**Sunday, June 18, 2017**

**1:00 – 5:00 pm** **Registration**

Location: Hilton Oceanfront, second floor

**3:00 – 4:00 pm** **Session A1: Dining Trends Roundtable**

**Facilitator:** Mark Kraner, George Mason University

**Location:** Spotswood

**Session A2: Sustainability Roundtable**

**Facilitator:** Dan Slattery, Towson University

**Location:** Albermarle

**Session A3: Bookstore Roundtable**

**Facilitator:** NACAS East Member

**Location:** Courtney Terrace

**Session A4: Card Services Roundtable**

**Facilitator:** NACAS East Member

**Location:** Princess Anne

**4:15 – 5:00 pm Session B1:** **NACAS East First-Timer’s Session**

Attend this session if you are a NACAS East first-timer or newcomer to Auxiliary Services. First, a run-down on the ins and outs of an East conference. Next, hear how one campus (The United States Naval Academy) has benefitted from its membership, and how you can use the lessons learned to increase your professional integration and membership benefit.

**Presenter:** Phillip Allison, Deputy Director, Naval Academy Business Services

**Location:** Princess Anne

**Session B2: Making the Most of Your NACAS Membership**

As NACAS continues to evolve, so do its membership benefits. Attendees will learn about the benefits that come with a NACAS membership, tips and tricks on how to make the most of them, and how to navigate the new NACAS.org website and brand that launched this month.

**Presenter:** Corey Salem, Director of Member Engagement, NACAS

**Location:** Spotswood

**5:00 – 6:30 pm President’s Welcome Reception**

Hosted by NACAS East President Mark Ironside, Lehigh University.

**Location:** Conference center lobby

**6:45 – 8:45 pm Opening Dinner/Keynote Speaker**

**Rear Admiral Robert J. Bianchi** **(Ret.)** is chief executive officer for the Navy Exchange Service Command (NEXCOM), a $3 billion organization that oversees worldwide operations of Navy exchanges, lodges, ships stores, and other operations. Rear Admiral Bianchi will discuss how his career in the Supply Corps has helped him lead a retail organization that provides quality of life benefits to military members and their families, and how NEXCOM is evolving to improve the customer experience.

*(RDML Bianchi's attendance to speak at this event does not constitute nor should be understood to be an endorsement of this event or of this organization by the Navy Exchange Service Command, the Department of the Navy or the Department of Defense.)*

**Location:** Ballrooms B and C

**Track:** Leadership

**9:00 pm – 11:00 pm NACAS Networking – Hospitality Reception**

**Location:** Catch 31 Bar

**Monday, June 19, 2017**

**8:00 am – 5:00 pm** **Registration Location:** Hilton Oceanfront, second floor

**8:00 am – 9:00 am Breakfast** Enjoy a plated breakfast and a program about the great things the NACAS Education Foundation does to support our organization. Be prepared to participate in the annual flip-a-coin fundraiser to support the Ed Foundation.

**Location:** Ballroom C

**8:00 am – 11:30 am Vendor Setup Location:** Ballrooms A and B

**9:00 am– 11:00 am General Session 1**

**From Top Gun to Top Leader:** **Transactional and Transformational Leadership**

Kevin Haney, a retired Navy commander who spent 27 years flying the F14 Tomcat in training and wartime, is a distinguished professor of leadership and has been involved with leadership studies and practice for more than 30 years. He has taught at the United States Naval Academy and the United States Air Force Academy. This student-leader seminar is designed to introduce the topic of ethical leadership to students, athletes, educators, public service professionals, and leaders in the not-for-profit and corporate sectors.

**Location:** Ballroom C

**Track:** Leadership

**11:15 am – 12:00 pm NACAS Town Hall**

Join NACAS CEO Kelsey Finn and NACAS President Diane Reynolds (Virginia Commonwealth University) as they share the latest information about the association.

**Location:** Courtney Terrace

**11:30 am – 12:00 pm Vendor Lunch Location:** Ballroom C

**12:00 pm – 3:00 pm Lunch and Tradeshow**

Lunch in the showcase hall. Meet new business partners, learn new ideas, and renew old acquaintances. Make the connections that count to enrich your campus experience.

**Location:** Ballroom C (lunch)

 Ballrooms A and B (tradeshow)

**3:00 pm – 5:00 pm Vendor Breakdown**

**Location:** Ballrooms A and B

**3:00 pm – 3:45 pm Session C1: Rams, Dragons and Monkeys, Oh My! Celebrating Chinese New Year at VCU**

The Dining Services branch of VCU’s Department of Business Services offers students 23 dining locations to choose from including national brands like Chick-fil-A and Starbucks. The primary dining location on campus, Shafer Dining Center, is host to dozens of special events each year. One such event educates the entire student body about a customary celebration in China – Chinese New Year – and therefore sparks curiosity and encourages inclusion across the student population. Learn what makes Chinese New Year and inclusive success story.

**Presenters:** Stephan Barr, Director of Campus Services, VCU

Sarah Murphy, Communications Specialist, VCU

**Location:** Courtney Terrace

**Track:** Customer Service

 **Session C2:** **Public Private Partnerships in University Housing**

Now more than ever, college and university leaders are exploring public-private partnerships (PPPs) as a means of financing new on-campus housing facilities. Public-private partnerships can be win-win.For student housing developers, these arrangements can result in a mitigation of project-related risk; for colleges and universities, PPPs can substantially reduce a project’s impact on debt capacity. While all projects are different, the learning curve is similar. What is the best deal structure most appropriate for the project? What particular set of controls should each partner seek to maintain over the life of the project? We invite you to join us in the discussion about Northeastern University’s newest residence hall project and partnership, the first of its kind in Boston, Massachusetts.

**Presenters:** Maureen Hickey, Senior Manager, Strategic Initiatives, Campus Planning & Development, Northeastern University;

Marina Macomber, Assistant VP, Student Services and Administration, Northeastern University

**Location:** Princess Anne

**Track:** Finance

 **Session C3: Combining Mail and Print Services in a Small to Mid-Size College**

Stonehill College recently examined its contract for vendor provided labor services for print services, and moved to remove the labor portion of their contract, saving $100,000. Stonehill then folded mail and print services under one department with minimal staff or budget increases needed. The next phase will look at physically putting both departments in the same space to utilize advantages for sharing staff and supervision. We will look at the strategies in working with various constituencies (IT, academics, enrollment, etc.) to prepare for the change and reduce reliance on printed matter.

**Presenter:** Gregory Wolfe, Director of Purchasing and General Services, Stonehill College

**Location:** Spotswood

**Track:** Project Management

 **Session C4**: **LEAP: Leadership Exploration for Auxiliary Professionals**

Auxiliary Services at Towson University recognizes the importance of continuing education and personal growth to the health and well-being of both the employee and overall institution. This program was designed to provide participants with additional knowledge and skills to identify and track career goals and enable them to be competitive in future endeavors. Program requires a one-year commitment; progress is tracked and includes one on one mentoring sessions.

 **Presenters:** Kelly Crispo Executive Administrative Assistant, Towson University;

 Dan Slattery, Associate VP, Towson University

**Location:** Albemarle

**Track:** Leadership

**3:45 pm – 4:00 pm Beverage Break Location:** Foyer

**4:00 pm– 4:45 pm Session D1: Energizing Your Organization to Deliver Wow! Service**

Jim Earle shares his enthusiasm and positivity in this uplifting presentation to help leaders motivate their teams to deliver Wow! Service. After defining and describing Wow! Service, Jim gives leaders helpful and practical tips on how to make it happen.

**Presenter:** Jim Earle, Associate Vice Chancellor for Business, University of Pittsburgh

**Location:** Albemarle

**Track:** Customer Service

 **Session D2: All About Amazon@Penn**

Penn firmly believed that there was something really great to come out of having a working relationship with Amazon. The problem was that they didn’t know what—or how it would work. They felt good about their current solution for course materials and, as an urban campus, their community already had access to a wide variety of retail options. What problem were they trying to solve or opportunity did they wish to pursue? Come hear how Penn and AmazonCampus worked collaboratively to implement amazon@Penn – an outcome that gave the teams at both organizations reason to be very proud.

 **Presenters:** Christopher Bradie, AVP Business Services, University of Pennsylvania;

 Daphra Holder, Business Development Executive, Amazon Campus

**Location:** Spotswood

**Track:** Finance

 **Session D3: Transformative Vision – Re-Imaging Your Dining Facility**

WTW Architect and Turner Construction collaborated at Penn State University, transforming the Findlay Dining Commons into a modern facility with heightened customer service and sustainable features. Flexible and adaptive service platforms were incorporated to increase food choice diversity. An allergy-free venue and non-gender accommodations were added to encourage inclusion of additional students and promote broader community building.

 **Presenters:** TBA, Penn State University;

 Warren Bulesco, Principal WTW Architects;

 Will Masters, Project Manager Turner Construction

**Location:** Princess Anne

**Track:** Project Management

 **Session D4: Driving Staff Engagement: The Evolution of a Staff Newsletter**

Come explore the journey the University of Pennsylvania’s Division of Business Services has undergone to develop a newsletter about and for its employees. Created as part of a university-wide initiative to increase staff engagement, the publication relates stories about employees who successfully interpret the Division’s motto to *set the stand* in innovative ways.

**Presenter:** Sandra L. Ardis, Director, Communication and Special Projects, University of Pennsylvania

**Location:** Courtney Terrace

**Track:** Leadership

**5:00 pm – 7:00 pm Wine, Wit, and Wisdom**

Sponsored event for institutional members and guests

**Location:** Ballroom C

**6:30 pm Dinner on your Own**

**9:00 pm – Close Informal networking**

**Location:** Catch 31 Bar at the fire pit

**Tuesday, June 20, 2017**

**8:00 am – 12:00 pm** **Registration Location:** Hilton Oceanfront, second floor

**8:00 – 9:00 am Breakfast Buffet Location:** Ballroom C

**9:00 – 11:00 am General Session 2: Change Management: A Rational Approach to Organizational Change**

The Student-Leader Seminar introduces the topic of ethical leadership to students, athletes, educators, public service professionals, and leaders in the not-for-profit and corporate sectors.

**Presenter:** Joe Thomas has studied, researched, and taught leadership and ethics for more than 20 years in the US, Europe, Asia, Africa, and the Middle East. A retired Marine, he is the former director of the John A. Lejeune Leadership Institute and has taught at Notre Dame, the University of Maryland, US Naval Academy, and National Outdoor Leadership School.

**Location:** Ballroom C

**Track:** Leadership

**11:15 am – 12:00 pm Session E1:** **How to** **Create Presentations that Captivate, Inform, and Inspire**

Have you ever wondered how TED Talk presentations are created? What is the secret behind those beautiful slides, and what is it about the presentations that make them so captivating? We’ll introduce you to the best resources available on presentation design and teach you how to improve your presentations, without a degree in graphic design.

 **Presenters:** Stephen Barr, Director of Campus Services, VCU; Jay Phinizy, Manager of Retail Services, VCU

**Location:** Spotswood

**Track:** Customer Service

 **Session E2: How the Independent Campus Store Collaborative Keeps Money on Campus and in Higher Education**

One of the main reasons institutions outsource their campus stores to a corporate lease operator is the expectation that it will increase revenue for the institution and lower costs for students. This often is not the reality. In this session, we will look at the evolution of the campus store, and present an alternative to leasing that supports independent operation, the indiCo Independent Campus Stores Collaborative. Attendees can expect to learn: The unintended consequences of leasing; how independent campus stores best serve the campus; how a collaborative model benefits students and faculty and   keeps more money in higher education.

**Presenters:** Bob Walton NACS CEO; Matthew Portner, Director, Auxiliary Services, Ashland University

**Location:** Albemarle

**Track:** Finance

 **Session E3: Optimizing Campus Real Estate**

Recognition of emerging demand of the millennial generation for increased amenities and non-traditional learning environments means colleges and universities need to identify underutilized spaces on their campuses, and quickly transform them into hubs of student activity to address emerging needs. Loyola University recognized this and identified an opportunity to enhance its students’ experience. By utilizing existing space, Loyola now has a lively student center that enhanced student dining experiences, created mail efficiencies, and increased revenue. Learn how to identify underutilized campus space and develop a strategy to enhance existing assets on your campus that can increase revenue and provide the best experience for students of today and tomorrow.

 **Presenters:** Jennifer Wood, Director Campus Services, Loyola University; Renaud Rodrigue, VP Higher Education, Ricoh USA, Inc.

**Location:** Princess Anne

**Track:** Project Management

 **Session E4:** **Retail Dining Concepts: What’s Now; What’s Coming; How to Win**

Learn the latest trends in campus retail dining and best practices in structuring a portfolio of retail outlets on our campus, whether dining services are contract operated, self-operated, or a hybrid. You will see proprietary data from an annual survey of more than 1,500 retail concepts on the top 500 U.S. campuses by enrollment. Research includes unit counts for the brands and food categories that are winning today; key differences across student campus parameters, discretionary spending among today’s high school students and how the latest, hippest street-side concepts are delivering on progressive consumer’s demands.

**Presenters:** Mark Kraner, Executive Director, Campus Retail Operations, George Mason University; Jim Gregory, Managing Partner, On Campus Brands

**Location:** Courtney Terrace

**Track:** Leadership

**12:00 pm– 2:00 pm Lunch Guest Speaker; Sneak Peek at the 2018 Conference in Saratoga Springs, NY**

**Location:** Ballroom C

**2:15 pm – 3:00 pm Session F1 Delivering Textbooks with Military Precision**

The components of the United States Naval Academy’s unique course materials distribution model will be presented. Emphasis will be on key issues of affordability, accessibility, and academic success. The hybrid approach addresses the competing priorities among the key stakeholders and is a win-win for students, faculty and institutions. Participants will learn how the model works and how it could be replicated in whole or in part.

**Presenters:** Phillip Allison, Deputy Director, U.S. Naval Academy Business Services;

Dana Poag, VP of Retail, Oncourse and Military, Texas Book Company

**Location:** Courtney Terrace

**Track:** Customer Service

 **Session F2: Transforming the Campus Retail Experience**

Learn how retail services are changing to meet the needs of today’s evolving consumers. Better understand the technology and how it impacts retail operations, including student unions and other high volume locations. Using data and charts, gain a clearer understanding of who students engage retail locations through their phone. Walk away with specific ideas on how to expand sales at a variety of locations and day parts. Hear what has worked and what is coming next.

 **Presenter:** Ben Anderson, Director of Marketing, Tapingo

**Location:** Princess Anne

**Track:** Finance

 **Session F3: New Facility Construction and Operations in an Urban Setting, Volume 1**

Emerson College will close its current 250-seat dining hall in May as part of a two-year reconstruction of a 100-year old historic Boston building. The new dining center, on two levels and spreading across multiple buildings, is currently under final construction. This presentation will examine the construction, facilities, programming, and dining aspects of a new facility in the confines of an urban setting. This presentation will be followed up at NACAS East 2018 with a “1-year later, lessons learned” presentation.

 **Presenter:** Joel Pettigrew Conference Manager, Emerson College

**Location:** Spotswood

**Track:** Project Management

**Session F4: SCLogic Workshop Addressing Tools and Features Tracking Systems Offer to Manage Logistics.** There are many challenges of automating any supply chain. Increasing purchase order/package volumes, misrouted items, lack of accountability, many supply and shipment requests, hig call volume and more frequent delivery expectations are just a few of the common challenges a supply chain may face. Learn how your University can utilize built in tools, such as service request forms, dispatch screen, and client service portal within a tracking system to automate their entire supply chain.

**Presenter:** Bruce Little, VP of Emerging Markets, SCLogic

**Location:** Albemarle

**Track:** Project Management

3:15 – 4:00 pm **Session G1:** **Inclusive Digital Access, Phase II: Scaling IDA for Campus-wide Use**

Inclusive digital access generates value for the campus, supporting the academic mission through reduced costs and improved accessibility to course material for students. To scale the program for campus wide use, automation through integration of campus and vendor systems is necessary. This session will focus on systems, programs, and integrations of systems that is required to implement a successful and scalable program.

**Presenters:** Donavan Garcia, Course Materials Manager, University of Mary Washington Bookstore and IT Department;

Ben Kjar, Assoc Director of Enterprise Solutions, University of Mary Washington;

Joe Torreggiani, Verba Software (via video stream)

**Location:** Courtney Terrace

**Track:** Customer Service

 **Session G2:** **Keeping Your Project Affordable: A Look at Alternative Funding through Non-Traditional Sources**

Universities continually look for alternative funding sources for capital projects in the face of challenging financial and affordability issues. Many beneficial financing options are available to universities, but these options are rarely effectively utilized. This session will explore non-traditional sources of funding including state and federal tax credits, EB 5 funding, and other options, while reviewing Lehigh University’s current ongoing project. Attendees will develop an understanding of the different types of tax credits available to universities for project development and determine which credits may qualify for a project and deliver the greatest net benefit to their university.

**Presenters:** Mark Ironside, Executive Director, University Business Services, Lehigh University;

Jeffery Turner, Executive VP, Brailsford and Dunleavy;

Erick Wishneff, VP and General Counsel, Brian Wishneff & Associates

**Location:** Princess Anne

**Track:** Finance

 **Session G3:** **The Power's Out...are you Prepared?  Emergency Preparedness for Auxiliary Operations**

What would you do if a major event interrupted daily operations? Are you or your facility prepared to survive and serve your campus population for an extended period? Business continuity planning is the practice or organizing how you will run your business when normal operation procedures are not possible. It’s taking a snapshot of all functions your department performs and listing resources required to complete tasks and continue your mission. This session will focus on proactive planning to ensure campus food service operations are positioned to withstand he initial blow of a disaster and solutions available during response and recover period.

**Presenter:** Amy Lewis, Director of Marketing and Business Development, Kitchens To Go Built by Carlin

**Location:** Spotswood

**Track:** Project Management

 **Session G4:** **The Biggest Impact in Higher Education Can Be Made by You**

Outside of higher education, educational content is increasing in quality and decreasing in price. However, inside of higher education, course material costs continue to skyrocket and students are suffering academically by going without books. Your college bookstore has the ability to democratize content and, as a result, fix one of the biggest problems in higher ed. Fix it now without losing academic freedom and without giving in to the status quo that claims it can fix itself.

 **Presenter:** Jeff Bischoff, VP Sales and Marketing, Sidewalk

**Location:** Albemarle

**Track:** Leadership

**4:15 – 5:00 pm NACAS East Business Meeting**

Join the NACAS East leadership for the annual business meeting to hear updates on the latest details within NACAS East. All conference attendees are welcome.

**Location:** Ballroom A

**6:30 – 9:00 pm Closing Event**

See you up on the roof of the Hilton for a farewell reception as we bring our Boardwalk to the Future conference to close.

**Location:** Hilton Roof Top (Rain location: Ballroom B and C)

**Wednesday, June 21, 2017**

**8:00 – 9:00 am Breakfast Buffet** Meal ticket required

**Location:** Catch 31 Restaurant