Executive Director’s Corner

It seems like yesterday that I started my interim position at BASC, but it has actually been five months already! As the holiday season approaches, and with it the New Year, it’s a good time to reflect on where we have been, what we have accomplished and what we have to look forward to.

When I started in July, my objectives were to keep BASC moving forward to achieve our goals, to listen and support BASC operating areas while providing a fresh perspective for continuous improvement, and to develop a transition plan for the new executive director.

A few examples of the many things that we have accomplished together include:

- Implementation of a successful credit card compliance program.
- SERC Grand Opening, Kinetic Kafe Ribbon Cutting, and Liberal Arts Building Groundbreaking events were all very positive and very successful.
- “SERCus” Return to Work Program was an opportunity to re-connect after the summer and to have a great time.
- Eagle’s Lookout Room in SERC has been completed and it provides a wonderful venue for meetings, events, and social gatherings.
- Development of area goals as part of the Administration and Finance 2012-13 strategic planning process.
- Re-oriented our approach to Operations Reviews to reduce time and effort while maintaining accountability and focusing on “actionable items”.
- Re-focused our short-term and long-term customer service efforts in Dining Services on improvement areas identified in last year’s NACUFS survey.
- Maintained our very positive financial position as revenues will be above budgeted levels due to the larger number of residential students.

After a very thorough search process, ably assisted by the William Spelman Executive Search company, we have found our next Executive Director, Dana Weiss, who will be starting in January. Many of you took advantage of the opportunity to provide feedback during the search process, and it’s important that you know that all of your comments were reviewed and considered.

Over the next few weeks, I will be finalizing my transition materials to make sure that Dana has a good understanding of our current status so that she will be off to a smooth start.

I now look forward to transitioning into retirement and I have already begun increasing my involvement in volunteer community service activities. I expect that in a few months, like many retirees, I will not know I had time to work. My wife, Gene, and I will also be doing more traveling, especially to Seattle to see our daughter, son-in-law, and grandsons.

The hardest part of leaving this position will be leaving all of the wonderful people that I have worked with at BASC. You have all been very open and honest with me and I greatly appreciate all of your efforts to continue making BASC such a great organization. I know that you will continue to excel and I look forward to reading about it in future issues of “News & Views”.

Lou
Dining Service Strategies

We've talked a lot the past couple years about Dining Services’ vision to provide an overall program that meets the needs of the campus community as measured by high satisfaction and high participation. Our five key strategies to achieve that vision include value, culinary, wellness, facilities, and efficiency. Culinary has been a main focus because we believe that serving great food is the foundation of our program—culinary first.

In order to gauge how well our program is meeting the needs of the campus community, we conduct an annual customer satisfaction survey each November. For the past few years, we have utilized the National Association of College & University Food Services (NACUFS) survey tool. This allows us to not only gain customer feedback about our program, but also to compare our results with those of other institutions in the northeast region and across the country.

The survey asks participants to rate a variety of topics in terms of both importance and satisfaction. From the survey data we’re able to focus our energies on the areas that are most important to people. There are many areas that customers have identified as important and they are very satisfied, like helpfulness and friendliness of staff. We want to keep doing those things really well! In terms of improvements, we want to focus our attention on those areas that are important to customers and that don’t fare as well in terms of satisfaction. For the past two surveys, these areas include:

1. Value
2. Variety of healthy menu choices
3. Nutritional content
4. Hours of operation
5. Variety of menu choices
6. Availability of seating
7. Freshness

The table below includes these areas of focus and specific short and long-term strategies in place to improve satisfaction. It is important to note that while we always want to do what we can to improve customer satisfaction, we’re not alone in these challenges. Most other institutions participating in the NACUFS survey find these same issues.

The fall 2012 NACUFS survey is just wrapping up, so we will have more information to share with you in the spring. In the meantime, if you have any questions about our strategies or have ideas of how we could improve in these areas, please let your manager know or complete an employee suggestion form available at basc1.org under Employees, and then Perks.

<table>
<thead>
<tr>
<th>Area of Focus</th>
<th>Short-term Strategy</th>
<th>Long-term Strategy</th>
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<tr>
<td>Value</td>
<td>Addably Fit</td>
<td>Competitive pricing</td>
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<td></td>
<td>• Minimal price increases for 2012-13</td>
<td>• National brands</td>
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<td>• Coupons, Value promos</td>
<td>• Meal bundle pricing</td>
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<td>• Meal bundle pricing</td>
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<td>Variety of healthy menu choices</td>
<td>• Culinary training classes</td>
<td>SUNY Sustainability Strategy</td>
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<td></td>
<td>• Nutritionist on board</td>
<td>• Expansion of gluten free &amp; other special dietary needs (vegetarian meals)</td>
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<td>Nutritional content</td>
<td>• Nutrition Tracker (now mobile-friendly)</td>
<td>Ongoing maintenance of Nutrition Tracker system</td>
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<td>• Additional labeling in dining halls &amp; Kinetic Kafe (Vegan, Vegetarian, Gluten Free)</td>
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<tr>
<td>Hours of operation</td>
<td>• Kinetic Kafe</td>
<td>Evaluate retail &amp; residential hours to find the right balance to meet customer needs (including weekends)</td>
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<td></td>
<td>• Hours of operation review</td>
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<td>Variety of menu choices</td>
<td>• New menu items added to dining hall cycle menus</td>
<td>Evaluate menu trends &amp; new retail products</td>
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<tr>
<td></td>
<td>• Culinary training classes</td>
<td>Product innovation</td>
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<tr>
<td>Availability of seating</td>
<td>• New defaults on dining plans</td>
<td>Development of culinary team</td>
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<td></td>
<td>• Adjust meal plans for 2013-14</td>
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<tr>
<td>Freshness</td>
<td>• Kinetic Kafe menu</td>
<td>Farm to table education</td>
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<tr>
<td></td>
<td>• Fresh on the Go</td>
<td>• 15% Cooked to order in all facilities</td>
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<td>• Reduction in prepackaged foods</td>
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Welcome Dana Weiss

Brockport Auxiliary Service Corporation welcomes Dana Weiss as the new executive director.

Dana has over thirty years of auxiliary service management experience, most of which has been at the Long Island University, C. W. Post Campus in Brookville, New York, where she’s progressed throughout her career and most recently served as the Associate Provost for Operations and Auxiliary Enterprises. In this role, Dana was the campus business manager overseeing the daily operation of the Campus Services Division which includes Conference Services, Technical Support Services, Facilities Services, Campus Dining Services, Bookstore, Youth Programs, and the University Au Pair program.

During her tenure, in cooperation with various divisions across campus, Dana successfully developed and launched new auxiliary services initiatives. She is looking forward to positioning BASC as an integral partner in Brockport’s on-going strategic planning process.

Dana earned her MBA from Long Island University, Brentwood Campus. She also holds a Master of Science degree in Criminal Justice/Security Administration and a Bachelor of Arts degree in Biology and Anthropology.

Dana and her spouse, Carol Ebersole-Weiss, are currently relocating to the area with their two Labrador retrievers. Dana will be on campus on or around January 2. Please join BASC and the campus in welcoming her to The College at Brockport community.

It’s Your Turn to Shine!

If you’ve always wanted to be a bit famous, we have a fantastic opportunity for you! Be one of the “faces of BASC” on our Web site at www.basc1.org. A different person is featured each day and with over 150,000 annual visits to our site, you’re bound to gain just a little fame. If you’re interested, stop by the BASC Business Office on the first floor of Brockway Hall and ask for Kelly Bodine, Paige Doerner, or Anna Hintz. They’ll be happy to snap your photo and help you on your way to stardom!

Employee Opinion Survey Follow Up

Work continues to improve both internal communication and our employee bathrooms, two themes identified in the last Employee Opinion Survey.

DISC sessions are being scheduled for January to help improve communication skills among work teams. DISC stands for Dominance, Influencing, Steadiness, and Conscientiousness and it is a non-judgmental tool that helps people understand “why they do what they do.” More information about these sessions will be available once details are firmed up.

We currently have 23 members in our ‘BASC Employees’ Facebook group. We’ve shared lots of information with this group over the course of the semester including when employee flu shots were available, Halloween pictures and contest winners, Think Pink pictures and contest winners, the pink glove video, the Farm to Table video, and a picture of Lou Spiro “walking a mile in her shoes”, the Return to Work employee meeting, among other things. Plus, many of you contributed to the conversation as well! If you’re not already a member, join our group at www.facebook.com/groups/BASCEmployees/. Student managers – we have a group for you, too: www.facebook.com/groups/BASCStudentManagers/.

Plans to update the employee bathrooms in both dining halls continue. Improvements to the employee restrooms in Harrison and the public restrooms in Brockway are scheduled to be completed over the winter break. As you’ll recall, updates to the Brockway employee restrooms were done over the summer.
Dining Services Safety Spotlight

A Message from Director of Operations Gary Stevens

Our safety program is built on a cohesive team in each unit working together to keep our facilities safe. Our safety goals for 2012-13 for all of dining services are twofold. First, our emphasis is on the prevention of burns, cuts and lacerations, and slips, trips, and falls. These three types of accidents made up the majority of accidents reported last year. Second, we emphasize training student employees as this classification of employees had many reportable accidents last year.

For the first time our Safety Bingo incentive program was stopped because of a qualifying accident (cut and laceration) that needed medical attention. We still have another semester to improve our safety record. Employees who stay injury free will benefit by receiving a full paycheck and are able to take care of themselves and their family. Some employees don’t realize that workmen’s compensation and/or disability don’t make them financially whole. An extra benefit of being injury free is being able to participate in Safety Bingo.

I am pleased to report that our ServSafe inspections from the Monroe County Health Department indicate we are practicing excellent food safety procedures. Our ServSafe training sessions have been scheduled for January and will be conducted by Ken Bonczyk. Please see your unit’s employee schedule to see if you are scheduled to attend one of our ServSafe certifications or recertification classes.

Stay safe!
Gary Stevens
Director of Operations

Safety Report

Below is a breakdown of accidents since August 9, 2012: Cuts (7), Burns (12), Strains (5), Contusions (7), Other (4) = 35 total accidents.

Entertainment Books

ON SALE
Now - December 11
A limited number of Buffalo books are also available. Only cash or check accepted. Make checks payable to Employee Benefit Fund.

Open Enrollment

BASC medical, vision, and union dental open enrollment is now in progress. Now is the time to enroll or change your current insurance plan. All forms are due Friday, November 30, 2012.
Santa’s Coming!
Santa is busy making his list and checking it twice. He’s looking forward to seeing all the BASC children and grandchildren at the annual Kids’ Santa Party on Saturday, December 15. Festivities will take place at Brockway Dining Hall between 10 am and noon. Word has it that Santa may even be bringing an early gift for children ages nine and under. But this party isn’t just for kids. Santa wants to see all you adults, too. There’ll be plenty of photo opportunities—not to mention cookies and milk for everyone.
Even if you don’t have a child to bring to the party, come and enjoy the fun with your co-workers. For any questions contact head elf Betty Drennen at 395-2497.

Seasons of Gratitude
BASC employees are participating in the campus Seasons of Gratitude (SOG) program by putting together baskets of donated goods for students of the College who are in need. SOG is a direct response to the College’s involvement in President Barack Obama’s Interfaith and Community Service Campus Challenge and part of a year-long involvement focusing on domestic poverty and education. Collections are currently being accepted for the following baskets:

- Aerie Café & Kinetic Kafe – food basket
- BASC Administration and Parking and Transportation Services – food, laundry, and personal care baskets
- Brockway Dining Hall – food and personal care baskets
- Harrison Dining Hall – food basket
- Union Square Food Court – food basket

The deadline to contribute to these baskets is Tuesday, December 4. Please contact Betty Drennen at 395-2497 or betty.drennen@basc1.org with any questions.

Payroll Information
Please make sure that the address on your most recent paycheck is correct. Not only will the last two paychecks in December be mailed to that address, but your W-2 forms will too in January. To change the address on your paycheck, please complete a change of address form and return it to Vern VanSkiver in the BASC Accounting Office or call him at 395-5216.

Student Scholarships
BASC is excited to announce that we’ll be accepting applications for student employee scholarships this year! Thanks to Barnes & Noble who has provided $10,000 for the Barnes & Noble College Bookstore/BASC Scholarship and Next Generation who has provided $5,000 for the Next Generation/ BASC Scholarship, a total of $15,000 is available for student scholarships.
These scholarships will be awarded through the Brockport Foundation and may be used for educational expenses at The College at Brockport as long as the student remains an employee of BASC.
BASC student employees who work in Administration, Dining Services, Bookstore, or Parking and Transportation Services and meet designated criteria are eligible to apply. Managers, full-time, and part-time employees may encourage those deserving students to apply and offer to provide them with a letter of reference.
Applications are due by February 28, 2013. More specific information, will be emailed to all student employees. You can also find information at www.basc1.org under the Employee tab and then Perks or contact Betty Drennen at 395-2497.
Brockway Blurbs

Good luck to our three student managers leaving in December. Sandra Shibley, Chelsea Meyers, and Issac Garzon will be doing their student teaching in the spring. We will miss you!

Welcome to Diane Staub, our new part-time cashier, Jamie Swartz, our new part-time cleaner, and to Michele Brown, our new shift supervisor.

Conferences & Events Chatter

Big congratulations to Cody Butlin who is going to be a first-time dad!

Harrison Highlights

Congratulations to Sheila Devos on the arrival of her new grandchild.

Thoughts and prayers go out for Joanne Jordain and her brother as he recovers from his recent surgery. Conolences go out to Sheri Burnside, Lloyd McCauley and Larry Hueser for the loss of their family members.

Congratulations to Jess Marks-Forder on the purchase of her first home!

Congratulations to Matt Compton, Adam Wilcox, and Helen Ames who were our winners of the Halloween costume contest.

Welcome to our new student managers

Brianna Nimphius and Joe Becker. Well wishes to Julie Seemuller and Mary Rocco as they will be graduating in December.

Eagle’s Nest and TRAX Tidbits

Tyler Wallis is currently the new owner of two new kittens!

Dominique Scaccia is a proud new owner of a four legged fur ball named Onyx.

Welcome Cynthia Hoffenmeier, Chase Soptelean, and Bray Nauden to the team!

Kinetic Kafe Kahoots

Kinetic Kafe would like to welcome Darlene Sietmann to the team.

A big thanks to all of the staff for their hard work this semester. Your hard work and dedication is appreciated.

Prayers and well wishes to the McCauley, Hueser, and Burnside families in the loss of their family members.

Laurie Magliocco is very excited that she is going to be a grandma for the second time! Laurie’s daughter Kathie is expecting a girl at the end of March. Kinetic Kafe wishes everyone a happy and safe holiday season to all. Enjoy time with your families and friends!

Condolences

Our thoughts and prayers go out to the following people as well as their family and friends:

Larry Hueser for the loss of his mother who passed away in November.

Sheri Burnside for the loss of her mother who both passed away in November.

The McCauley family for the loss of Lloyd McCauley Jr. who passed away in October.

BASC
Welcome New BASC Employees

Since the last News & Views issue in August, there have been new additions to the BASC team. Please make sure to give all of these people a nice warm welcome:

- Jeff Collins - Conferences & Events
- Angel Drake - Union Square
- Rebecca Maggard - TRAX
- Michael McBride - TRAX
- Bray Nauden III - TRAX
- Darlene Sietmann - Kinetic Kafe
- Diane Staub - Brockway
- James Taylor - Harrison
- Cynthia Hoffmeier - TRAX

Think Pink Results

Thanks to everyone who participated in Think Pink! the week of October 8. Employees sported their pink attire all week to see who could dress the pinkest as a showing of support for breast cancer awareness month. Plus, money was raised in donations for the Breast Cancer Research Foundation from those who wore their Think Pink! t-shirts on Friday, October 12. The following employees won the Who Can Dress the Pinkest? contest:

- Helen Ames, Harrison Dining Hall
- Lauren Ruggiero, TRAX & Eagle’s Nest Convenience Store
- Sharon Sailer, Brockway Dining Hall
- Marylea Lotzow, Union Square Food Court & kiosks
- Christa Filipowitz, Parking & Transportation Services

Each of these winners selected a person in which BASC made a $20 donation to the Breast Cancer Research Foundation in name of.

The College also participated in the Pink Glove Dance contest and some BASC members joined in on the fun! Thanks to Anna Hintz, Kelly Bodine, Jermaine Toppin, Danielle Armentano, Richard Reynolds, and TiAna Brown who all participated.

In addition to these efforts, money was raised at the BASC Employee Return to Work meeting with a pie throwing contest and via the parking donor meter in the mall. Combined BASC was able to contribute over $500 to the Breast Cancer Research Foundation!

Farwell to Bonnie Reulbach

BASC (formerly known as FSA) would like to thank Bonnie Reulbach for a wonderful 20 years overseeing the daily details of our corporate accounts payable processes and systems. She’s seen many changes both in the Accounting Office and in our company. Bonnie was the constant face that you could go to with any question. She’s known for her eye for detail, organizational skills, and impeccable accuracy. We’ve seen Bonnie through new computer systems, office relocations, miles of reports, a broken foot, marriage, and now her retirement.

Bonnie is looking forward to spending time in Florida during the winter months with her husband Ed. Join us in wishing Bonnie the very best in retirement!
Happy Birthday!
The following employees will celebrate a birthday this winter:

December
Heather Caputi
Angel Drake
Anna Hintz
Robert Jenks
Linda Lotze
Kevin Mosher
Sarah Olds
Jeffrie Pack
Azechia Schutz
Michael Smith
John Spamer
Angela Wesley
Andy Perkins
Sarah Carrillo
Kristen Dempsey
Lisa Diclemente
William Lemcke
Gina Maclaren
Jess Marks-Forder
Bray Nauden III
Allison Robbins
Lynda Sikorski
Patty Sorel
Catherine Walters
Nathan Wirth

January
Jen Ashbaugh
Carol Anne Beaucaire
Sheri Burnside
Carissa Cromwell
Nellie Devlin
John Doe
Betty Drennen
Loretta Ettinger
Mark Kinsey
Craig McClinic
Tasha Moyer
Richard Reynolds
Tiffany White
Julie Seemueller
Emilee Millet

February
Eric Bodine
Paul Brundage
Jeff Davidson
Brian Dwyer
Sean Foley
Diana Hughes
Chris McCauley
Linda Mitchell
Diann Hughes
Gary Stevens
Loreen Stetzel
Scott Stedman
Yvonne Van Skiver

Halloween Contest Winners
Thanks to everyone who participated in our annual Halloween costume contest. As always, there were some really creative costumes. Congratulations to our winners:

Administration:
Kelly Bodine, Kelly Tufano, Barb Carpenter, Patty Knapp, and Denise Putt

Bakery:
Yvonne Van Skiver, Marianne Torres, and Sharon Woodley

Brockway:
Salome Saanishvil, Peggy Turlington, Todd Brewer, and Lisa DiClemente

Harrison:
Matt Compton, Adam Wilcox, and Helen Ames

Jitterbugs Cafe:
Linda Marshall and Marylea Lotzow

Kinetic Kafe:
Karen Prince, Steve Stoll, Christine Passarell, Loreen Stezel, Debbie Rockow, Darlene Siemmann, Chelsea Szabo, Kasey Jordain, Kayla Candella, and Karen Wolseifer

TRAX:
Francisco Topia, Amanda Catherwood, and Miranda Parkhurst

Union Square:
Payge Carlin, Laurie Ettinger, and Eurissa Daniels

Parking and Transportation Services:
Sara Burke, Desirae Erickson, and Andy Perkins

Contribute to N & V’s
Email your items to anna.hintz@bascl.org or kelly.bodine@bascl.org. You can also drop them in the News & Views envelope located in your unit. The next News & Views deadline is February 7, 2013. The News & Views is also available at www.basc1.org (select the employees link.)

Editor: Anna Hintz
Graphic Design: Kelly Bodine

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