



## Featured In this Issue:

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## Scholarship Information:

West Regional Conference  
Scholarship application due  
March 7, 2011

To apply go to <http://www.nacas.org/Content/NavigationMenu/Regions22/WestRegion/WestScholarships/default.htm>

## Important Dates & Information

**NACAS West Conference**  
**June 5-7, 2011**  
**Vancouver, BC**  
*Don't forget your passport*

**NACAS National Conference**  
**November 7-10, 2010**  
**Colorado Springs**



## Welcome from the New West Region President

*By Carlos Garcia, U. of Colorado at Boulder*

A new semester has once again begun for most of us and we are busy providing services to our students. That is what we auxiliary services professionals do. It is a special joy to see freshman students arrive on campus and begin to explore their new

## New West President

environment and develop their new perspective on life. Helping them move into their residence halls or simply assisting them in finding their classroom, the library, or the nearest grab-n-go food outlet is quite a rewarding experience for people like us. Campuses in our region, whether they are four-year publics or two year-privates, have at least one thread in common: We provide services that help our students succeed in college. How we do it may differ, but the ultimate outcome we all desire is to help students through the life-altering experience of acquiring a college

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## Conference Highlights

### 38th Annual NACAS West Conference Harvesting Great Ideas April 2010 Overview Sonoma, California

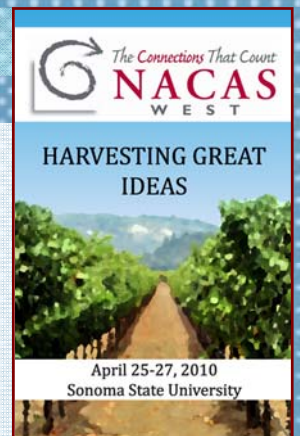
*By Maria A.Y. Garcia, U. Corp at Monterey Bay*

Thank you, Sonoma State University, the Green Music Center, and the 2010 NACAS West Conference Planning Committee for teaching us about Harvesting Great Ideas at the 2010 NACAS West Conference! Sonoma, California provided a beautiful backdrop for NACAS West attendees who were treated to wine country hospitality, engaging educational sessions focusing on the two themes of Technology and Sustainability, and the opportunity to

wear rental shoes. Special thanks to Neil Markley, Anna Reynolds-Smith, Alicia Hodenfield, Diane Rawicz, Jane Barrantes, Jason Walley, Teri Bump, Mark Miller, Maria A.Y. Garcia and everyone else who was involved in providing this great experience.

We kicked the conference off with our keynote speaker, Michael Wood from TRU, who gave us insights to help us better understand our students and future students,

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## NACAS West Board of Directors 2010-11

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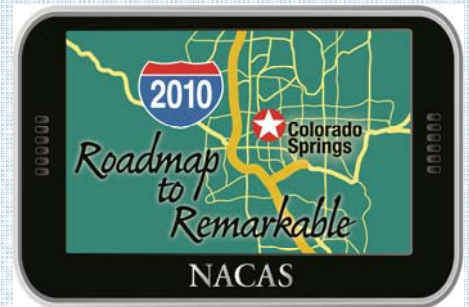
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## NACAS National Conference

### Need Direction? November 7-10, 2010 at The Broadmoor, Colorado Springs, CO

Hi NACAS West! I hope you are getting as excited as we are about the 42nd Annual Conference at The Broadmoor in Colorado Springs, CO. On our journey to the "Roadmap to Remarkable", we will take you on a journey to reconnect with all of your friends and colleagues you have missed over the past year, attend 2 Remarkable keynote speakers who will re-energize us and teach us about how to succeed in this new economy, have the opportunity to attend one of two super sessions, attend and network with a very full exhibit hall, take part in our Operation Shoebox community service project, and attend over 70 educational sessions. Whew! I can't believe what an incredible conference we have planned for you.

If you are not already our 'friend' or 'like' us on Facebook, you can find us at 2010 NACAS



Annual Conference. We are posting weekly updates and little bits of helpful information as we get closer to the conference. Look out for our Twitter posts as well, we will be Tweeting throughout the conference. In addition, the annual conference website is always has the latest information on The Broadmoor, registering for the conference, conference schedule and much more.

If you have not already registered and booked your hotel rooms, please do so, we really don't want you to miss out! See you in November @ The Broadmoor for our "Roadmap to Remarkable" annual conference.

*(President Continued from page 1)*

education . For some of us, many of the undergraduate students we serve are 18 to 22 years old. For others, the college experience begins at a later part of their lives and we alter our services to meet their specific needs. But regardless of when these knowledge-hungry men and women come to us, we step up to the challenge and try our best to meet the needs of our students.

NACAS West is here to help you find ways to meet the needs of those students. The regional association, in partnership with the international association, can help you

develop new perspectives and ways to address the changing needs of college students. The workshops and conferences sponsored by NACAS – West as well as NACAS have proven to help auxiliary professionals like us do the best we can to meet the needs of our students. I hope each of you take advantage of these great opportunities available to you.

I wish you the all the best and look forward to seeing you at our next conference.

Sincerely,

Carlos Garcia  
President, NACAS-West

# NACAS West Newsletter

*The Connections that Count!*

Summer's End 2010



Please e-mail Julie Crea at [jcrea@lcsc.edu](mailto:jcrea@lcsc.edu) if you have a suggestion for an article or would like to write one for the next issue. Thank you.

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where they are headed, and how we as auxiliary professionals can connect with them. In addition to sharing some great statistics and survey results, Michael shared helpful tips on using social media. We followed Michael's keynote with a walking tour of Sonoma State University's beautiful campus, including a stop at their bookstore where Barnes & Noble offered a 25% discount to NACAS West members.

After our First Timers Reception, which was held on the patio of Bacchus Restaurant to take advantage of the beautiful weather, the group headed down to the Double Decker Lanes for the conference's Welcome event and dinner. That's right, we went bowling! Over an eclectic—I believe the correct culinary term is "fusion" – buffet dinner, people formed their own teams, with the more competitive folks trying to put together "stacked" teams. Of course, NACAS West never does something like everyone else does. Our emcee for the evening, Jessica Way from SSU's conference department, helped keep the energy up by having people bowl for spares, bowl blindfolded, bowl with their non-dominant hands, answer trivia questions and more in order to score extra drink tickets! Business partners and attendees alike enjoyed making the connections that count in a fun, casual atmosphere. Photos with Snoopy from the bowling event have not yet made it to our Facebook page but we're hopeful that they will show up someday!

Our first day of ed sessions focused on the theme of Technology. Jaime Casap, the Google Guy we met in Pomona, was back for round 2 with NACAS West. He gave us some insight into how young people communicate and how we can leverage those channels of communication. Jaime's key word for us – interact. Eric Stoller from Oregon State University was another ed session presenter on Technology Day, focusing on creating a sustainable social media strategy. By the end of the session, Eric had some new tweeps following him and some Twitter newbies had sent their first tweet. At our regional breakfast meeting NACAS West members were updated on the work that the National Board, National Committees, and West Board have been doing throughout the year. We thanked Charlene Tomlinson for her service as President during the 2009/10 year. We also approved a revision to our Bylaws and elected Carlos Garcia as President and

Neil Markley as President Elect.

Our second day of ed sessions focused on the theme of Sustainability. Andrew Pittz of the Association for Social Entrepreneurship and recent Texas A&M graduate talked to us about how to engage students who want to be agents of social change and how to collaborate with those students and student groups to create sustainable solutions on campus.



Andrew was followed by a panel discussion on Sustainability in Dining Services. The panel consisted of Ritz Guggiana of Sonoma Direct, Dan O'Brien the Associate Director for Dining Services at SSU, and Nancy Prebilich of Gleason Ranch. The panel gave us a realistic look at the

positive points and challenges presented when going sustainable in dining services on a college campus. Who knew that talking about chicken and pigs would be so fascinating? This group certainly made it so.

The panel was followed by a Roundtable Discussion. The presenters from the morning participated in the Roundtable, which was marvelously facilitated by Diane Rawicz. The dialogue in the room was at times impassioned, at times humorous, but always informative. It was an excellent way to wrap up our ed sessions.

Anyone who had to leave the conference early missed out on a spectacular finale. It showcased superb musical talent, exquisite culinary skills, and fabulous table service. Neil Markley was able to show off the recently completed Donald and Maureen Green Music Center. A quartet of students played for us in the concert hall and we were dazzled both by their skill as well as the acoustic quality of the hall. Each course in the five-course meal was expertly paired with a wine that brought out the flavors and nuances of the food. The table service was top-notch – it was like watching a ballet – all the while listening to the student quartet play in the background. It was a perfect end to a great conference.

For those who missed the conference, ed session presentations are posted in the NACAS West section of the NACAS Community and more photos are posted on the NACAS West Facebook page.

Visit our website at [www.nacas.org](http://www.nacas.org)—go to the West Region Link

Join us on Facebook under NACAS West for great networking opportunities