

FOUNDATION NEWS

MAY 2011 ♦ ISSUE NO. 189



VISTA MARKET RECEIVES NACUFS BEST IN THE BUSINESS AWARD

Vista Market at the Suites has been awarded the 2011 Best in the Business Convenience Store Award in the category of New Store Design Innovation from the National Association of College & University Food Services (NACUFS).

NACUFS Best in the Business Award competition is held annually and was designed to recognize leadership in customer service innovations in collegiate convenience stores. NACUFS has more than 600 member colleges and universities across the United States and Canada. Being recognized by NACUFS as being the Best in the Business is one of the most significant awards that can be received by the dining services of a college or university. Cal Poly Pomona Foundation's ongoing commitment to operating the "best of the best" in collegiate dining services is exemplified by this award and various other awards received from NACUFS over the years.

To enter the competition, collegiate dining services throughout the country each submitted a portfolio with full color photos and an essay. The NACUFS judges evaluated the entries describing their convenience store's innovation in building design, marketing, meeting students' needs in response to feedback, and what it is that makes their "neighborhood" market unique. The winners will be recognized at the Neighborhood Market Workshop at the NACUFS national conference in Dallas in July.

Vista Market's entry highlighted their ability to blend a modern design into a traditional neighborhood type market which offers all the staples needed to prepare home-cooked meals for residents of the Residential Suites.

"We are proud to have received the Best in the Business award from NACUFS," said Brett Roth, Director of Foundation Dining Services. "Our team at Vista Market has worked hard to provide a convenient, neighborhood market that meets the needs of residents at the Suites and the campus community."

NACUFS representative and Director of Dining Services at Brigham Young University Dean Wright visited campus to tour Vista Market and conduct a video interview with Cody, who will attend the NACUFS National Conference in Dallas, Texas in July to receive his award.



Dean Wright Director of BYU Dining Services conducts video interview with Vista Manager Cody Medina



BRIDAL FAIR 2011 MOST SUCCESSFUL EVER

The Seventh Annual Bridal Show on Sunday, April 10, 2011 was the most successful ever! This year, the event was held at Kellogg House Pomona to showcase this gorgeous historic venue. More than 150 guests enjoyed samples of Wagyu Beef Crostini and Thai Salad Rolls, passed on trays by our catering staff. We also served a Ruby Red (virgin) Mimosa Framboise and our famous Fresh Mojito Lemonade. These received rave reviews from our guests.

Brides were able to talk to representatives from a wide variety of wedding vendors and a fashion show featuring the latest in bridal fashion featured our catering staff, modeling Jessical McClintock gowns and tuxedos from Friar Tux. The event culminated in an exciting door prize drawing of gifts donated by the various vendors.

Kellogg West Catering booked two weddings from attendees of the show, netting over \$12,000 in revenue. Additionally, a bride who had previously booked with us to cater her wedding upgraded from the Kellogg West location to the Kellogg House netting \$4,000 in additional revenue. This bride also upgraded her hors d'oeuvres to include the Wagyu beef crostini and Thai Salad rolls served to guests at the show, netting an additional \$700.

We surveyed guests to find out how they found out about the Bridal Fair. How they heard about us:

- ◆ Current Student 23%
- ◆ Internet: 28%
- ◆ Flyer 23%
- ◆ Freeway Sign 5%
- ◆ Word of Mouth 21%

Some innovative ideas brought to the event this year included: a giant parking lot sign which is visible to those traveling easbound on the 10 freeway, inviting Target Stores to staff a table for their Bridal Registry, using Facebook, Craigslist, Pennysaver, and online classified ads from local newspapers to advertise at no cost. 28% of attendees learned about this event from these sources! Another interesting fact is that 23% of attendees were Cal Poly Pomona students or former students looking for the perfect venue to hold their wedding; and what better location than a historic mansion at their Alma Mater!



Future bride and groom get in the spirit at the Kellogg West Bridal Fair



Kellogg West Restaurant Server Jasmyne Reid and Dining Services Associate Director Aaron Nielson greet guests as they arrive at bridal fair.

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BRIDAL FAIR 2011 MOST SUCCESSFUL EVER



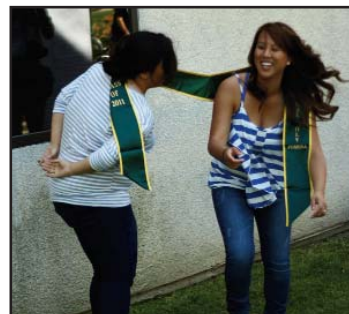
GRAD FAIR GAMES

The countdown has begun! Commencement is the most anticipated event of the year for many graduates but the growing excitement of walking towards their diploma is usually drowned out by the stress of finishing up a hectic final quarter. This year, Bronco Bookstore has taken the initiative to start the graduation celebration early.

The Bookstore held its first annual "Grad Fair Games" throughout April to raise awareness for Grad Fair 2011. This year's Games included three different events, "Sash Shuffle," "Tassel Tosser," as well as "Walking Grads. Along with discovering more information about Grad Fair 2011 through first-hand interaction with Bookstore employees ("Walking Grads"), students were invited to come take part in various graduation-themed games ("Sash Shuffle," "Tassel Tosser").

The "Grad Fair Games" turned out to be a success for Bronco Bookstore and was very well received by participants and onlookers. Over 30 graduates took part in this year's Grad Fair Games and the "Walking Grads" generated over 200 student interactions around campus. The Bronco Bookstore's Facebook page also received over 10,000 impressions through posts related to the Games.

This new tradition started by the Bronco Bookstore displays a novel way to engage students around campus and proves to be a successful method to generate awareness for Grad Fair for years to come.



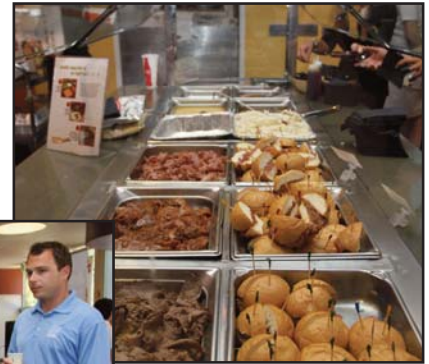
DINING TIDBITS



FOOD FAIR

The 27th Annual Food Fair was held at Los Olivos on April 27th. Dozens of food vendors brought samples for guests to taste.

A survey was emailed to the campus community and the data gathered from that survey will help build the Fall menu at Los Olivos. This year, the Marketing Department tried an innovative approach to increase the number of completed surveys. A QR code was posted at Los Olivos and diners with smartphones could simply scan the code and download the survey immediately. The survey will be available for a limited time at <https://www.surveymonkey.com/s/8J9L82C>

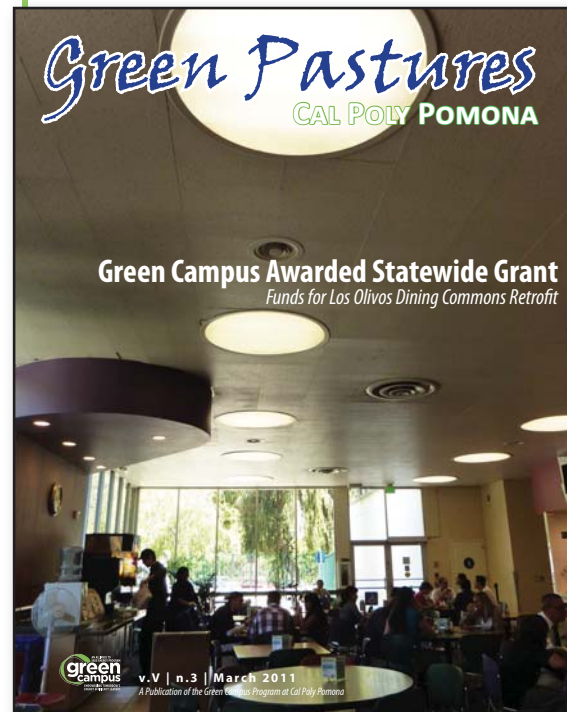


LOS OLIVOS RECEIVES GREEN GRANT FOR LIGHTING RETROFIT

California State Student Association Awards Grant for Los Olivos By Andrew Coyne

After months of anticipation, the Green Commons project is finally becoming a reality! Over Spring Break, University Housing facilities personnel completed a Green Campus recommended retrofit of the lights in Los Olivos Dining Commons, replacing all the 32W fluorescent lamps with more efficient 25W lamps. This was made possible through a "Greenovation" grant from the California State Student Association (CSSA), which is awarded to student-led sustainability initiatives on CSU campuses. Cal Poly Pomona's Green Campus team submitted a grant application for the Green Commons project in late February and received the exciting news this past month that the application had been approved and that the CSSA would fund the purchasing of the new lamps in Los Olivos. The interns immediately contacted Barney Wright, Facilities Manager of University Housing Services and made arrangements with him to install the new lighting. The projected annual energy savings from this retrofit is 5,623 kWh, and an annual monetary savings of over \$750. With a lifespan of approximately four years, the new lamps will ensure that Los Olivos Dining Commons will reap the benefits of this Green Campus project for years to come. The interns' appreciation goes out to George Lwin, advisor to Green Campus, for his expert advice during the preparation of the report and for his assistance with coordinating the implementation of the retrofit. Special thanks are also in order to Barney Wright and Patrick McCoy (Manager of Los Olivos), whose active support and involvement made this project a reality.

Source: *Green Pastures*, March 2011, Cal Poly Pomona



EVERYONE IS WELCOME
CAL POLY STUDENTS - PARENTS
CAL POLY FACULTY/STAFF



Los Olivos' 11th Annual

CINCO DE MAYO LUNCHEON

w/ Mariachi Band & Dancers



May 5, 2011
11:00am to 1:30pm
Los Olivos Dining

Menu

- Regular Chili & Vegetarian Chile
- Pozole Blanco con Salsa Macho de Chile de Arbol
- Sopa de Fideo con Vegetables (Mexican pasta soup w/Vegetables)
- Ensalada (Salad) Don Caesar with Spicy Chicken Strips & Papaya
- Fresh Cactus Salad
- Shrimp Ceviche
- Red Snapper Veracruz Style
- Roasted Chipotle Rubbed Turkey Breast
- Pork Carnitas with Cilantro & Onion Relish
- Cheese Enchiladas with Ancho Guajillo Chile Sauce
- Calabazitas Tiernas (Tender Squash) in Garlic Chile Sauce
- Baked Plantains Tostones
- Coriander Flavored Green Rice
- Chorizo Refried Beans
- Assorted Flavor Churros
- Sweet Corn Fritters with Cinnamon Sugar
- Mango Up-Side Down Cake with Caramel Sauce



www.CPPDining.com



Los Olivos is located
in the heart of the
Residence Halls.

Cash: \$8.25
Bronco Bucks: \$7.75
SAVE WHEN YOU PAY WITH BRONCO BUCKS

Employee Profile: Rachel Olivas

Name: Rachel Olivas

Title: General Merchandise Buyer at Bronco Bookstore.

Job Description: Responsible for purchasing of gifts and apparel.

I have a talent for: working with others.

My biggest challenge is: learning all the aspects of my job.

What I like most about my job: It's fun being the merchandise buyer ... I get to shop! And I can use my creative side.

Favorite childhood memory: Trick or Treating on Halloween. I always loved filling my pillowcase with lots of candy.

My biggest achievement: Putting my daughter through college.

Community involvement: I volunteer at my nephew's high school baseball games; working the snack shack, keeping score and whatever else they need volunteers for!

Career goal: To be as successful as possible.

Favorite food on campus: Subway

Length of employment: 5 months

Length of commute: 16 miles each wa

On weekends, I love to ... Go camping, ride my Sea Doo or work out.



Rachel Olivas



Rachel getting married to husband Gabriel



Three generations: Rachel's mom holding Rachel's daughter, Rachel's niece and Rachel at her mom's house in Illinois



Rachel with her daughter Ashley on the park slide.

FRUGAL CORNER



WEBSITES HELP YOU FIND THE BEST GASOLINE PRICES

How do you find the cheapest gas online before you head to the pump? With gas prices soaring nationwide, it's as easy as entering your zip code on one of several websites that list the best gas prices in your area.

TOP FIVE WEBSITES FOR CHEAP GAS NATIONWIDE

www.FuelMeUp.com

This website features the best gas prices nationwide. Enter the city, state and zip code closest to you for results as close as 1 mile from your location.

www.GasBuddy.com

Select the state you are in and then enter your zip code for current gas prices in your area. Friend them on Facebook for the latest news on gas prices across the country: <http://www.facebook.com/gasbuddy>

www.MapQuest.com

Not only do you get a map showing you where the gas stations are, you'll get a complete list of gas prices in your area. Great for those who use MapQuest on their smartphone.

www.GasPriceWatch.com

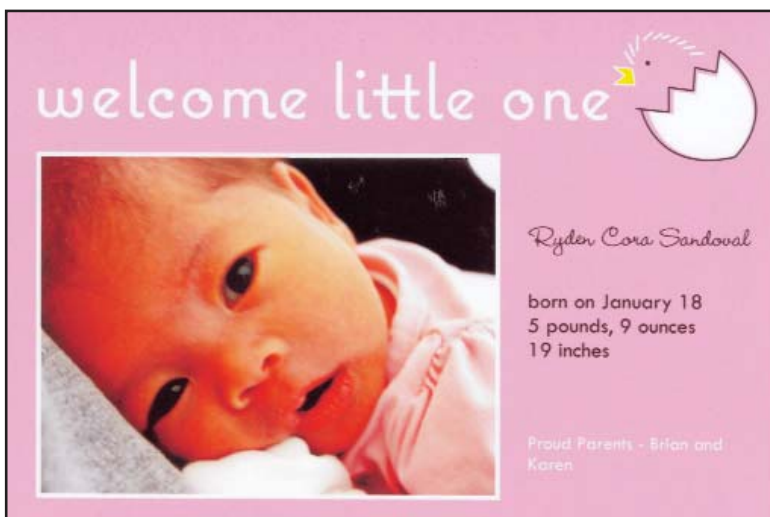
Consistently updated with current gas prices by zip code.

www.FuelEconomy.gov

Links to current gas price data by state

Have an Android smartphone or iPhone? Click on this link <http://www.thecouponess.com/?p=43> to check out apps that will help you find cheap gas.

Source: <http://www.thecouponess.com/?p=40>



Karen Sandoval, Foundation Accounting and her husband Brian welcomed a new baby girl in January.

FARM STORE STRAWBERRY FESTIVAL AND HOT ROD SHOW ON MAY 7th

SATURDAY, MAY 7, 2011 • 10 AM - 3 PM • FARM STORE
at Kellogg Ranch

Cal Poly Pomona **TRACTOR & CAR SHOW**



FUN for kids

- HORSE RIDES
- TRACTOR RIDES
- FACE PAINTING
- PETTING ZOO

AND adults!

- CAR SHOW
- TRACTOR SHOW
- ANTIQUE Equipment
- FARMER'S MARKET
- SHOP FOR MOM
- FOOD VENDORS
- MUSIC by Retro Rick
- 50/50 RAFFLE
- (parking \$3 per car)

Strawberry FESTIVAL

It's everything **STRAWBERRY!**

- PICK** strawberries from the patch
- EAT** chocolate dipped strawberries
- GET** a funnel cake with strawberries
- SIP** on a strawberry snow cone
- TAKE** home a strawberry pie



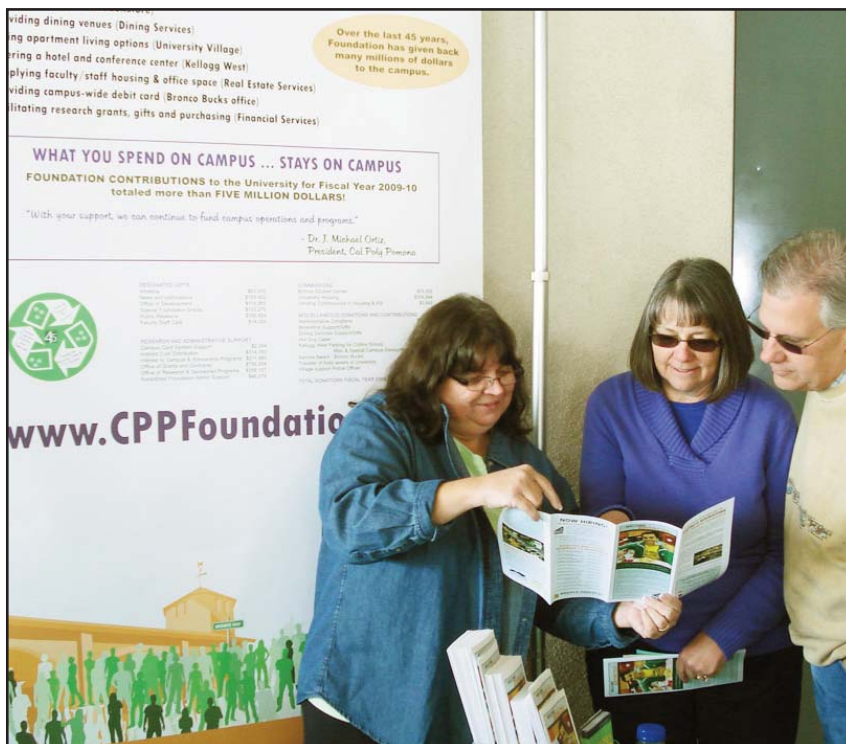
Fun for the entire family on Saturday, May 7th. Great gift ideas for Mom inside the Farm Store.

FOUNDATION PROMOTES SERVICES AND SUPPORT TO UNIVERSITY AT EVENTS FOR INCOMING STUDENTS

During the month of April, Foundation participated in both the Engineering Open House and Discover Cal Poly Pomona Day (formerly Preview Day) with an information table. Donna Bebensee and Laura Orozco staffed the table and handed out information on Foundation's services. These public relations events give us an opportunity to meet students and their parents before classes begin to provide information on the essential services Foundation provides, including job opportunities on campus and a list of websites we suggest they bookmark for future reference.

Foundation Marketing created a large backdrop banner that details the purpose of Cal Poly Pomona Foundation, explaining how what you spend on campus ... stays on campus and by the campus community patronizing the enterprise operations, we are able to continue to support the educational mission of the university by providing millions of dollars each year to fund student programs, services and infrastructure.

In addition to parents and prospective students, several Cal Poly Pomona staff members commented that although they had been on campus for quite a while, they were surprised to learn that the Foundation is a non-profit, returning all its profits to the university. They were pleased to learn that by supporting the Foundation's enterprise operations, it directly benefits students and the university.



WHAT YOU SPEND ON CAMPUS ... STAYS ON CAMPUS.

Surplus funds generated by all Cal Poly Pomona Foundation operations go back to the University to provide financial and facility resources to benefit students, faculty and staff.

For more information, visit our website at www.Foundation.CSUPomona.edu

University Village



The University Village Operations team has been very busy this month! Students are signing up for new rooms and making updates, which has kept the team occupied. Luckily, the staff has grown, with the arrival of Monica Ascencio, who has joined on as our Operation Commercial Support. You can meet her at the Front Desk during regular business hours! Also, Owen Caldwell was promoted from Student IT Assistant to Technology Coordinator! He is now taking on more responsibility and hours to help us out here at the Village.



Monica Ascencio

The Village Facility team is helping to keep those spring allergies to a minimum with the changing of air filters in all the apartments. Facilities has made sure to change Smoke Alarm batteries to keep the Village safe and up to code!

The Residential Education team has been really busy with program after program. A property-wide program, Study Bucks, has residents competing academically and socially to win a \$500 Bronco Bucks Gift Card. These competitors are going to tutoring, interacting with professors, attending programs, and improving their test scores, all thanks to the Study Bucks incentives. Additionally, each of the 24 CAs have mini programs throughout the quarter. Each CA will be developing programs geared towards their specific residents, to insure every resident is getting exactly what they want and need from their last quarter at the Village!



Alex Kelch

Speaking of last quarters at the Village, the Community Development Coordinator, Alex Kelch, will be leaving us early next month due to a great opportunity. Alex has been working as a Graduate Coordinator at the Village for two years while she has been pursuing her M. Ed. in Postsecondary Administration and Student Affairs from the University of Southern California. She is graduating on May 13 and has been offered a full-time Area Director position at Loyola University of New Orleans. She is very excited about this new opportunity and we are wishing her the best of luck!

UNITED CULINARIANS SAY THANK YOU TO KELLOGG WEST FOR THEIR DONATION FOR RELAY FOR LIFE EVENT.



Relay for Life was held at Cal Poly Pomona on Saturday, April 9th. United Culinarians, a club of Collins College students participated in the event. They received a donation of breakfast items from Kellogg West which provided nourishment and energy to those participating in this relay which raises money for the America Cancer Society.

ALL HANDS MEETING

Minutes of All Hands Meeting, held April 27, 2011 at Bronco Student Center Centaurus Room at 8:00am

David Prenovost, Senior Managing Director and CFO hosted the meeting in Paul's absence;



- David welcomed everyone to the Bronco Student Center. Paul Storey's mother passed away and Paul is in Tennessee for the week

Clint Aase, Director of Bronco Bookstore

- First day Grad Fair sales are up 15% from last year which is a good indicator for the week and bodes well for the rest of the year.
- Extreme success with sales at the Computer Store.
- 2nd year of the Book Rental Program proved very successful with over 14,500 books rented this year.
- Welcomed new staff member and General Merchandise Buyer Rachel Olivas.

Brett Roth, Director of Dining Services

- Introduced new Associate Director Aaron Neilson. Aaron comes with experience from the Claremont Colleges, University of La Verne and Chapman University and is "younger and better dressed" than Brett.
- Cody Medina won NACUFS Best in the Business Convenience Stores Award.
- Sales in Dining are up, however costs are also up.
- Brett is confident he will meet his forecast for the year.
- The Edison building lobby shop is doing very good business.
- Survey with ASI for new recreation center food venue being conducted.
- DVD rental machine will be forthcoming for Denny's Restaurant.
- Researching possible new food business for CTTi building.

Aaron Neilson, Associate Director of Dining Services

- Aaron stated that considering coming from a corporate background it's very refreshing to see excess revenue going back into the University as opposed to corporate pockets.

Cameron Edmonds, Director of Kellogg West

- Revenue is up and losses are considerably down which is a nice turnaround in the 2 ½ years.
- Cameron credited his staff for KW's success.
- Next year will bring a new look in the guest rooms which include; new showers and tubs, décor, closets, beds. New signage will be brought in for the building along with new technology for the downstairs Auditorium.
- The KW van will be adorned with new colorful marketing information and will be considered a "moving billboard".
- Looking forward to next year being even better! Watch out world!

Dennis Miller, Director of Employment Services

- Building 55 will be on the 4/10 schedule this summer along with the University with Fridays closed.
- Early retirement incentives have been offered once again and at least 5 employees will take advantage of the offer.
- No employee layoffs are planned at this point
- Existing employees have the retirement benefit of 2% at 55 but employees hired after July 1, 2011 will receive retirement benefits of 2% at 60.
- Kronos and the American Payroll Association have invited the Foundation to their national conference in Salt Lake City to present our organizations best in practice for payroll.
- Thank you to all employees for using the finger scanner process that in turn helps the payroll process to be more efficient and for which the Foundation is being recognized nationally.
- A new Kronos technology vein scanner is in building 55 and will eventually be available in other areas.

ALL HANDS MEETING

Edwin Santiago, Director of Marketing

- Marketing is changing their format. A Marketing coordinator will be assigned for each Foundation unit for easier follow-up.
- A video will be created to celebrate the Foundations 45th anniversary.
- The new Foundation logo will be presented soon.
- Our Bronco Bookstore Face Book page had over 8,000 LIKES.
- We have 2nd highest amount of LIKES for any CSU Dining Unit.
- The Foundation has 25 websites with over half a million hits.

Ken Fisher, Director of University Village

- Introduced Dave Laxamana, new Complex Coordinator, Jasmine Rodriguez, Mail Clerk and Monica Ascencio, Operations Commercial Support.
- The Village is addressing the students concerns about the mail room.
- Graduate Community Development Coordinator Alex Kelch is graduating to Loyola College in New Orleans.
- The budget objective is 95% occupancy and has basically been met.
- The Village staff is watching expenses closely and effectively.
- Rehabilitation work being done in Phase 1 including replacement of kitchen appliances, painting, and carpeting.
- Equalizing prices to be more consistent between phases.
- The Village is moving toward being more paperless and technology driven.
- Residential Education Specialist Lisa De La Cruz will be having her 2nd child this summer.



Sandy Acton, Director of Real Estate

- The Foundation has 5 homes for sale.
- New Faculty is coming in and is showing interest in these properties, thanks to all our marketing efforts.
- Innovation Village has completed landscaping, lighting and roadways.
- The 2nd Edison building is almost complete and will house approximately 500 employees.
- The Real Estate Department also manages gifted properties in Norco and La Verne.
- The Annual Academic Work Force Housing Real Estate Conference will be held at KW on 5/20/11.

David Prenovost, Senior Managing Director and CFO

- Due to the budget issues, the University budget is going to change and the Foundation will continue to change where we can.
- The Foundation is forecasting a \$1.4 million surplus after \$1.2 million is given to the University.
- Investments are up this year compared to last year.
- Campus Programs revenues and expenditures are up.
- CEU is having a great year financially.
- Coming soon thru Bi-tech will be automatic emails sent regarding reimbursements via direct deposits where requested in lieu of checks.
- PC upgrades-tower PCs will be switched to a smaller computer that will be attached to the back of monitors. 90% of current computers will be affected.
- All Compliance audit findings have been resolved.
- 3 Dashboard Webex training sessions are available on the Foundation website.
- The Semi-Annual Focus Group Meeting will be on 6/1/11 at KW.
- Changes in the Financial Services department; Michael Au-Yueng has moved on the Cal State Fullerton and his position will not be replaced. This change has resulted in the opportunity for Sue Chiazza now the Director of Enterprise Accounts/ Financial Reporting and Karen Sandoval now Financial Analyst to take over his responsibilities. Jason DeBellis is moving into Karen's job as General Accountant.
- Thank you all for a great year.

All Hands meeting ended at 8:55am.