



# NEWS & VIEWS

Volume 7 Number 1

A Newsletter for BASC Employees and their Families

August 2009

## Executive Director's Corner

BASC is you!!

Welcome back!! I hope you are as excited to be back as I am to have you back! I can't wait for you to hear about all the things that have happened this summer and all the new stuff we have going on this fall! We have been really busy working on that part of our mission that says *we are an innovative and entrepreneurial organization* with new summer camp programs, the renovation and expansion of the c-store, new general merchandize in the bookstore, a car-pool program and off-campus housing activities. You can read more about all these activities later in this newsletter.

Many of you may remember my story about the dark chocolate Hershey kisses. As a lover of dark chocolate, I was thrilled when Hershey started to make them (especially after I had bugged them with e-mails for a couple of years). I was one of the first people in line to buy them when they went on sale around here. When I got my first bag of them, whose customer was I? I bought them at Wegmans, not from Hershey directly, so whose customer was I? I went to Wegmans just to buy those kisses so on that day, Wegmans was representing Hershey to me.

In a very similar way, our customers are really the customers of The College at Brockport. No matter how good our food is or how much people like our bookstore or our parking services, our customers don't come to the College for us. They

come here for the College, therefore, like Wegmans did for Hershey, BASC represents the College.

And each of us is BASC. You represent BASC every time you interact with a member of the campus community. You create first impressions for BASC every time you interact with a visitor.

So what do we want the customers to see when they look at BASC? What does the BASC brand mean? We worked very hard last year to clearly define the purpose (mission) of BASC and to make sure every member of our team understood what it was. Our vision of having a positive impact with every interaction further defines who we are as do our values. Our values, which were developed by BASC staff members, define how we will act and how we will treat each other. Our logo symbolizes who we are today and who we aspire to be.



Last Row: John Spamer, Anna Hintz, Sean Foley, Wendy Fritz, Jermaine Toppin  
2nd Row: Diane Dimitroff, Linda Marshall, Aubrey Lonsbery, Joan Consler  
Front Row: Gina Maclaren, Courtney McGonagle

We have lots of really exciting things going on this year. Remember, some of what makes us great is what we do. Also remember that a lot of what makes us great is how we do it and what people see when they look at BASC. All of these things together are our brand message. It is up to each of us to live that brand and proudly represent BASC and the College in all we do. We call that The BASC Touch.

It's great to have you back on campus and remember - YOU are BASC!

*Diane*

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## Sustainability and You

### What's it mean to "Go Green"?

The phrase *Go Green* is everywhere these days. But what does that really mean and why is it important? Here's a good definition of what it means to *Go Green*: making real changes in the way you live your life because you genuinely care about the future of the earth. It's about being a good steward – taking responsibility to care for the planet even though you don't "own" it. Going green and being a good steward are important because our planet's resources are finite – when they're gone, they're gone – and the bulk of what we consume comes from non-renewable resources.

### What's the College doing?

The College has established the Green Campus Initiative that's all about making real changes in the way we do things for the betterment of our environment. It includes things like saving energy, green design for new construction, recycling, using alternative energy sources (biodiesel), no longer purchasing bottled water, using only recycled paper, and collaborating with others on campus.

### What's BASC doing?

Last year ('08/'09) BASC implemented a three-year rolling sustainability plan that is now being updated every year. This plan focuses on making real changes in the way we do business so that we can make a positive impact in the following areas: education, waste minimization and energy reduction. Here are some of the things we will be working on this year:

- Education

- Educating customers about food waste and the positive impact tray-less can make
- Participating in the campus-wide Recyclemania competi-

tion to raise awareness about waste and the importance of recycling

- Involving employees more actively in our company sustainability initiatives
- Educating customers about plastic bags and giving them alternatives
- Promoting our refillable mug program, faculty online book ordering process, and online ridesharing tool
- Communicating to the campus community about all of our initiatives and the impact they make
- Waste Minimization
  - Implement paper reduction plan
  - Baseline back-of-the-house food waste
  - Continue to replace disposable products with eco-friendly alternatives
  - Eliminate portion cups in dining halls
  - Expand program to reclaim china, glass, and silverware in dining halls
  - Implement repurpose procedure
  - Implement online job application process
  - Switch to new napkin dispensers
  - Implement compost partnership with FoodLINK
  - Implement tray-less at Brockway and smaller trays at Harrison
  - Offer smaller and half portions in the dining halls
  - Offer reusable shopping bags at Eagle's Nest

- Research alternatives for plastic bags at the Bookstore

- Energy Reduction

- Continue to implement shutdown plan over breaks for electricity consuming equipment
- Develop procurement and budget guidelines for eco-friendly alternatives including green chemicals
- Research expanding local food program
- Conduct water flow reduction device pilot in dining units
- Implement recycled paper policy
- Pilot car pool incentive program for College employees (including BASC)
- Research bus transit with BSG for employees
- Continue and expand bike borrowing program and Walk/Bike Week

### What can you do?

At work and at home, the two most important things you can do to make a difference are: 1) lead by example - make real changes in the way you live your life that can have a big impact on our planet and 2) get involved! In this *Go Green* frenzy we're in, sometimes it's overwhelming and confusing. It's hard to know what to do or where to start. So pick just one change you could make that would have a positive impact and build from there. Finally, get involved! Whether it's offering suggestions and participating in activities at work or helping to educate others or just keeping an open mind, we want you to take an active role in helping BASC and the College *Go Green*.

## Dining Conference Report

Three BASC employees this summer attended conferences near and far to find ways to better improve our services. **Gary Stevens** attended the National Association of College & University Food Services (NACUFS) national conference in Milwaukee, Wisconsin, **McAllister King** went to the Foodservice Management Institute in Buffalo, New York and **Jermaine Toppin** attended the Leadership Institute in Springdale, Arkansas. Each of them came back with useful information to share with the rest of the BASC team.

Gary attended numerous workshops that focused on how to mold our services to the needs and wants of future customers. One particular seminar taught how to decide what to stock and serve at grab 'n go facilities. This will have a positive im-

pact as we roll out our new convenience store, Eagle's Nest.

Sustainability continues to climb in importance and was a popular topic at the conference. Gary attended workshops that dealt with topics like eco-friendly packaging and sustainable solutions for bottled water. These ideas will only help as BASC continues to look for ways to be good stewards.

Besides attending workshops, Gary was also in Milwaukee to accept the Loyal E. Horton Dining Award that was awarded to BASC. The Silver Award was bestowed in the catering special events category for the outstanding 2008 President's Donor Recognition Dinner.

McAllister's trip to Buffalo was to obtain experience devoted to the basic operational components of

foodservice. His conference included a lot of out-of-classroom learning to gain knowledge on how to tackle a variety of typical foodservice challenges. From budgeting to marketing he covered an extensive range of foodservice issues.

Jermaine attended the Leadership Institute to learn how to identify various work styles and how to manage each style in the workplace. Besides learning his own style of leadership, he was able to take with him principles he can use daily while teaching others. One example is the principle of having your "intent = impact", meaning what you think and say should equal what you do. Another important tip is "trust and respect are not goals that you set and achieve, they are the residue of what's leftover from us working together."

## Student Opinion Survey Results

The Student Opinion Survey is a survey given to a random sample of students at all SUNY schools every three years. This survey helps to gather information to make improvements to programs and services offered on campus. Through this survey students rank many areas including the bookstore, parking, and dining services, which is how we get our ranking among other

SUNY schools.

Though we don't know our ranking yet, we do know our local scores and they are as follows:

- Dining Services received a 4.04 - the same score as the last survey taken in 2006.
- The bookstore increased their score 1.47% to a 3.71.
- Parking made great strides with

a score of 2.62 - that's a 10.6% increase from 2006!

Our overall BASC goal was achieved, which was to maintain or increase our scores from 2006. We expect to find out our rankings among other SUNY schools early fall semester.

## New Parking Perk & Fast TRAX Info

As a nice new benefit to BASC employees parking permits will be paid for by the company. To obtain your parking permit simply visit [www.basc1.com/parking](http://www.basc1.com/parking), print and fill out the front side of the vehicle reg-

istration form (don't forget to sign the back), and return it to Welcome Center & Parking Services.

The bikes for Brockport's Fast TRAX have been dusted off. Stop by the Conrad Welcome Center, or

any of the other available hubs on campus, to sign out your bike today! The cost is \$10 a year for faculty/staff. It's easy, healthy, cost effective, and green!

# Safety

# Spotlight

## Tip of the Issue: *The ABCD's of Fire Extinguishers*

Workplaces are required by OSHA to have fire extinguishers, but that doesn't necessarily mean employees know how to use them.

Workplace fires can cause extensive damage to equipment and materials, or worse injure employees. Even small fires can get out of hand quickly so a fast response with a fire extinguisher can potentially prevent further damage. Using the wrong type of extinguisher can make matters worse which is why learning the ABCD's of fire extinguishers can be very helpful.

Extinguishers are labeled to correspond to different classes of fire. It's essential to use the correct extinguisher according to the type of fire.

- Extinguishers labeled with an A should be used for Class A fires. These fires would involve paper, wood, cardboard, rags etc.
- Extinguishers labeled with a B are for Class B fires that would involve grease, gas, and flammable liquids such as oil, solvents and paint.
- Fire extinguishers labeled with a C should be used on Class C fires which involve electrical equipment. Water based extinguishers should never be used on an electric fire!

- Extinguishers labeled with a D are for combustable metal fires which usually involve aluminum or zinc.
- Multipurpose ABC extinguishers can be used for Class A, B, or C fires. Labels on the extinguisher often have pictures to identify the type of fire it can be used on.

The proper procedure for using a fire extinguisher is easily remembered by the acronym "PASS".

First make sure that you are 6 - 8 feet from the fire but always stand by the escape route in case you can't put out the fire.

P - Pull the pin (some require you to have to press a level).

A - Aim at the base of the fire.

S - Squeeze the handle to release.

S - Sweep back and forth and continue that motion until the fire goes out.

Depending on the building you work in you will most likely find a multipurpose ABC extinguisher. Areas with kitchens have Class K extinguishers because this kind can be used on all cooking appliances safely.

Remember, fire extinguishers should only be used on small fires so when it doubt, get out!

*Source: 2009 Business & Legal Reports, Inc.*

## Safety Representatives

Maintenance  
**Mike Smith (Smitty)**

Harrison  
**Jason Augustyn**  
**Lloyd McCauley**

TRAX  
**Jessica Marks**

Brockway  
**Dan Cater**

Union Square & Kiosks  
**Larry Hueser**

Bakery  
**Ken Bonczyk**

Catering  
**Patty Sorel**

Business Office  
**Patty Knapp**

Administrative Office  
**Vernon VanSkiver**  
**Charlotte Jewell**

Serve Safe Trainer  
**Ken Bonczyk**

## Safety Report

Below is a breakdown of accidents since April 10, 2009:

Burns (1), Cuts (5), Contusions (2), Sprains (1), Strains (1), Other (2) = 12 total accidents

Congratulations to our latest Safety BINGO winners: **Bonnie Zalar** (\$100), **Kelly Bodine** (\$100), **Jill Staudenmayer** (\$50), **Erin Van Dorn** (\$50) and **Tricia Miller** (\$50).

## Investment Plan Updates

We are pleased to report that effective October 1, 2009, BASC will add three Life Cycle Funds as additional investment options to the account portfolio. Life Cycle Funds are intended for investors who like to put their money in one place and leave it there. Many investors invest more aggressively when they are younger and less aggressively as they get older. A Life Cycle Fund provides funds that reduce the “riskiness” in the fund over time.

The following Fidelity Life Cycle funds will be added to the BASC portfolio: Fidelity Advisor Freedom 2015, Fidelity Advisor Freedom 2025 and Fidelity Advisor Freedom 2035. You

can find more information through your online BASC retirement account reporting system at [www.dailyaccess.com](http://www.dailyaccess.com).

In the second quarter of 2009, investments continued to be very volatile. Fund performance turned upside down in most risk portfolio categories. Previously well performing funds dropped and previously struggling funds rose. At the end of the first quarter, we had two funds on our watch list. Because things were so volatile, we opted to leave them there for one more quarter and make no other changes at this time.

We hope you have had a chance to review your second quarter 2009 re-

tirement account statement in its new format as well as the new Web based tools for monitoring and managing your retirement account. Remember, BASC has the responsibility to provide a portfolio of funds with a variety of risk profiles and we monitor those funds for performance at or above other similar risk profile funds. How your retirement monies are invested within the BASC portfolio is up to you.

Our investment advisor, **Mike Anderson**, from Morgan Stanley Dean Witter, will be on campus at our benefit fair on August 13. You can also reach him at 343-7707.

## College Suites and BASC

BASC is working with College Suites, a brand new student housing facility on Redman Road, on two fronts: 1) referral housing agreement and 2) café management agreement. With the referral housing agreement we refer select students who would have otherwise been tripled to College Suites. These approximately 100 referred students receive the same price at College Suites as they would have paid in the residence halls. A meal plan is still required for these students, but their options are expanded to include any on-campus or commuter plan.

This referral agreement is an innovative solution to meeting student housing needs that exceeded capacity on campus. This fall the College will welcome the largest freshman class in 20 years and substantially more transfer and returning students. Residential Life had an unprecedented number of students seeking campus housing and one of their residence halls, Thompson Hall, is off-line for a complete renovation.

BASC has also entered into a contract with College Suites to operate their café. The Café at College Suites, as we've named it, will begin the semes-

ter operating Monday – Thursday, 4 – 10 pm. The menu will feature sandwiches, salads, dinner items, and grab to go products. Students living there will be able to use their Dining Dollars at the café. This café is being managed by the TRAX/Eagle's Nest management team.

Brockport Student Government (BSG) is working on coordinating a campus shuttle schedule that will include stops at the College Suites. Once the schedule is finalized, it will be posted on the BSG Web site at [www.bsgonline.org](http://www.bsgonline.org).

## Off-Campus Advantage

As a cost containment measure, BASC has partnered with Off-Campus Advantage (OCA) and its UGryd network to outsource transaction processing and some marketing aspects of our Easy Money program, relating to off-campus vendors only. Changes in transaction processing will make the system faster, but most aspects of the transition will be transparent for customers – they will still sign up for and use their Easy Money in the same way.

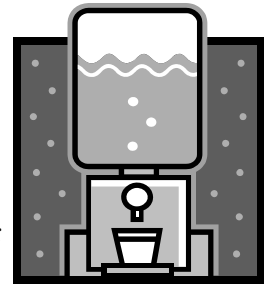
The College at Brockport joins a growing list of UGryd schools that includes colleges and universities across the country, as well as, SUNY Oneonta and SUNY Fredonia. These institutions are utilizing OCA's expertise in enhancing university and college one-card programs and creating local merchant networks.

We are excited to report that Ryan's Big M, Avanti Pizza, Pizza Hut, Marvin Mozzeroni's Pizza and Pasta,

and Fast Buck Fanny's have joined our list of Easy Money merchants and expect to add even more vendors in the future.

We believe that by aligning with a national organization like Off-Campus Advantage, we can provide a wider range of services to our Brockport merchants, more choices for our students and better service for both. For a current listing of Easy Money merchants visit [www.basc1.com](http://www.basc1.com).

# Around the Water Cooler



## Administration Announcements

Congratulations to **Diane Dimitroff**, and her husband **John Hackman**, on their recent wedding on June 27 in Elizabethtown, Pennsylvania.

Also congratulations to **John Mlyniec**, and his wife **Barbara**, as they are expecting their second grandchild in mid-September.

## Bookstore Buzz

**Bill Kerr's** daughter **Heather** was recently married this summer. Congratulations to the family!

**Joe Rivers** and his wife **Nichole** are expecting their first baby in late December!

## Brockway Blurbs

Congratulations to student manager **Whitney Hoyt** who recently got engaged. She and fiancé, **Adam**, plan a spring wedding in 2010.

**Diane Hughes** and her husband welcomed another granddaughter into their life back in May. Congratulations to the family!

**Wendy Richard's** daughter **Emily** was in her first dance recital in June. She looked adorable and did a great job dancing to the "Teddy Bear" song.

Reconstruction will begin soon on **Ken Bonczyk's** house after a fire that began due to a roofing accident. Ken and his wife **Mary** will be out of their home for several months. We extend our support if you need anything.

## Catering Crumbs

Congratulations to **Sean Foley** who is the proud father of another

daughter. **Lucy Nichole** weighed in at 8 lb, 13 oz on May 11.

## TRAX Tidbits

TRAX would like to welcome back all employees! Let's make this a great year.

We are glad to have **Jermaine Toppin** back safe after his conference in Arkansas. His trip back involved flying around tornados, hail the size of baseballs, and missing his connecting flight, but he made it!

There have been a lot of exciting new things going on at TRAX this summer! The Eagle's Nest, our new convenience store, was completed which offers a variety of convenience items. Our menu has expanded, employee bathrooms have been renovated, and TRAX will also be running the new satellite operation at College Suites!

## Union Square

### Scribbles

**Linda Marshall** and **Larry Hue-ser** have returned from a trip to Oklahoma. They were gone from June 21 - 27 where they helped put a new roof on a dorm and worked with Native American children at a bible school.

Also, **Dan Robillard** will be traveling to Mozambique, Africa from August 9 - 19 where he will help an AIDS clinic and an orphanage. You can follow Dan's adventure at [www.dan-goingtoafrika.blogspot.com](http://www.dan-goingtoafrika.blogspot.com).

**Linda Marshall** and her daughter **Kelly** did a 6.5 mile walk for MS. Their



Linda Marshall with family & friends

team collected over \$3,200, exceeding their goal. Linda thanks everyone who contributed to this great cause.

## Parking Pebbles

Welcome back employees! We hope the summer was enjoyable to all.

**Peggy O'Neill** is retiring September 1. She will be greatly missed by all and we can't thank her enough for everything she has done at Welcome Center & Parking Services.

## Condolences

Our thoughts and prayers go out to **Patty Sorel** whose mother passed away in August.



## Kudos Korner

President **John R. Halstead, PhD** sent the BASC team a letter of kudos for the superb President's Donor Recognition Dinner.

Of the recent Loyal E. Horton dining award Garnishes received for the 2008 President's Donor Recognition Dinner, and of this year's repeat event, President Halstead wrote, "BASC is most deserving of both the national accolades and praise from our Foundation and College communities. This past Friday night was certainly an 'Elegant Evening' to be remembered!"

## What's New with Dining?

A lot has taken place this summer to prepare for the upcoming year, and we have a lot of new and exciting things to offer for students, and employees alike.

Everyone can look forward this year to a packed calendar of special events including a SUNY Chef Throw-down with Geneseo, Street Food Fare at Union Square, and Back to Kindergarten Night and a Night at the Oscars WOWs at the dining halls. Plus, both dining halls will be celebrating homecoming with a special themed dinner on Thursday, September 24 and retail locations will celebrate homecoming all week beginning September 21. For a monthly calendar of special events, visit [www.basc1.com](http://www.basc1.com).

Dining hall managers and chefs have been testing recipes all summer and will be introducing some new menu items this year. These items include pasta Mexicali, the ultimate sausage sandwich, warm potato salad primavera, and tropic thunder stir-fry (Harrison Iron Chef winner). In addition, last year's delicious recipe from home winner, fettuccini carbonara, has been added to the menus at both Brockway and Harrison Dining Halls. This "test kitchen" concept took place in Brockway Dining Hall and was a great way to help review recipes and production methods to modify the menu.

Dining Services strives to best suit students' needs and is excited to offer some new dining plans for the fall. Changes were made to both the resident student plans and the off-

campus/townhome plans. New resident plans include the Unlimited Plan and Two-A-Day Plan. These plans are expected to be popular among resident students as there is little budgeting involved and you never run out of meals.

New townhome and commuter plans, now called On-the-Go Dining Plans, were modified. We now offer a Flex Five and Network Plan. The Flex Five allows five dining hall meals per week with the flexibility to exchange any meal for \$5 in a retail location. The Network Plan includes any 25 dining hall meals, 25 guest passes, plus \$150 in Dining Dollars per semester. Both of these plans offer greater flexibility for students.

We're also piloting a meal plan referral program for cashiers at Union Square and kiosk locations.

Renovations on the first floor of Harrison Hall have resulted in a new, bigger, and better convenience store name Eagle's Nest. With it's new design, Eagle's Nest will carry hundreds of items from groceries to quick munchies to pharmaceuticals to personal care items.

This fall we will be selling Jitterbugs and Aerie Cafe gift cards. Cashiers in both of these units will compete in our pilot gift card incentive program. The unit that sells the most gift cards during the fall semester will receive \$25 in Easy Money per cashier!

With all these new changes in dining we are eager to kick off the fall semester.

preparation, and created a camp called The College at Brockport Leadership Academy. **Lauren Davis** and **Tiffany Collazo** worked as interns to develop programming for the Leadership Academy. We had 23 girls attend the academy.

## Rideshare Program

"Share a ride not a pass" is the motto for this program. The free online ride-sharing tool helps match riders with drivers in your area. This program offers many benefits and it's easy to join. Simply go to [www.basc1.com/parking](http://www.basc1.com/parking) to register. Once registered you can search the database for potential riders/drivers.

After a ridesharing relationship is formed you may apply for a Carpool Permit (CP), which will then allow you to access premium parking spaces on campus. A carpool consists of two or more holders of a valid College parking permit. Download all of the appropriate forms from the Web site and return them to the Raye H. Conrad Welcome Center to obtain your CP.

For specific rules and information go to [www.basc1.com/parking](http://www.basc1.com/parking).

## Red Wings Game

Don't forget to get your tickets for the annual Red Wings game on Tuesday, August 25. Tickets are free for employees and \$9 for guests. Contact **Ralph Eisenmann** at 395-5213 for tickets.

## Corrections

**Melissa Kent** from Union Square was overlooked in the May 2008 longevity awards. She has been with BASC for 6 years of amazing service. Thank you Melissa!

A sincere apology to **Lisa Kiefer**, who was overlooked in the listing of logo team members in the April issue of *News & Views*. Your feedback along with that from the rest of the team was greatly appreciated.

## Summer Camps and Conferences

Summer Camps and Conferences hosted the following new groups this year: Offense Defense Football, Kista Tucker Dance, and Gallim Dance. In addition, we programmed and conducted a camp for 18 Edison Tech students on leadership and college

## End-of-the-Year Employee Celebration



## Happy Birthday!



The following employees will celebrate a birthday this fall:

### September

Joanne Jordain	Linda Eichas
Kelly Pratt	William Kilburn
Linda Marshall	Patricia Rowley
Frank Smith	Kathleen Pharoah
Jason Augustyn	Christine Passarell
Peggy O'Neill	Elizabeth Morrow

### October

Adam Drawbolt	Carmen Lopez
Mark Gardner	McAllister King
Shannon Rose	Sharon Woodley
Gerald Bropst	Deborah Rockow
Son Ta	Ken Bonczyk
Mike Maples	Wendy Applegate
Denise Phillips	Ashley Emminger
Shannon Webb	Kathleen Melgar
Eric Eiklor	Dan Kandris

### November

Desta Walker	Steve Hagadorn
Deidre Devlin	Chaley Swift
Joan Grossman	Marianne Torres
Patricia Palermo	Channon Stratton
Sharon Porter	Steven Osborne
Sheila De Vos	Francesca Frisbee
Colin Bliss	

## Oven Mitt Throw-down

Get your oven mitts ready! We are having a BASC bakeoff contest open to all employees. Stay tuned for more information, but start thinking about what dessert you would like to tantalize people's taste buds with!



Smile for the camera! Don't miss your opportunity to be in the 2010 BASC calendar. If you see the camera around make sure to strike a pose!

## Contribute to N & V's

Email your items to [ahintz@brockport.edu](mailto:ahintz@brockport.edu) or [kbodine@brockport.edu](mailto:kbodine@brockport.edu). You can also drop them in the *News & Views* envelope located in your unit. The next *News & Views* deadline is **November 19, 2009**. The *News & Views* is also available at [www.basc1.com](http://www.basc1.com) (select the employees link.)

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