



Greetings NACAS-South members!

We are pleased to share with you the February 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.



### **Registration is Open!**

Registration is open for the NACAS South Annual Conference to be held April 16-20, 2011, in beautiful Sandestin, Florida. [Read more—page 2](#)

### **Awards Nominations Being Accepted**

Nominations are being accepted until March 5 for the Up-and-Coming Professional, Outstanding Collaboration/Partnership, and Lifetime Achievement awards. [Read more—page 3](#)

### **Call for Nominations for Officers**

The Nominating Committee is officially calling for nominations for the 2011-2012 NACAS South Officers. [Read more—page 4](#)

### **Presidential Thoughts**

Comments from Eric Monday, NACAS South President. [Read more—page 4](#)

### **National Board Update**

Bill Redwine shares updates on NACAS membership, business partners, professional development, the Certification program, and more. [Read more—page 5](#)

### **Susan Caples Receives NACAS South Mentoring Award**

Susan Caples, University of Alabama, received the 2010 NACAS South Regional Mentor Award. [Read more—page 6](#)

### **Barbara Brooks is NACAS Volunteer of the Year**

Barbara Brooks, Georgia Perimeter College, received the first-ever NACAS Volunteer of the Year Award at the 2010 NACAS annual conference. [Read more—page 7](#)

### **Wanda Budaj Receives Silver Torch Award**

NACAS recognized retiring member Wanda Budaj, Georgia Institute of Technology, with the Silver Torch Award. [Read more—page 5.](#)

### **Thank You to Our Business Partners**

The NACAS South Business Partners are recognized and thanked. [Read more—page 8](#)

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

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NACAS South Communication/Technology Coordinator

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# Registration Is Open for the NACAS South Annual Conference!

February 2011

Melissa Moore

NACAS South President-Elect



## Learn Strategies for Achieving Excellence!

Are you tired of the cold winter weather?  
Looking for critical thinking training sessions that will move your campus forward?  
Want to gain a firm return on investment that will make your boss proud?

Then, [register now](#) for the **NACAS South Annual Conference, April 16-20, Sandestin Golf and Beach Resort, Destin, Florida!**

We have planned a [Conference Program](#) for you that will keep you busy implementing new programs and ideas for months to come. For example, we have three general sessions. The first will answer these questions:

- Why the Great Recession is an opportunity you can't afford to miss
- How customer expectations are changing and what the future holds
- How disruptive technologies (mobile internet, location-based services, video) are changing the service landscape and what this means for your customers and you
- How to move from exposure to individual customer engagement? Learn from Fortune 100 companies' experiences
- What does the future of marketing and advertising mean for you and your roles
- What does the future of service look like
- What practical lessons can you apply today and tomorrow to provide the most meaningful services to your constituents

The second general session will discuss *Online Trends 3-5 years from Now* and the third general session will answer the question, *Do you have a relevant technology strategy?*

These sessions are only part of what you'll experience at the conference. You will also have hands-on, interactive sessions discussing social media, the road from auxiliary services to university president, ways to make money on your campus, practical techniques and solutions as well as specific difficult dialogue strategies on diversity and ideas on how to make your campus greener and more sustainable.

## To Do List

To make sure you get the most from this conference, cut and paste this To Do List:

### Sunday, April 17 – I will learn:

- How the perfect storm created via the current Great Recession and a fundamental shift in how people communicate, fueled by disruptive technologies, compels each of us to re-examine how we do business.

### Monday, April 18 – I will learn:

- How to enhance traditional marketing efforts with Social Media and expand and manage my operation's brand, reputation and value.
- From a firsthand account how one individual expanded an auxiliary services career into the presidency of a university, including how he developed a personal and professional network that has spanned more than three decades
- Universal contract clauses can be used to help make submittals virtually ironclad

### Tuesday, April 19 – I will learn:

- How to manage a successful recycling program and generate revenue and expense savings in excess of \$150,000
- How to promote a successful athletic event on campus
- How to identify diversity threats and risks and create a healthy diverse environment

(continued...)

- The business strategy necessary to successfully operate a campus Publications and Printing department
- The value and benefits of Group Purchasing Organizations and how to manage vendors and supply chains more effectively
- In-depth complex financing strategies to help fund projects, particularly parking facilities
- The #1 PR event on campus with key principles such as relationship-building, good planning, and obtaining “buy-in.”

**Wednesday, April 20 – I will learn:**

- Strategies for Achieving Excellence in Bookstores, including electronic and rental textbooks, new technologies and operating procedures that respond to cost, legal demands, and advancements in delivery options
- Strategies for Achieving Excellence in Dining, including how one previous take-out program was 4,492 per month and the new plan increased participation to 15,069 per month.

The **Host Committee** has been working hard to make the upcoming conference productive and enjoyable! Thanks to the members of the Host Committee for all of your hard work!

Jason Rex Tolliver (Chair), Louisiana State University  
 Angela Peterson, North Carolina A&T University  
 Alex Posivenko, University of Alaska--Anchorage  
 Stephen Barr, Louisiana State University  
 Julie Elion, Georgia Institute of Technology  
 Alfred Brown, Savannah State University  
 Ashley Territo, Louisiana State University  
 Sharla Myers, Louisiana State University

Come to the conference prepared to learn! For the best return on investment, make sure more than one person from your university attends so that you can gather information from the concurrent sessions, sometimes four per time slot.

See you at the NACAS South Annual Conference, April 16-20, Sandestin Golf and Beach Resort. **Register [here](#).**

## **Awards Nominations Being Accepted**

**February 2011**

***Bob Anderson***

***Chair, NACAS South Awards Committee***

Do you know....

An Up-and-Coming Auxiliary Services Professional?  
 A NACAS colleague deserving of a Life Time Achievement Award?  
 An Outstanding Collaboration / Partnership?

Recognize your NACAS South colleagues by submitting an award nomination today!

The deadline for nominations is **March 5, 2011**.

[Click here](#) to review the award criteria and submit the nomination form.

For further information, contact:

Bob Anderson

Phone: 704-330-4124

[Bob.Anderson@cpcc.edu](mailto:Bob.Anderson@cpcc.edu)

## Presidential Thoughts

February 2011

By Eric Monday

NACAS-South President



**Hello NACAS South Colleagues,**

Welcome back to the Spring Semester. I wish you a great semester – one filled with many opportunities for exceeding your students, faculty, staff, and visitors' expectations on a daily basis.

NACAS South is hard at work planning the 2011 NACAS South Annual Conference to be held April 16-20, 2011 at the Sandestin Golf and Beach Resort.

Vice President Melissa Moore has built a tremendous educational program that will make the conference a great learning opportunity. Host Chair Jason Tolliver and his team will have great entertainment and the facility is without peer.

Please join us at the conference!

We are here to serve you – the members of NACAS South. If I may be of service to you, please contact me.

Looking forward to the warming weather of Spring....

--[Eric N. Monday](#)

NACAS-South President

## Call for Nominations for Officers

February 2011

Want a great and rewarding experience? Interested in doing more for the auxiliary services profession? If so, consider serving NACAS South in a leadership position.

The NACAS South Nominating Committee, chaired by Immediate Past President Eddie Mills, is officially calling for nominations for the 2011-2012 NACAS South Officers. The following positions are open for nomination:

- President
- President Elect
- Vice President
- Secretary
- Treasurer
- Conference Coordinator

Please submit nominations to [edmills@georgiasouthern.edu](mailto:edmills@georgiasouthern.edu) by **February 21, 2011**.

Nominations will also be accepted from the floor during the NACAS South Business Meeting to be held April 19, 2011 at the NACAS South Annual Conference in Sandestin, Florida.

Thank you for your consideration.

## National Board Update

February 2011

*Bill Redwine*

*Southern Regional Representative*



Happy New Year from the national board! 2011 is off and running in spite of the unusually brutal winter that we have been experiencing. I'm sure that many of you in the South are as ready for Spring as I am. In spite of all of this nasty weather, the national office staff completed their move to new space in Charlottesville and all systems are operational. This move enabled us to save several thousand dollars annually in lease costs which helps us better manage the precious financial resources that we have available and provide more cost effective programs for you, our membership.

Speaking of membership, I am pleased to report that we had 787 members at year end and added 16 new members in 2010. Through the dedication and energy of the office staff and the membership committee, we were able to maintain a 93% retention rate. Not too shabby in tough economic times when many schools are looking to cut budgets any way they can, including the cut of membership in professional associations.

In terms of business partners, one of our most valued assets, we ended the year with 199 business partners and 37 new members in 2010. The business partner retention was at 94% for the year. We all know how valuable our business partner relationships are so please don't forget to say "Thank You" to any of our NACAS South partners you might be talking to in the coming months.

Professional development has seen a tremendous level of activity from the virtual roundtable discussions that are proving to be very well attended to the 2011 Institute for Managers which already has 52 registrants. From a budgetary standpoint, we only needed 20 for breakeven so finances are looking good! The Senior Leadership Forum will be held at the University of Virginia July 21-23 with the opening dinner on July 20. More information on the registration process and agenda will be in the Spring and Summer issues of College Services.

RFP's for test development of the Certification program have been received. Finalist interviews have been conducted and an announcement of the successful provider should be made any day.

Our next Leadership Team Meeting (LTM) will be held in mid March in Dallas and the agenda looks to be very exciting. Participants include the national board, Foundation Board and Regional leadership.

I look forward to seeing everyone in Destin for the 2011 NACAS South Annual Conference.

*--Bill Redwine*

*NACAS South Regional Representative*

## Wanda Budaj Receives Silver Torch Award

November 2010



NACAS recognized three of its members with the Silver Torch award at the NACAS 42nd Annual Conference in Colorado Springs. The Silver Torch Award is given by NACAS to retiring members who have had "a continuing positive influence on the Association and the [Auxiliary Services] profession."

Left to right: These three members retiring from Auxiliary Services are (left to right) NACAS South's own former conference coordinator **Wanda Budaj** (Georgia Institute of Technology), **Bill Dickerson** (Cal State University, Fullerton) and **Annie Ramirez** (University of Puerto Rico).

## Susan Caples Receives NACAS South Regional Mentor Award

November 2010



**Eric Monday** (left), president, NACAS South, presented **Susan Caples** (right), University of Alabama, with the 2010 NACAS South Regional Mentor Award at the NACAS South Regional Breakfast, held at the 2010 NACAS Annual Conference in Colorado Springs.

At each annual conference, each region recognizes a member who has shown initiative in welcoming newcomers and promoting and encouraging involvement of members at the regional and/or national level. This statement easily describes Susan.

In her nomination, Susan's participation in NACAS and NACAS South was noted as remarkable. A member of NACAS since 1992, she served in a number of capacities including:

- Program Committee for 2008 National Conference
- Board of Directors, South Director, 2002-2004
- Leadership Conference, 1995-2003
- Cultural Diversity Committee, 1995-1999
- Education Foundation – Charter Member
- Served as mentor at more than 12 National conferences
- Conference presenter, moderator and virtual roundtable

Susan's NACAS South contributions included:

- President, 2000-2001
- President-Elect, 1999-2000
- Responsible for annual conference program and future conference site selection
- Vice-President, 1998-1999
- Chaired Business Partner Committee and fund raising for annual conference
- Treasurer, 1997-1998
- Audit Committee, Chairperson, 2005 – present
- District III (Alabama, Mississippi, Georgia and Florida) Coordinator, 1996-1997
- State Coordinator for NACAS, 1994-1996
- Conference presenter, moderator and introduction of speakers
- Mentor at more than 13 NACAS-South conferences

In addition to these responsibilities, Susan was said to "truly love NACAS-South and the people in it, so much so that NACAS South has become a part of her extended family. Susan is constantly recruiting new members for NACAS and NACAS South and welcomes them into these organizations. She takes people under her wing, ensures that they enjoy conferences, and encourages them to become active members. She introduces them to other NACAS and NACAS South members and encourages networking. Susan has also been instrumental in recruiting vendors to display at conferences and to support the organization."

NACAS South is pleased to add NACAS South Regional Mentor Award to Susan Caples's list of NACAS accomplishments.

## Barbara Brooks Receives Volunteer of the Year Award

November 2010



NACAS added a Volunteer of the Year Award to its lists of recognitions at its Annual Conference in Colorado Springs, Nov. 7, and NACAS South's **Barbara Brooks**, Georgia Perimeter College, received the award.

NACAS listed the criteria as "this award recognizes a member of NACAS who has demonstrated being an exceptional 'volunteer' at the regional and/or national level. Nominees for this award should be individuals that have reached out to meet others in the organization, unselfishly worked with others to improve the Association and its mission, and performed services or tasks that are not part of their normal assignments."

Barbara easily fits this description.

In her award nomination, Barbara was recommended for this award because:

- She consistently volunteers her time at the NACAS South Annual Conferences
- She can be seen working at the registration table, distributing conference material
- She is also at educational sessions and meal meetings, collecting tickets
- She takes part in multiple events, including early-morning occasions like the Fun-Run
- She is a true volunteer; she doesn't wait to be asked. When she sees a need, she takes the initiative and does what needs to be done.

Also, Barbara was noted as offering valuable advice and giving ideas to help create a better conference experience for the NACAS South conference member AND helps simplify some of the mundane processes behind the scenes.

Carole Gibson, Northern Kentucky University, and the NACAS South conference coordinator said of Barbara, "Many of us donate much of our time to this association and it's refreshing to have a member step forward, as Barbara does, to volunteer without hesitation or with need of recognition."

NACAS South is honored to have Barbara Brooks as a member of NACAS South and as the first-ever recipient of the NACAS Volunteer of the Year Award.

## **NACAS South Thanks Business Partners**

**January 2011**

**Connie Davis**

**NACAS South Vice President**

NACAS South values the relationships with our Business Partners and looks forward to another successful year with our current partners, as well as many new Business Partners.

Companies interested in becoming a NACAS South Business Partner and attending the NACAS South Conference at the Sandestin Golf and Beach Resort on April 16 – 20, 2011, are encouraged to review the [Business Partner Brochure](#), which explains our program, including the sponsorship levels and the many benefits that accompany each level. For more information or questions, please contact Connie Davis, Business Partner Coordinator, at [cdavis@selu.edu](mailto:cdavis@selu.edu) or 985-549-2094.

NACAS South continues to have a strong conference with outstanding attendance due in large part to the support of our business partners.

Thank you to our NACAS South Business Partners!

Agilysys	Holden Architects
American Campus Communities, Inc.	IKON Office Solutions
ARAMARK Higher Education	IST Management Services
ASI Campus Laundry Solutions	Jamba Juice
Barnes & Noble College Booksellers	Mac-Gray Services, Inc.
Bergmann Associates	McAlister's Deli
Blackboard, Inc.	MSSmedia
Brailsford & Dunlavey	National Bus Sales & Leasing, Inc.
Bridgford Foods Corporation	NexCen Brands
Burger King Corporation	Old Fashion Foods, Inc.
Caldwell & Gregory	Papa John's International, Inc.
CardSmith	PJ's Coffee of New Orleans
Chartwells Higher Education Dining Services	Ricoh
Chick-fil-A, Inc.	S&D Coffee, Inc.
Coca-Cola North America	Sauder Education
CORT	Seating Concepts, Inc.
CSI Insurance Agency, Inc.	Sodexo Education
Denny's	Solstice Transportation Group, Inc.
Dunkin' Brands	Starbucks Coffee Company
Eastman Kodak	Texas Book Company
Einstein Bros. Bagels	Thompson Hospitality
Fazoli's	Timothy Haahs & Associates
First Transit	US Foodservice
Follett Higher Education Group	Validis Resources
Food Service Renovations, Inc.	Verve Living Systems
Freshens	WTW Architects
GDE Renovations	YUM! Brands
Groome Transportation	