Jeff Weissinger, MBA, assistant director of operational effectiveness at the university, and Erica Nehrling, business development executive at Touchwork.

"Before taking on this project, we were using the cumbersome, time-consuming Excel spreadsheet," said Weissinger. "It was an 11-page document. We would print it out, have it on a clipboard, and fill it out. Then, we would have to go through, translate the results back into the Excel document, put it into a folder on a system drive, and hope someone would look at it and have a conversation."

Vanderbilt replaced the spreadsheet on auditors' clipboards with an app on their cellphones.

On the app's automated platform that Touchwork helped develop are buttons for specific locations where auditors are to perform audits. Once completed, the audits would be uploaded to the app and scored in several areas, including hand-washing and water temperature. Managers could immediately see the results of the audit, as well as the time, date, and duration of the audit.

The data from the audits is then added into artificial intelligence program ChatGPT 3.5 or 4.0 and analyzed through carefully worded prompts that filter for time, date, location, and violations, among other factors, said Nehrling.

The results are then discussed with staff members to determine immediate corrective measures and strategies to prevent violations from emerging in the future.

## GOLDEN THREAD OF STUDENT EXPERIENCE

A panel discussion with Business Partners Chartwells Higher Ed and Wasserman Next Gen and two students during the conference explored the high importance students place on their happiness and how the community a campus creates and fosters is the top way for them to realize this sense of fulfillment.

Alan Cushman, associate director of business development and marketing for hospitality services, and Scott Layher, associate director of marketing and information technology for recreation, both from Texas Tech University (TTU) in Lubbock, Texas, described how TTU's seven individual auxiliary service departments come together to amplify their services to create a community for its students.

"Auxiliary services are the golden thread of the students' experience on Texas Tech, ranging anywhere from when they wake up in the residence hall and eat with hospitality services to when they come and have fun with recreation. We are the pieces that really bind a student's experience with the campus. We are a part of their everyday lives," said Layher at the session titled "Collaboration for Success: Uniting University Housing, Dining, and Recreation Marketing Efforts for a Thriving Auxiliary Services."

The Golden Thread of Excellence is built into TTU's overall branding through its centralized Office of Marketing and Communication and integrated into the customized marketing strategies for each auxiliary service department.

To execute their strategies, each department—housing, hospitality services, recreation, union/activities, campus store, health services, and the university arena—has its own marketing team with certain strengths and branding. For example, one department employs a graphic designer with animation skills, and another department has a videographer.

Each month, the departments break out of their silos and meet to share marketing strategies, determine skills and resources that can be tapped from other departments, and discuss challenges. This open communication continues in between monthly meetings with Teams calls as collaboration efforts are further detailed. In the case of TTU's food festivals, Cushman and Layher described the collaboration among the hospitality services, recreation, and union/activities departments that is necessary to market them.



Scott Layher, associate director of marketing and information technology for recreation, (left) and Alan Cushman, associate director of business development and marketing for hospitality services, both from Texas Tech University (TTU) in Lubbock, Texas, describe how TTU's seven auxiliary service departments work together to amplify their services in the session titled "Collaboration for Success: Uniting University Housing, Dining, and Recreation Marketing Efforts for a Thriving Auxiliary Services."

## feature

The potential marketing capacity for TTU's auxiliary services seems boundless because their open collaboration helps them to identify and leverage their various marketing skills, all in an effort to strengthen the golden thread.

### BOOKSTORE INNOVATIONS

Independent college and university bookstores over the years have been the epicenter of various changes in consumer spending, retail competition, and course materials. To survive this dynamic environment, many bookstores are adapting to these developments and are adopting a broader view of what's possible to serve the campus community.

"A lot of the stories I'm going to tell cost zero, some cost a little, some cost a little more, and some may cost a lot, but I think you'll see they will give a return on investment to your institutions, to your students. Ultimately, what I'm trying to do is stimulate ideas," said Jon Bibo, CEO of the Independent College Bookstore Association, at the session titled "Business Case—College Store Innovators: How Stores Are Increasing Revenue, Services, and Overall Campus Support."

Bibo shared the following case studies:

- **Central Michigan University:** Because of the increase in digital course materials and students trekking to the store to only pick up textbooks and leave, foot traffic had declined, and merchandise was not moving off the shelves. In response, the store in Mount Pleasant created discount coupons and handed them to the students. Of the 2,000 distributed, more than 400 coupons were redeemed for products in the store.
- **The College of Wooster:** In support of the LGBTQIA+ community on the Ohio campus, the store participated in the Day of Silence, an annual day of silent protest against the harassment and discrimination suffered by LGBTQIA+ people in schools. The store did not play any music for the entire day in solidarity with this nationwide initiative. Even though the store did not generate any revenue from this act, it was remembered for it by the campus community.
- **Kirkwood Community College:** To build foot traffic, the store in Cedar Rapids, Iowa, purchased a holographic display to show three-dimensional images. With the help of information technology groups on campus, the feature succeeded in generating a positive response from the campus community.



Jon Bibo, CEO of the Independent College Bookstore Association, shares case studies in which bookstores at colleges and universities in the United States employed creative approaches to generate awareness and revenue at the session titled "Business Case—College Store Innovators: How Stores Are Increasing Revenue, Services, and Overall Campus Support."

PHOTOS COURTESY OF ONE TREE STUDIO INC.





ENRICHING THE CAMPUS EXPERIENCE | [nacas.org](http://nacas.org) 13

# NACAS Award Winners Define Landscape of Auxiliary Services Profession

BY THE NACAS COMMUNICATION SERVICES COMMITTEE

**THE FOLLOWING** NACAS members and Business Partners received awards for their commitment to NACAS and advancing auxiliary services in higher education institutions in the United States and Canada. The announcements were made during C3X 2023 Conference & Expo in November at the Metro Toronto Convention Centre in Toronto, Ontario.



*NACAS President Brett Jackson, CPA, CASP, (right) presents Emily A. Messa, Ph.D., CASP, with the Robert F. Newton Award for Distinguished Service at the C3X 2023 Annual Conference & Expo in November in Toronto, Ontario.*

## ROBERT F. NEWTON AWARD for Distinguished Service

### EMILY A. MESSA, PH.D., CASP

Sr. Associate Vice Chancellor/Sr. Associate VP Administration, University of Houston

This most prestigious award recognizes an individual for their extraordinary service to NACAS and to the profession.

Messa is senior associate vice chancellor of the University of Houston (UH) System and senior associate vice president for administration at UH.



## EDWIN R. GOLDEN AWARD for Inclusive Excellence

### JODI FREEMAN

Associate Director, Residence Conduct and Conflict Resolution,  
Housing & Ancillary Services, Western University

This award recognizes an individual for their outstanding campus leadership, activities, and/or programs that promote cultural awareness and inclusion.

Freeman is associate director of residence conduct and conflict resolution for housing and ancillary services at Western University in Ontario.



NACAS Interim CEO Bill Redwine (right) presents the Innovative Achievement in Auxiliary Services Award to Ryan T. Greene, CASP.

## INNOVATIVE ACHIEVEMENT in Auxiliary Services

### RYAN T. GREENE, CASP

Sr. Director, Georgia Tech Dining, Georgia Institute of Technology

This award acknowledges an imaginative and adaptable quality of product, service or program that improves customer service, generates revenue, or reduces costs.

Greene is senior director of Georgia Tech Dining at the Georgia Institute of Technology in Atlanta.

## VOLUNTEER OF THE YEAR

### WENDY DENMAN

Executive Director, UNT Union, Gateway Center & Coliseum,  
University of North Texas

This award celebrates an individual who has demonstrated exceptional volunteer work, at the regional and/or national level, that advances the NACAS mission.

Denman is executive director of university centers and events at the University of North Texas in Denton.



NACAS Interim CEO Bill Redwine (far right) presents the Outstanding Business Partner of the Year Award to Caldwell and Gregory, LLC.

## OUTSTANDING BUSINESS PARTNER of the Year Award

### CALDWELL & GREGORY, LLC

This award recognizes businesses that have made significant contributions to NACAS member institutions and the auxiliary services profession.

Caldwell & Gregory is a commercial laundry leasing company based in Virginia.



NACAS Interim CEO Bill Redwine (left) presents the NACAS Retirement Award: Silver Torch to Carlos Garcia, CASP.

## RETIREMENT AWARD Silver Torch

### CARLOS GARCIA, CASP

Vice Chancellor, Student Affairs, University of Colorado  
Colorado Springs

This award is presented to an individual who has served in the auxiliary service field for 10 or more years and is retiring during the C3X 2023 Conference & Expo.

Garcia is associate vice chancellor for administration and finance at the University of Colorado Colorado Springs. ■

# Imagining the Possibilities

MORE THAN 1,100 conference attendees and Business Partners explored products and services in the expo center and congregated in the more than 30 educational sessions during the C3X 2023 Conference & Expo in November at the Metro Toronto Convention Centre in Toronto, Ontario. Keynote speakers also inspired the attendees with their messages on team building, sustainability, and collaboration. Knowledge was gained, relationships were formed, and actionable ideas took root to make the auxiliary college experience that much richer. See you in 2024! ■



Above from left: Keynote speakers Dr. Bridget Burns, Johnnetta B. Cole, Ph.D. (in the blue jacket), and Dr. Kimberly Amirault-Ryan.

Below left: Attendees gather for the welcoming reception. Below right: Michael Murphy, NACAS Communication Services Committee member, (far left) joins attendees at the welcoming reception.



PHOTOS COURTESY OF ONE TREE STUDIO INC.



# at C3X 2023



Attendees gather at the Follett booth.



Above: An attendee cuddles with a puppy at the Puppy Lounge sponsored by Sodexo. Below: FedEx provides professional headshots for conference attendees.



Above: Conference emcee and comedian Christophe Davidson. Below: Keynote speaker Johnnetta B. Cole, Ph.D., (center in the blue jacket) joins attendees at the closing event of the conference at the Arcadian Court.



A Student Satisfaction panel discussion included Salli Darden of Chartwells Higher Ed (center left), Laura Bryant of Wasserman Next Gen (center right), and two students.



Chefs with Aramark Collegiate Hospitality prepare small dishes for attendees at the expo.

# Leadership Through Diversity

## NACAS' DIAL PROGRAM GEARS UP WITH EXCEPTIONAL SCHOLARS

BY THE NACAS COMMUNICATION SERVICES COMMITTEE

TEN INDIVIDUALS emerged from a pool of more than 20 applicants to become the first cohort of NACAS' enterprising new program to fortify the future of auxiliary services in higher education with historically underrepresented, diverse leaders. They were announced and celebrated for their enrollment in NACAS' Diversity in Auxiliary Leadership (DIAL) program at a special reception on Nov. 4 at the C3X 2023 Annual Conference & Expo in Toronto, Ontario.

In 2024, DIAL scholars begin the first year of a two-year program, during which they will work with mentors who will assist them through their leadership journey. Their mentors, who serve in senior-level positions in auxiliary services and higher education, are expected to participate in recurring meetings for the duration of the program.

The program participants will receive mentorship, leadership and professional development, certification, networking, and collaboration to help them become leaders in auxiliary services.



*Lauren Antoni, Associate Director of Culinary Operations at Sonoma State University in Rohnert Park, California*

### LAUREN ANTONI

"DIAL offers a platform for me to deepen my understanding and knowledge of diversity, equity, and inclusion (DEI) principles and practices. By actively engaging with DIAL initiatives, I can expand my awareness of various perspectives, experiences, and challenges faced by individuals from diverse backgrounds. This knowledge is crucial in today's interconnected and multicultural world, enabling me to navigate complex social dynamics, build inclusive relationships, and contribute to a more equitable and diverse society. DIAL offers a platform for personal growth and self-reflection. Engaging with DEI-related topics and initiatives encourages self-awareness, challenges biases, and promotes continuous learning. By exploring my own beliefs, attitudes, and behaviors, I can develop greater cultural competence and become an advocate for DEI both within and outside the workplace. This personal growth translates into a more well-rounded and impactful professional, enabling me to contribute meaningfully to my career and the broader society."

DIAL is free for the scholars because of funding from the NACAS Foundation; the David H. Lord Scholarship for Exemplary Community Service; the Mereese Ladson, NACAS Central Past Presidents, and Hassmiller CASP scholarships; and the exclusive sponsorship from Aramark Collegiate Hospitality.

The launch of the program was announced at the C3X 2022 Annual Conference & Expo in Las Vegas.

The individuals in DIAL's first cohort, who engaged in a rigorous application process, are employed by NACAS-member higher education institutions. Their experience in auxiliary services ranges from one year to 20 years.

Below is a snapshot of the members of the DIAL cohort with their response to a question posed in the application: "How do you see DIAL adding value to your career?"



*Dr. LeVita Bassett, Operations Manager in the Office of Auxiliary Enterprises at Howard University in Washington, D.C.*

### DR. LEVITA BASSETT

"DIAL will add value to my career because I will learn from leaders in the auxiliary enterprise space. Also, being assigned a mentor will allow me to have another resource to discuss ideas and get feedback on various topics. I also hope to shadow my mentor a few times during the DIAL program."



### KEONTA JOHNSON

"One of the benefits of being an accepted scholar is receiving mentorship from senior leaders in auxiliary services and higher education. I love to gain knowledge from those who are well seasoned in their career. I have envisioned DIAL adding value to my career by connecting me with individuals who have committed their dedication and hard work in the industry and who can show me what steps I need to take to also be successful."



Keonta Johnson, Assistant Director of Operations and Auxiliary Services at Southeastern Louisiana University in Hammond, Louisiana

Mariah McDaniel, Registered Dietitian Nutritionist in Dining Services at the University of Georgia in Athens, Georgia

### JEREMY LEIFERMAN

"As I am relatively new to my associate vice chancellor role, I'm looking forward to the mentorship opportunities the experience would provide. I'm excited to be working with our four auxiliary units on my campus and will benefit greatly from the information learned through the program to better my work and the services and support that these units provide to students and our campus community. As someone who works in a division and on a campus composed of largely majority (white, nondisabled, male, cisgender, heteronormative) individuals, I'm looking forward to connections with others of diverse identities to share experiences and gain mutual support that we can bring back to our individual campuses. I also hope that this experience will help provide me with opportunities to think about my future professional development. I'm excited to become more connected to NACAS through this experience and to develop my plans for whatever lies next in my professional journey."

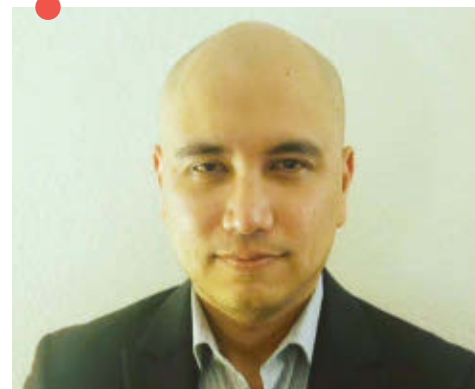


Jeremy Leiferman, Associate Vice Chancellor for Student Life at the University of Minnesota Duluth



### ENRICO 'RICO' OVALLES

"There are two factors in the DIAL program, if combined, I foresee could support growth and development in my career. The first is networking. This is a loaded word that most people who do not network do not understand. I did not when first starting out as a young professional, but I have found that networking and creating relationships with individuals outside of the campus store have helped in my development on the skills side. The second factor is diversity. Representation matters, and there is a cultural shift right now with getting more diverse representation in leadership positions. I foresee that networking with diverse individuals in leadership positions from across different auxiliaries will help me in my growth. Being able to hear from others with diverse backgrounds, hearing what has worked and what has not worked, and getting mentorship from a gay perspective and/or POC [person of color] perspective will hopefully help with my growth and development."



Enrico "Rico" Ovalles, Associate Director of Academic Resources in Bookstore Management at California State University, Long Beach

### MARIAH McDANIEL

"I am particularly interested in learning from DIAL mentors about their roles as auxiliary professionals and the creative projects they have been able to contribute that further a diverse, equitable, and inclusive culture on their campuses. I am also hoping to learn more about the other auxiliary departments that serve underrepresented communities and how they have increased representation in leadership."

## TORRIE SIMMONS

"I see DIAL adding value to my career by allowing me the tools and opportunities that will help me maximize my intentional efforts in embodying diversity, equity, and inclusion (DEI). I plan to use DIAL as a vehicle to learn how to better implement DEI efforts within the foundation of my work and among my team as best as I can. I do believe that having this opportunity will not only help to shape me as a future leader, but it will also give me the confidence to ensure that DEI is at the forefront of every effort from my department, which I understand can look like a plethora of things to a plethora of personnel and students, but the goal is to encourage perspective and understanding while completing goals and furthering the university's mission."



*Torrie Simmons, Web Coordinator of Auxiliary Services in the Division of Business Affairs at the University of North Carolina at Charlotte*

## TREY TERRIO

"I am relatively new to the expansive world of auxiliary services (with one to five years of experience). I hope DIAL will allow me to deepen my knowledge of the field and allow me to bring creative and innovative concepts back to my institution. I have been searching for mentorship along the way who can help guide me in the nuances of our roles and hope that I will find this in DIAL."

## CAROLYN SPENCER

"Through DIAL, I feel that I may be able to find more pathways toward continuing to build and implement a diverse, equitable, and inclusive culture both in and outside of my organization. I believe that I can, and will, learn various ways of breaking down my own boundaries and barriers preventing diversity as well as continuing to break them down within my own organization."



*Carolyn Spencer, Assistant Manager at the Letchworth Dining Complex at State University of New York Geneseo*



*Trey Terrio, Director of Auxiliary Services at California College of the Arts in San Francisco*

## DAVID YOUNG

"While I have been fortunate to develop relationships and be mentored by a diverse group of leaders in my career, I look forward to learning from leaders and peers in the affinity space that DIAL brings. Also, I would like to gain more strategies and skills in order to mentor others in developing more diverse, equitable, and inclusive spaces in auxiliary services in the future." ■



*David Young, Operations Manager at Saint Louis University in St. Louis*

APPLICATIONS FOR  
THE NEXT COHORT ARE  
EXPECTED TO OPEN IN  
MAY 2024.



# NACAS Foundation Introduces New Cornerstones of the Profession Award

NOMINATIONS ARE BEING ACCEPTED FOR MEMBERS WHO  
CONTRIBUTE TO NACAS AND THE AUXILIARY SERVICES PROFESSION

BY THE NACAS FOUNDATION BOARD OF DIRECTORS

THE NACAS Foundation Board of Directors is delighted to announce that nominations for the new Cornerstones of the Profession Award will open in early calendar year 2024. Typically, the pinnacle award of the auxiliary services profession, the Robert F. Newton Award, is reserved for individuals who have achieved the highest level of service to the profession by serving as the president of the NACAS Board of Directors or in an equivalent national role to the profession.

"There are so many incredibly talented volunteer leaders within the NACAS community, and we believe that the addition of the Cornerstones of the Profession Award provides a way to recognize more broadly our members and their contributions to NACAS and the auxiliary services profession," says Emily Messa, Ph.D., CASP, NACAS Foundation Board vice president. "As we spoke to the NACAS members about this award, this ability to recognize more members for their service really resonated with many of our members."

Additionally, this award provides a fundraising component, which will serve as one of the key components of the NACAS Foundation Board's annual fundraising campaign. This new award enables award winners and their nominators to raise funds to reinvest into the Foundation and its important goal of providing scholarships and grants to support member professional growth and development, ensuring sustainability and longevity for the profession as a whole.

"I am excited about the creation of this new award as it serves two key goals for the NACAS Foundation and the association as a whole," says J. Rex Tolliver, NACAS Foundation Board president. "First, we have a way to recognize members and their incredible achievements, and we also are able to raise funds for the Foundation's important mission by adapting programs that are an integral component of many of the higher education associations [to which] many of us belong."

Any current NACAS member can submit nominations for the Cornerstones of the Profession Award. Self-nominations will be accepted and are encouraged. Nominees should stand out in at least two of the four areas outlined in the criteria below, with particular attention paid to service to NACAS:

- Served as leaders, teachers, and scholars in auxiliary services;



- Demonstrated the value of commitment to volunteer leadership in NACAS by providing significant service to NACAS through regional and/or national leadership roles within the Association over a minimum 10-year period;
- Demonstrated investment in their campus that created a lasting impact on the institution(s) at which they have worked, leaving a legacy of extraordinary service recognized by a cross section of institutional/organizational stakeholders; and/or
- Demonstrated the value of connection to the field of auxiliary services in higher education by demonstrated sustained, lifetime professional distinction in the field of auxiliary services.

Submissions will be accepted through July 1, 2024, and more details can be found on the NACAS awards webpage at [nacas.org/member-benefits/awards](https://nacas.org/member-benefits/awards). Cornerstone Class award recipients will be selected at the regional level and provided to the NACAS Foundation Board.

To nominate a colleague for the Cornerstone Award, please include in the nomination the complete contact information for the nominator and nominee and the nominee's CV or résumé, along with three key bullet points on how the nominee meets the criteria. You may solicit additional reference letters; however, these are not required.

If selected as a Cornerstone class member, the nominator and selected Foundation Board member will have a goal to raise \$3,500 in the name of the individual being nominated to further grants and scholarships in support of the professional development of NACAS members. Award recognition includes participating in an education panel session at NACAS C3X as a way for members to learn from honorees about their accomplishments and service to NACAS. ■

## member spotlight: Rosie Ashley, CASP



Rosie Ashley, CASP, Director of the Cougar Card Office, University of Houston



**N**ACAS 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 Rosie Ashley, CASP, director of the Cougar Card Office at the University of Houston.

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

**Rosie Ashley:** I have over 16 years of experience in higher education and currently serve as the director of Cougar Card Services at the University of Houston. In this role, I manage campus card operations and oversee the campus card system contract for the University of Houston System, which comprises four institutions.

My previous experience includes contract management of auxiliary contracts for food service, bookstore, pouring rights, and vending operations. I received my B.S. in human resource development from the University of Houston and earned my M.A. in higher education administration from Sam Houston State University. I achieved the designation of Certified Auxiliary Services Professional (CASP) in 2021.

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

**RA:** NACAS has provided excellent networking and professional development opportunities that have supported my growth in auxiliary services. Additionally, the resources available to members have kept me up to date on industry trends and best practices.

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

**RA:** Esmeralda Valdez is the NACAS member who has directly impacted my career and growth as a leader in auxiliary services.

**CS:** What is your greatest professional accomplishment?

**RA:** I take pride in my part in successfully transitioning our dining program to a new food service provider within a tight deadline of 30 days back in 2017. Despite the challenges, we were able to accomplish this task and ensure that our students continued to receive high-quality meals without any disruptions.

Additionally, in 2023, I played a crucial role in the transitioning of the University of Houston System, which comprises four institutions, to a new campus card system and POS system within three months.

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

**RA:** "The Diplomat." ■

*If you would like to contact Ashley, she can be reached at [rgashley@uh.edu](mailto:rgashley@uh.edu).*



## volunteer spotlight: LaNiece Tyree, MPA, CASP



LaNiece Tyree, MPA, CASP, Assistant Vice President of Auxiliary Enterprises, Howard University



**N**ACAS 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 LaNiece Tyree, MPA, CASP, assistant vice president of auxiliary enterprises at Howard University.

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

**LaNiece Tyree:** I am the assistant vice president in the Office of Auxiliary Enterprises at Howard University. I come to Howard with more than 15 years of experience in event management, logistics oversight, financial management, and site directing. I found my passion for planning events and concerts during college, including stage and site management. This passion led to an illustrious globe-trotting career as a tour manager with several of the most iconic performers of recent years. I earned my MPA degree in human resources and nonprofit from the University of West Florida in Pensacola, Florida. I also earned a bachelor's degree from the University of Florida in Gainesville, Florida.

As an avid sports fan and graduate, I cheer on my beloved University of Florida Gators each football season.

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

**LT:** Networking opportunities. NACAS provides valuable opportunities to network and connect with like-minded people. Networking can lead to new friendships (Hi, Kristy and Esme!), collaborations, and professional opportunities.

Professional development. Many associations offer resources, workshops, seminars, and conferences to help you enhance your skills and knowledge. NACAS offering the Certified Auxiliary Services Professional (CASP) certification has greatly enhanced my professional development.

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

**LT:** Kelsey Finn is the No. 1 person who impacted my involvement with NACAS and how I became a leader in auxiliary services/enterprises.

**CS:** What is your greatest professional accomplishment?

**LT:** Opening a Center for Performing Arts and a Culinary Arts Center in the same calendar year.

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

**LT:** "The Lincoln Lawyer."

*If you would like to contact Tyree, she can be reached at [laniece.tyree@howard.edu](mailto:laniece.tyree@howard.edu). ■*

## business partner spotlight: Michael Hutchison

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Michael Hutchison, Business Development Manager,  
deSter Corporation

**B**usiness 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 Michael Hutchison, business development manager of deSter Corporation.

**College Services:** What do you get out of being a NACAS Business Partner?

**Michael Hutchison:** Visibility for our sustainable products, a sense of what is important to colleges and universities when choosing to move to sustainable packaging, and the ability to assess what the trends are through conversations and collaboration with [college auxiliary services]. Those interactions have helped us to understand the needs for colleges and universities and the future plans like reusable packaging. For us, it's been a great learning experience and well worth the time and resources to be a part of NACAS.

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

**MH:** Dr. Kris Klinger, Boston University, helped us [as] an organization to better understand how decisions we make during design and pre-manufacture impact the ability of [college auxiliary services] to better support the students and their desire to eliminate, or lessen, ecological impact at campus dining facilities.

**CS:** What is your greatest professional accomplishment?

**MH:** Transitioning to sustainable packaging and understanding the manufacturing process after being in food service in some capacity for 38 years.

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

**MH:** "Only Murders in the Building." The dialogue of interactions between the three main characters is the best part of the show. Be warned that they do swear a lot on the show. ■

*If you would like to contact Hutchison, he can be reached at [mhutchison@gategroup.com](mailto:mhutchison@gategroup.com).*



# TORONTO'S LEGACY: NACAS INTERIM CEO REFLECTS ON LEADERSHIP, HONORS, AND A VIBRANT COMMUNITY

**A**s I looked into the rearview mirror departing Toronto, Ontario, I did so with a combination of pride, satisfaction, and appreciation. I was and continue to be proud of the excellent execution of C3X by the NACAS staff. I was satisfied that our membership in attendance had every opportunity to take away tremendous knowledge and resources from the educational sessions and networking. And finally, I was appreciative of the support that I received from the NACAS Board during my brief tenure as the interim CEO of the best association in higher education. If you didn't attend C3X this year, you missed an opportunity to network and collaborate with more than 1,100 associates and Business Partners. The educational sessions were informative and brought creative solutions to the forefront for myriad topics of interest to campuses of all sizes and locations.

A major part of what makes the NACAS community so great is our dedicated volunteers. I want to thank and recognize the outgoing members of our NACAS Board of Directors for their service to the association: Mark Ironside; Emily Messa, Ph.D., CASP; and Andy Meeks, CASP. I would also like to thank NACAS Past President Neil Markley for his partnership in leading NACAS over the past year and my tenure as your interim CEO. Congratulations to NACAS President

Brett Jackson, CPA, CASP; President-Elect LaNiece Tyree, CASP; and Vice President Scott Seagren. New members Kimberly Rademacher, MBA, CASP, and Jennifer L. Gray round out a very knowledgeable and engaged Board of Directors. Whether at the regional or national level, it's never too late to become a NACAS volunteer. Visit [nacas.org/volunteer-main](https://nacas.org/volunteer-main) for more information.

I would also like to take this opportunity to congratulate our award winners in various categories but specifically Carlos Garcia, CASP, associate vice chancellor for administration and finance at University of Colorado Colorado Springs, for the Silver Torch Award as he prepares for retirement. Carlos served admirably as the NACAS treasurer during my tenure as president and then later as president. Also, a special shoutout to Emily, senior associate vice chancellor and associate vice president for administration at the University of Houston, on receiving the Robert Newton Award for Distinguished Service, which is the highest award given by NACAS. Emily has served the Association in a variety of roles and continues to foster great support through the NACAS Foundation. Congratulations, Carlos and Emily!

Under the guidance and leadership of President J. Rex Tolliver, CASP, the NACAS Foundation welcomes



**BILL REDWINE** | INTERIM CEO, NACAS

new members Jim Dwyer, CASP, from the University of Arizona; Sali Darden with Chartwells Higher Education Dining Services; and Kennedy Turner from Trooh. The NACAS Foundation is instrumental to the fundraising and sponsorship activities of the Association.

I would like to take this opportunity to express my sincere appreciation to the Board of Directors for allowing me to serve as the interim CEO for the past four months. The professional relationships that I developed through my years as a member of NACAS helped make the role of interim CEO one of the most fulfilling and gratifying positions I've ever held, even if only for a short period of time. As the Association moves forward with finalizing the search process for a CEO, I know you are in good hands with a tremendous staff and a dedicated Board.

Finally, you'll want to save the date for next year's C3X that will take place Oct. 27–30, 2024, at the Gaylord Palms Resort in Orlando, Florida. ■

**AS THE ASSOCIATION MOVES FORWARD WITH FINALIZING THE SEARCH PROCESS FOR A CEO,  
I KNOW YOU ARE IN GOOD HANDS WITH A TREMENDOUS STAFF AND A DEDICATED BOARD.**

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# NACAS

## LOUNGE

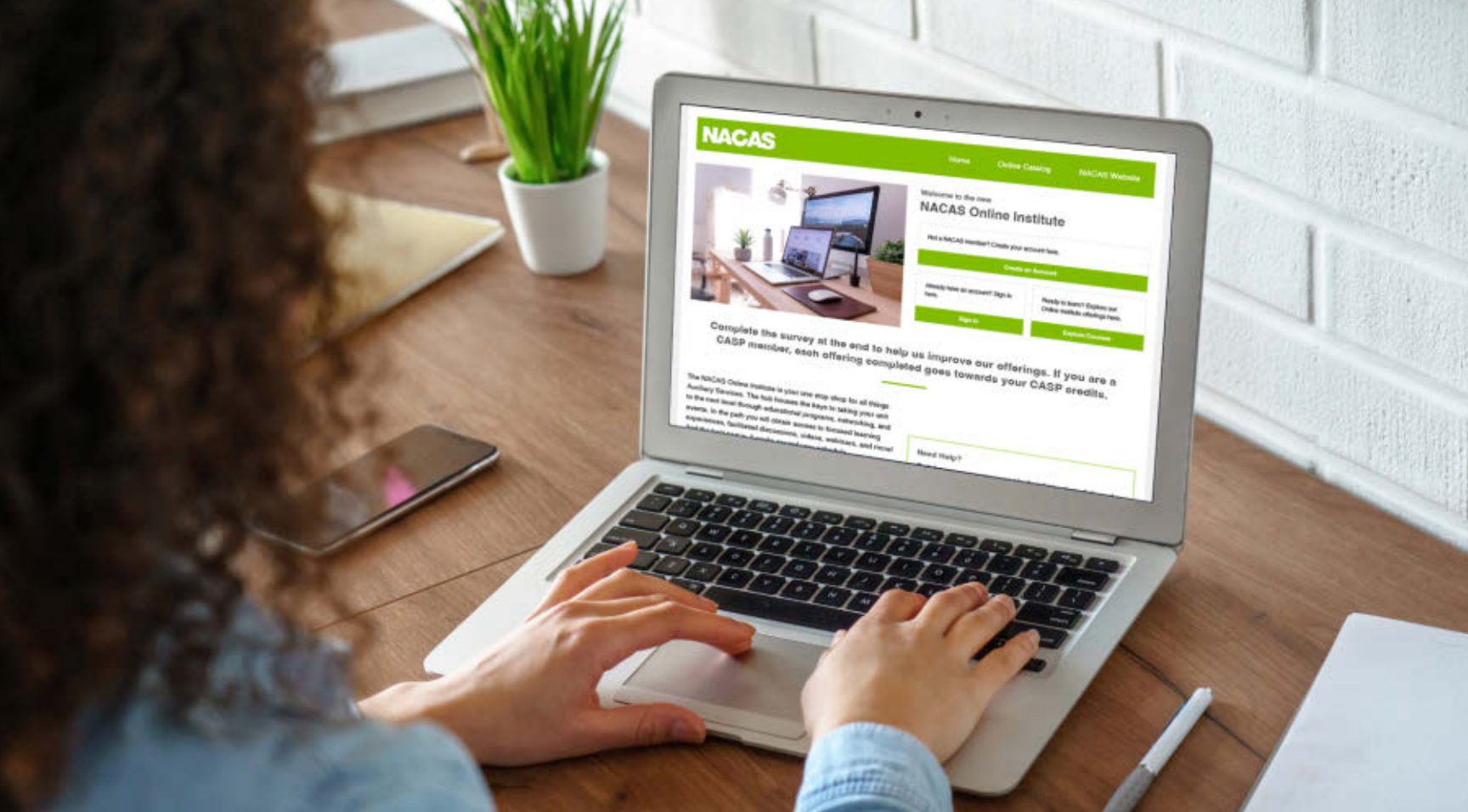
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The NACAS Lounge is an online community designed for you. A social network for leaders operating at your level. The perfect place for you to ask questions, receive feedback, share resources, and find ideas.







# NACAS

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