



Greetings NACAS South members!

We are pleased to share with you the June 2011 issue of **NACAS South News!** We invite you to click the links below to read more about our recent news. Or, visit the [NACAS South Home page](#) to learn more about NACAS South.

ANNOUNCEMENTS

Copies of Slide Presentations

Copies of the slide presentations from the 2011 NACAS South Annual Conference are available on the NACAS South Conference website

Session Videos

View the videos of the sessions from the 2011 NACAS South Annual Conference.

Photos on Facebook

Visit the NACAS South Facebook page for photos from the 2011 NACAS South Annual Conference—and we hope you'll "Like" us while you're there!

FEATURED NEWS

Sandestin: Once Again a Great NACAS South Destination

Read the review of the NACAS South Annual Conference held April 16-20 in Sandestin, Florida.

[Read More—page 2](#)

2011-2012 NACAS South Board of Directors

Meet the new NACAS South Board of Directors. [Read more—page 4.](#)

Presidential Comments

Melissa Moore, NACAS South President, shares her thoughts on the opportunities we have to make the "connections that count." [Read more—page 4.](#)

National Board Update

Bill Redwine, Southern Regional Representative to the NACAS Board, provides updates on Certification, the new Social Media Task Force, and more. [Read more—page 5.](#)

Rosalind R. Meyers Recognized for Lifetime Achievement

Rosalind R. Meyers, Georgia Institute of Technology, receives the NACAS South Lifetime Achievement Award.

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Rosetta Lee Receives Student Author Award

Rosetta Lee, University of Alabama, receives the NACAS Student Author Award. [Read more—page 7.](#)

NACAS South Thanks Business Partners

Find out who our Business Partners are and how they support NACAS South. [Read more—page 8.](#)

Professional Development Opportunities

Learn about opportunities you have to enhance your professional development. [Read more—page 9.](#)

Letter from the NACAS Education Foundation

Read the letter from the NACAS Education Foundation thanking NACAS South and the participants in the Flip-A-Coin fundraiser. [Read more—page 10.](#)

For questions or to submit ideas for future NACAS South newsletters contact:

[Monica Stoch](#)

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Sandestin: Once Again a Great Destination for the NACAS South Annual Conference

May 2011

By **Monica Stoch**

NACAS South Communications/Technology Coordinator

Record-Breaking Attendance

A record number of registrants attended this year's NACAS South Annual Conference, held April 16-20, 2011, at the Sandestin Golf and Beach Resort in Destin, Florida. The 230 registrants and business partners would undoubtedly agree that the location, the program, the weather, and the special activities all contributed to a top-quality, worthwhile, and enjoyable conference!



Keynote speaker **Renu Kulkarni**, Georgia Institute of Technology, shared with us how changing consumer expectations, new business models, and the very speed of change will demand us to reinvent and innovate our service offerings like never before.

Nick Bruno shared with us how he became president of the University of Louisiana at Monroe after a career in higher education which included managing auxiliary operations for two universities and business affairs for the entire University of Louisiana System.

Several presenters helped us understand how social media such as Facebook, Twitter, foursquare, and others are being used in today's world and how those of us in auxiliary services can use social media to help market our services. Other presentations covered such topics as:

- What practical lessons can you apply today and tomorrow to provide the most meaningful services to your constituents
- How to construct a relevant technology strategy to support diverse Auxiliary

Services business units

- What the future of marketing and advertising mean for you and your roles

Copies of the slides presentations from the conference are available on the NACAS South [Conference website](#)

Photos from the conference will be posted on the NACAS South [Facebook page](#) by May 15, 2011.

[Click here](#) to view the entire conference program.

Networking and Newcomers

Networking is another benefit of attending conferences, and the NACAS South annual conference had numerous opportunities to network. The "Welcome to Sandestin Party," with its luau theme, was held on the beautiful Grand Lawn at the Sandestin Golf and Beach Resort.

The first-time attendees were greeted at the Newcomer's and President's Reception where they could meet other conference attendees and learn more about NACAS and NACAS South. From the reception, the conference attendees followed the boardwalk from the resort to the marina for the opening event, enjoying the bayside scenery along the way. Highlights of the opening event included a great buffet dinner, the Caribbean sounds of a steel drum band, and a beautiful evening with palm trees, balmy breezes, and a full moon.

Fun Run and Sunshine

The first-ever NACAS South Miniature Golf Tournament proved to be a success, with several teams of registrants and guests joining together for some light-hearted golfing fun. Others participated in the annual Bob DeMoss Golf Tournament or enjoyed some free time at the resort or nearby shops. Many attendees participated in the annual Fun Run, and almost everyone found time to either enjoy the scenic walking trails, wander through the village shops, or soak up the sun at the beach or pool.

The closing event was held beachside at the Gulf of Mexico where attendees dined, danced, and visited during the beautiful, balmy evening. Two impressive "live band Karaoke" solos--sung by two of our own!--were indeed a highlight of the evening and drew cheers and applause.



Felecia Townsend wowed the crowd with a dynamic rendition of Aretha Franklin's "Respect," followed by **Bob Anderson's** smooth, mellow rendition of Elvis Presley's "Can't Help Falling in Love."

Business Partner Support

The very successful "Business Partner Breakfast and Showcase" was a great opportunity for all attendees to meet, thank, and learn from the 49 NACAS South [Business Partners](#). Thank you to all of our business partners for their support of NACAS South!

The annual NACAS South Business Meeting was held during the conference, at which the new officers were elected for 2010-2011:

President: **Melissa Moore**, Georgia Institute of Technology
President-Elect: **Connie Davis**, Southeastern Louisiana University
Vice President: **Andy Meeks**, Northern Kentucky University
Secretary: **Doug Ross**, University of Georgia

Treasurer: **Mark Reeves**, University of West Georgia
For a full listing of the NACAS South Board of Directors, see the [Board of Directors](#) photo and article below, visit the [Board of Directors Contact Information](#) page, or learn more about the members at the [Board Bio page](#).

Also during the Business Lunch, the "Flip-A-Coin" fundraiser was held, in which \$1280 was raised to help support the [NACAS Education Foundation](#). Much thanks to everyone who participated and donated during this fundraiser! And, special thanks to Sodexo for donating the iPad2, which was the prize for the winner of the "Flip-A-Coin" coin toss.

Thank You!

A successful conference doesn't just happen, and we

want to thank everyone who helped with the planning and support of this year's NACAS South conference. Special thanks to:

- **Melissa Moore**, Georgia Institute of Technology, who combined excellent topics and excellent presenters to create an outstanding conference program.
- **Jason Tolliver**, Louisiana State University, Chair of the Host Committee, and everyone on the Host Committee for their tremendous efforts handling all of the conference logistics
- **Carole Gibson**, NACAS South Conference Coordinator, for all of her behind-the-scenes efforts coordinating the conference registration process.
- All of the NACAS South **Business Partners** for their continuing support and participation.

And thank you to everyone who attended the conference in Sandestin, and we hope to see all of you next year!

Join Us in Austin

Mark your calendars to attend the next NACAS South annual conference, to be held **May 5-9, 2012**, at the Hyatt Regency Austin, in Austin, Texas.



2011-2012 NACAS South Board of Directors



Shown above and listed below are the members of the NACAS South Board of Directors for 2011-2012.

Pictured:

Front row, left to right: Monica Stoch, Connie Davis, Carole Gibson, Jean Ann Caywood, Bill Redwine
Back row, left to right: Eric Monday, Angela Peterson, Melissa Moore, Andy Meeks, Doug Ross, Mark Reeves.

President: **Melissa Moore**, Georgia Institute of Technology
President-Elect: **Connie Davis**, Southeastern Louisiana University
Vice President: **Andy Meeks**, Northern Kentucky University
Secretary: **Douglas S. Ross**, University of Georgia
Treasurer: Mark Reeves, University of West Georgia
Past President: **Eric Monday**, Louisiana State University
Southern Representative to the NACAS Board: **Bill Redwine**, Morehead State University
Conference Coordinator: **Carole Gibson**, Northern Kentucky University
Membership Coordinator: **Angela Peterson**, North Carolina A&T State University
Professional Development Coordinator: **Jean Ann Caywood**, Savannah State University
Communication/Technology Coordinator: **Monica Stoch**, University of Kentucky

For more information about the Board members, visit the [Board of Directors Contact Information](#) page, or the [Board Bio](#) page.

Presidential Comments

May 2011

By **Melissa Moore**
NACAS South President



No Need to Reinvent the Wheel

I'm reflecting on our NACAS South Annual Conference that we just concluded on April 20 (read [Sandestin: Again a Great NACAS South Destination](#) for more information about the conference). The NACAS South Annual Conference is a special time for me for so many reasons.

One, it gives me an opportunity to see and hear best practices from other NACAS South members. I always say, "There is no reason to reinvent the wheel." Likely, a NACAS South member has created a program, upgraded a service or renovated a building and marketed or communicated all of it in such a way that can help me and my job. Every year I learn so many best practices at the NACAS South Annual Conference I am invigorated and excited to get back to my campus.

Two, the keynote and general session speakers generally have a "different" topic, many times something I've not thought about doing. Such was the case this year when **Renu Kulkarni** spoke about "Reinventing Service with Your Customer." She said, "We are in a perfect storm: The Great Recession; Convergence of communication, information and media; Changing customer expectations; Fundamental change in how people communicate..." It was great.

Three, I get the opportunity to see different parts of the country. Places like Destin, Florida and Austin, Texas in mid-April to mid-May are great places to see and visit.

Making the Connections that Count

Bringing me to the most important reason that the NACAS South Annual Conference is special for me, it gives me an opportunity to see fellow NACAS South members that I only see once or maybe twice a year.

It's like Maya Angelou said, "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

I like the way NACAS South people make me feel. I like knowing that if I need **Monica Stoch**, University of Kentucky, that I can send off an email and say, "Monica, I need your help." It's not even necessary for me to go into a lot of detail. I know she's there and will help me. I have lots of people like Monica and I've met them through NACAS South.

Let me encourage you to mark your calendars and put it in your budget, so that you will be at next year's NACAS South Annual Conference. Make it a special time: learn best practices, hear a "different" topic, see Austin, Texas and most importantly, make "The Connections That Count!"

Join us at the **2012 NACAS South Annual Conference**, Hyatt Regency Austin, Texas, **May 5-9, 2012!**

--[Melissa Moore](#)

NACAS South President

National Board Update

May 2011

By Bill Redwine

Southern Regional Representative



Spring has finally sprung it appears. After what seemed like an eternity it appears that we are finally getting a break from the torrential rains and devastating storms. Our thoughts and prayers do go out to those in Alabama recovering from the tornados that wrecked havoc on the Tuscaloosa and Birmingham areas and also now for the residents along the path of the Mississippi dealing with still to crest rising waters.

CASP Designation Forthcoming

Your national Board of Directors had a tremendously productive board meeting in Dallas following the 2011 Leadership Team Meeting (LTM) in March. The Certification Task Force continues to move forward with the process and the "Subject Matter Experts" (SME's) have made incredible progress putting together the test questions and we expect that the first exam will be ready by mid-summer. It was approved by the NACAS Board that those individuals writing the test questions and serving as SME's be granted Certified Auxiliary Services Professional (CASP) designation.

Financially, both the Association and the Education Foundation are doing well with the Foundation seeing an increase in total assets of almost \$98,000. The Association will be making an effort to continue to increase the reserves in coming years. Revenues from the annual conference exceeded the budget and expenses came in under budget. Professional development continues to prosper and exceeding budget. It was approved by the board for a 2% pay increment for the national office staff for the new year.

Planning for the 2011 Annual Conference in Orlando is well underway and primary speakers have been secured. Watch for major announcements about the program coming soon. There will be a total of four campus tours on two different days (Rollins College, UCF Main Campus, UCF Medical Center & Rosen School of Hospitality and Valencia Community College).

Social Media Suggestions Sought

Frank Mumford, NACAS President, has assembled a Social Media Task Group that I am chairing. Our charge and mission is to examine and recommend appropriate use of various social media (FaceBook, Twitter, foursquare, etc.) for communicating with you, our membership, from the national office. If you have exciting and/or unique methods of utilizing social media on your campus, please let me know and I will share with our group. We are also looking at a more robust and aggressive mobile application for the national office.

The next meeting of the NACAS Board will be a Summer meeting in Atlanta.

I hope that you have a smooth closing of the academic year and will have the opportunity to enjoy a restful summer. For me, summer will be pretty busy with the wedding of my son in mid-June. At least I'm the father of the groom!

Thanks for your support and allowing me to represent you on the national board.

--[Bill Redwine](#), Southern Representative
NACAS Board of Directors

Rosalind R. Meyers Recognized for Lifetime Achievement May 2011



NACAS South Lifetime Achievement Award

The banquet room in the Sandestin Golf and Beach Resort was relatively quiet as Bob Anderson, NACAS South Award Committee representative, stood before the microphone at the NACAS South Annual Business Luncheon, Tuesday, April 19. Anderson began his speech by describing the 2011 NACAS South Lifetime Achievement Award recipient, building up excitement by omitting the winner's name until the final sentence. People, however, sitting at the table with the winner said they suspected who was receiving the honor when he said the nomination was filled with three pages of accomplishments.

When Anderson called out, "the 2011 NACAS South Lifetime Achievement award recipient is **Rosalind R. Meyers**, vice president, Campus Services, Georgia Institute of Technology," the room erupted in applause.

Telling Rosalind Meyers's story in the field of Auxiliary Services and showing the excellence she has achieved reads like a blueprint for a lifetime

achievement award.

Through 25 years in Auxiliary Services, 10 at Temple University in Philadelphia, PA and 15-plus years at Georgia Tech, Rosalind has been a whirlwind of activity that never seems to slow.

She came to Georgia Tech months before the college and the city of Atlanta transformed for the 1996 Summer Olympics. During that time, many campus changes occurred, including those associated with Auxiliary Services. For example, Health Services, a part of Georgia Tech Auxiliary Services, converted from a student health clinic to the Olympic Athletes Medical Clinic and then back to a student health clinic in a matter of weeks. New Housing was constructed that after the Olympics left campus had to be filled. Rosalind's tenure at Georgia Tech has been much like the Olympics. Quickness, new programs, renovations and upgrades lead like a pathway to her door.

Renovations and Upgrades

There was no all-campus card when Rosalind arrived on campus. At the end of fiscal year 2010, the BuzzCard recorded \$3.4 million in sales and \$3.9 million in deposits. Annual parking registration was a paper-based program with records in metal file cabinets. Today, more than 8,000 students, faculty and staff click an online link to register for annual parking. Within Rosalind's management, six parking decks containing 4,800 parking spaces have been constructed. Transportation has also increased, including a 40 percent increase in campus transit vehicles and including a trolley that picks up at the 10th Street rapid transit station (MARTA), linking Georgia Tech to the world by providing transportation to the Hartsfield-Jackson International Airport.

Rosalind's management has seen an increase in Housing construction, including a 394-family housing apartment complex; major renovation of 11 residence halls, including the addition of elevator access in between two halls and another elevator under construction; implementation of Resident Management System (RMS) for room assignments with an upgrade to the StarRez system, giving students access to roommate selection, fall 2011; implementation of a

housing work order system with online work orders, giving students the ability to request room maintenance via the web; 95-plus percent housing occupancy every fall semester (100.33% fall semester 2010); acquired and renovated an additional 2,000 beds in the former Olympic Village; increased participation in Freshman Experience to 94 percent of entering freshmen (as of fall 2010).

Retail development increased, including the leasing/management of 17,000 square feet retail space on 5th Street in Midtown. The bookstore changed from a self-operation in the Student Center to the development of a 47,000 square-foot campus bookstore/super retail store under management contract with Barnes & Noble.

All In A Day's Work

Georgia Tech Dining has changed dramatically too with major renovations of two resident dining halls and construction of a third dining hall to campus (opening summer 2011); 225% increase in meal plan participants; creation and development of 13 retail food outlets, branded and unbranded throughout the campus; renovation of the Student Center Food Court servery, dining room and greenhouse; addition of a second Food Court in the Student Center Commons fall 2010 with an increase in sales of 321 percent.

The Student Center expanded, developing 50,000 square feet previously occupied by the Georgia Tech Bookstore now filled with meeting rooms, food options, study lounges and student organization space.

And, the previous Health Services Olympic Medical Clinic has completely transformed with the construction of a state-of-the-art 30,000 square-foot medical practice building complete with Pharmacy, Laboratory, Women's Clinic, Health Promotion and Psychiatry Clinic.

With all of this flurry of Georgia Tech Auxiliary Services activity, Rosalind still found time to organize the now 11-year-old Auxiliary Services Council of Georgia, a statewide Auxiliary Services group with members from public and private colleges and universities, hold the position of NACAS South president, Board member of NACAS and a committee member of the National Association of College and University Business Officers (NACUBO) Higher Education Achievement Awards Committee.

She has also mentored employees who went on to be Auxiliary Services directors at other colleges and universities and continues to participate in shadowing programs where current Auxiliary Services directors follow her activities.

A lifetime achievement? Perhaps, but for Rosalind R. Meyers, it's more like all in a day's work.

Rosetta Lee Receives Student Author Award May 2011



Rosetta Lee, University of Alabama, received first place honors for the NACAS Student Author Article Contest, sponsored by Sodexo. She will accept a \$500 check at the NACAS Annual Conference this fall in Orlando, Florida.

As the University of Alabama is a member of NACAS South, the NACAS South Awards Committee wanted to recognize Rosetta at the NACAS South Annual Conference. Therefore, at the annual Business Luncheon on Tuesday, April 19, Dori Martin, district marketing manager, Sodexo, presented Rosetta a framed copy of her article that won her the national acclaim.

"We thought what a special award," the article framer said when the framed article was picked up at the store.

"Then we read the article," she continued. "All of us in the store read the article and then we realized [the person who wrote the article] is a special lady."

To read Rosetta's award-winning article, turn to page 18 of the Spring 2011 issue of *College Services* magazine or read it online at www.nacas.org,

NACAS South Thanks Business Partners

May 2011

By *Connie Davis*



NACAS South President-Elect

On behalf of the NACAS South Members and Board of Directors, we would like to thank our 2011-2012 Business Partners. NACAS South Business Partners provide valuable support to our association and we are certainly looking forward to another successful year working with them.

We hope you will review the 2011-2012 [Business Partner Directory](#). Information in the directory should be a resource throughout the year, as it provides a company profile and contact information for each of our business partners.

As always, companies interested in becoming a NACAS South Business Partner are encouraged to review the Business Partner Sponsorship Program on the NACAS South website. For more information or questions, please contact NACAS South Vice President, [Andy Meeks](#), (859)572-5575.

NACAS South continues to have a strong conference and we contribute that success in large part to our Business Partners. Business Partners: we truly appreciate your financial support, our professional relationships, and our friendships.

Thank you to our 2011-2012 NACAS South Business Partners!

2011-2012 NACAS South Business Partners:

DIAMOND Level:

- ARAMARK Higher Education
- Chartwells Higher Education Dining Services
- IKON Office Solutions

PLATINUM Level:

- Barnes & Noble College Booksellers
- Ricoh
- Sodexo Education

GOLD Level:

- American Campus Communities, Inc.
- Chick-fil-A, Inc.
- Coca-Cola North America
- First Transit
- Texas Book Company

SILVER Level:

- Agilysys
- Akoo University Network*
- ASI Campus Laundry Solutions
- Bergmann Associates
- Blackboard, Inc.
- Burger King*
- Caldwell & Gregory
- Campus Auto Care*
- CardSmith
- CORT
- CSI Insurance Agency, Inc.
- Denny's
- Dunkin' Brands
- Einstein Bros. Bagels

- Fazoli's Restaurant Group, Inc.*
- Follett Higher Education Group
- Freshens
- GDE Renovations
- Groome Transportation
- Holden Architects
- Mac-Gray Services, Inc.
- McAlister's Deli
- MSE Consulting/MSE Branded Foods
- National Bus Sales & Leasing, Inc.*
- Old Fashion Foods, Inc.
- Papa John's International, Inc.
- PJ's Coffee of New Orleans
- S&D Coffee, Inc.
- Seating Concepts, Inc.
- Shop24 Global, LLC*
- SSC Service Solutions
- Starbucks Coffee Company
- The Rochelle Group, Ltd.
- Thompson Hospitality
- Timothy Haahs & Associates
- Validis Resources
- WTW Architects
- YUM! Brands

* Denotes new business partner

Professional Development Opportunities

May 2011

The NACAS Professional Development Committee encourages your participation in your professional development with the following:

- Consider attending the [Senior Leadership Forum](#). The attendees from last year's Senior Leadership Forum thought it so valuable they were overwhelmingly in favor of having another SLF this year. This year's Forum will be held on July 20-23 in Charlottesville, Virginia, once again with faculty from the McIntire School of Commerce at the University of Virginia. Would you be able to attend? If not, could you let us know why not, so that we will know what challenges we might be facing with this program?
- Write an article for *College Services* magazine. You may not think you have a unique program, but you are doing something differently than everyone else. Why not write up a description of one or more of your services for others to read about? As we found during our "Bookstore and Dining" panel session at the South regional conference, just sharing what you do can help someone else, or spark a conversation on a point that is of interest to everyone. Please let us know what you would like to write about!

Please contact [Anne Munson](#) at NACAS or [Martha Davidson](#), NACAS Professional Development Chair, for more information or to provide your feedback.



May 3, 2011

Ms. Melissa Moore
Auxiliary Services Communications Director
The Georgia Institute of Technology
353 Ferst Drive NW
Atlanta, GA 30332-0273

Dear President Moore,

On behalf of the NACAS Education Foundation I want to thank you and the NACAS South Board for allowing us to do the Flip-a-Coin fundraiser at the Annual Conference. The fundraiser was very successful. With your help, we raised \$1,280 for the Education Foundation. As you know, the Education Foundation's mission is the betterment of our profession through professional development and research. Your continuing support is helping us realize these goals through free to members webinar programs, conference travel scholarships, and by assisting in the development of the NACAS Certification Program.

The Education Foundation could not survive without the generous support of the Regions. NACAS South, once again, sets the bar very high. I am proud to be associated with NACAS South and thank you all.

It was great to see you in San Destin. I hope to see you again soon. Thanks for all you do!

Yours Truly,

Keith Chapman
NACAS South President-Elect
National Board of Directors