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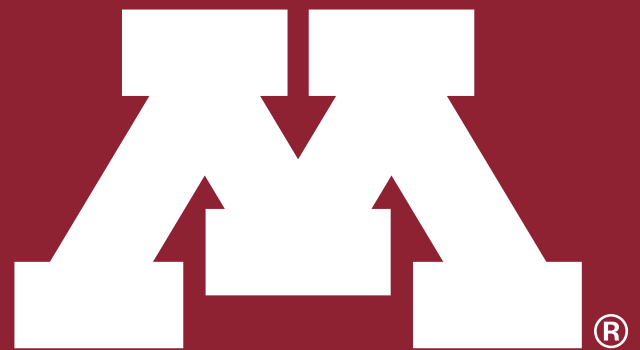
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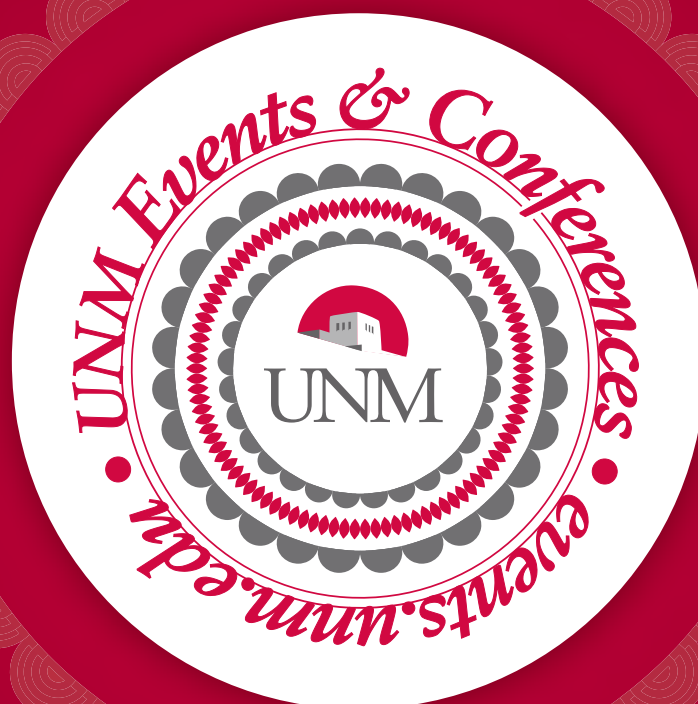
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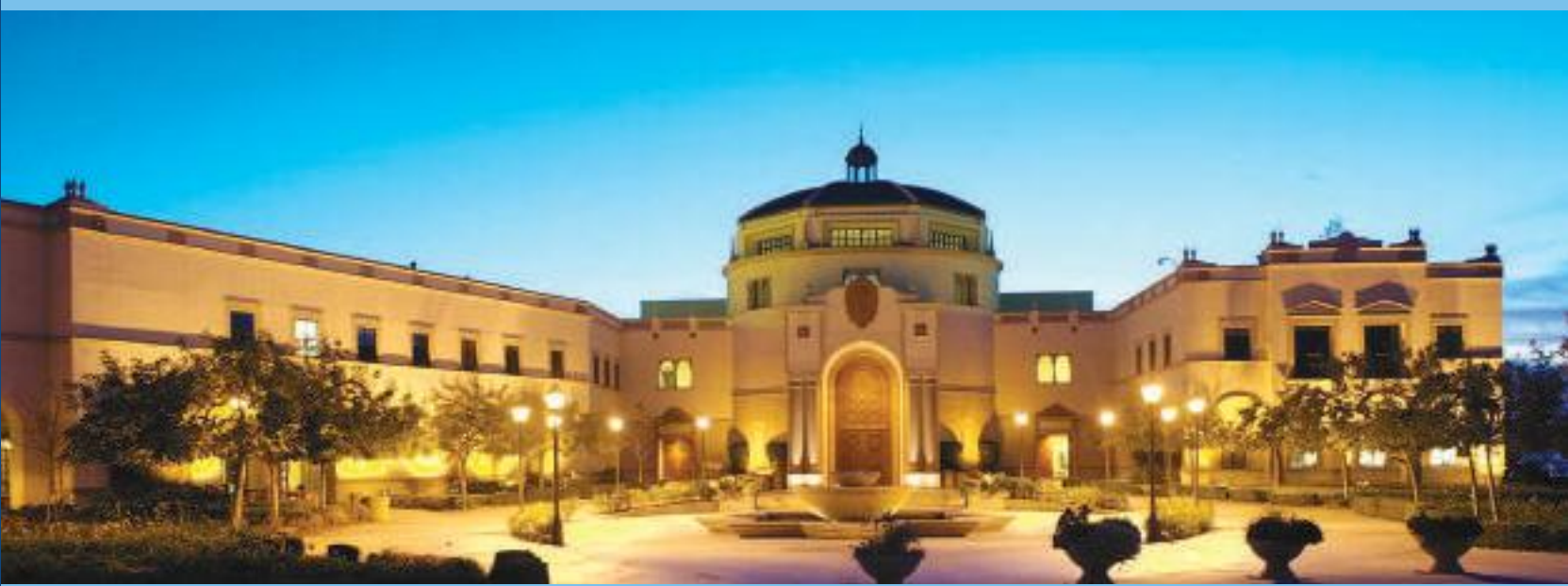


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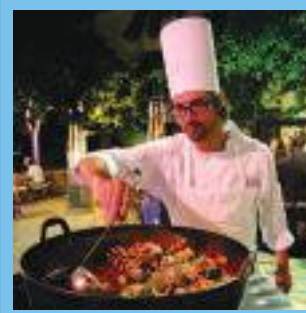
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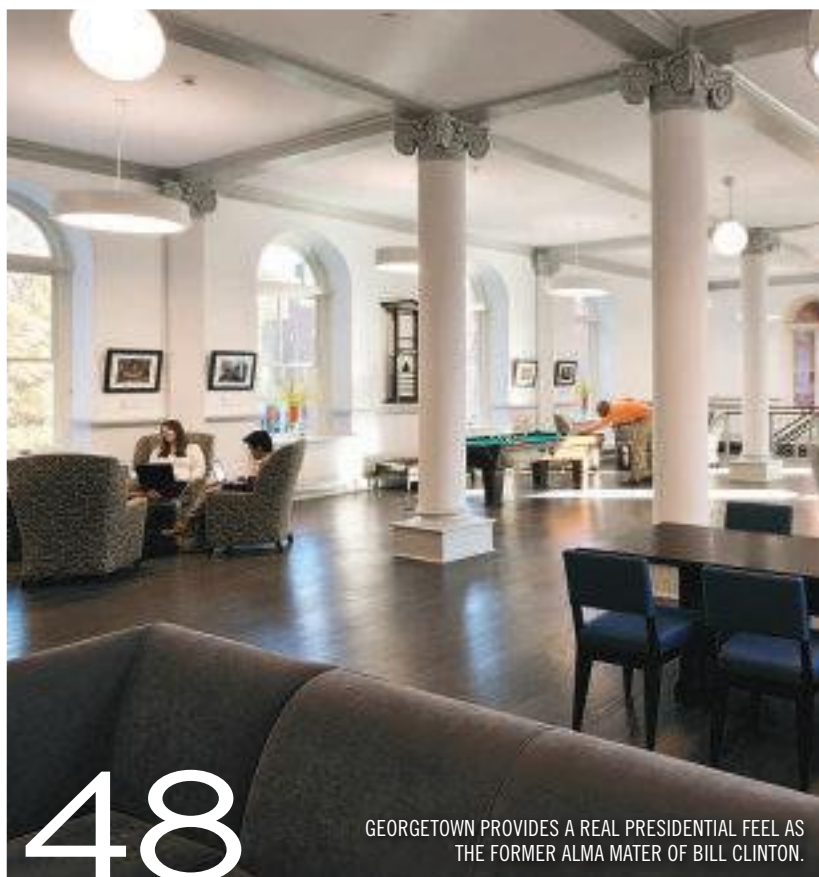


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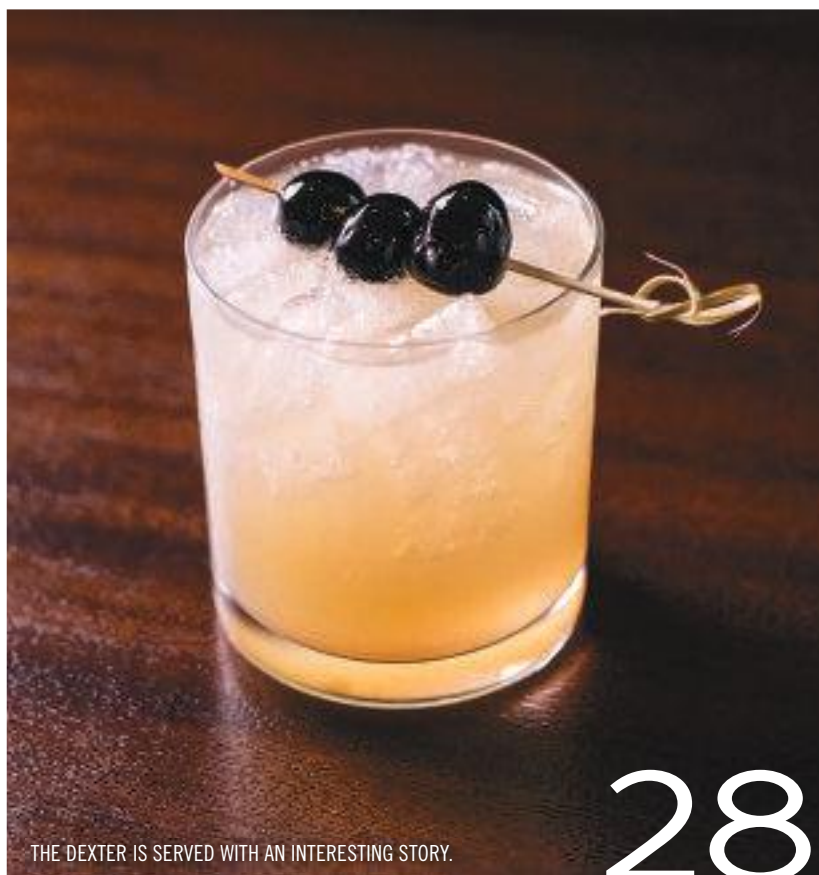
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PRINTED IN THE U.S.A.



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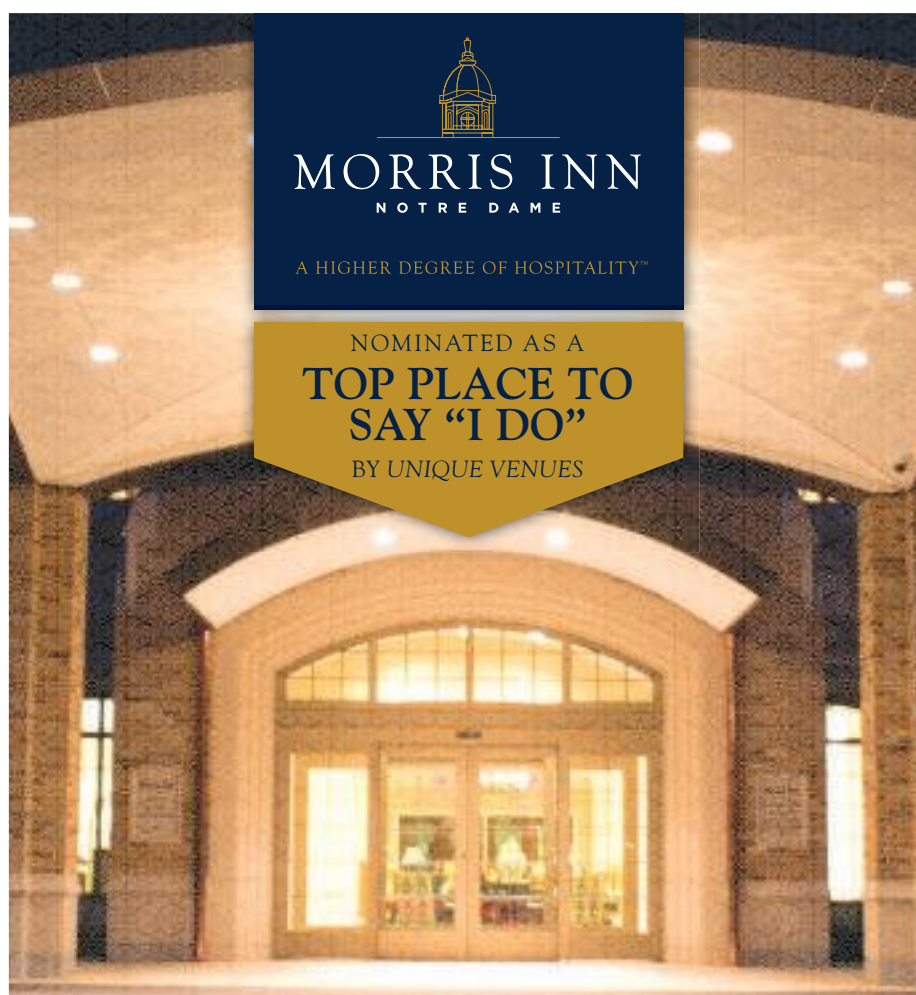
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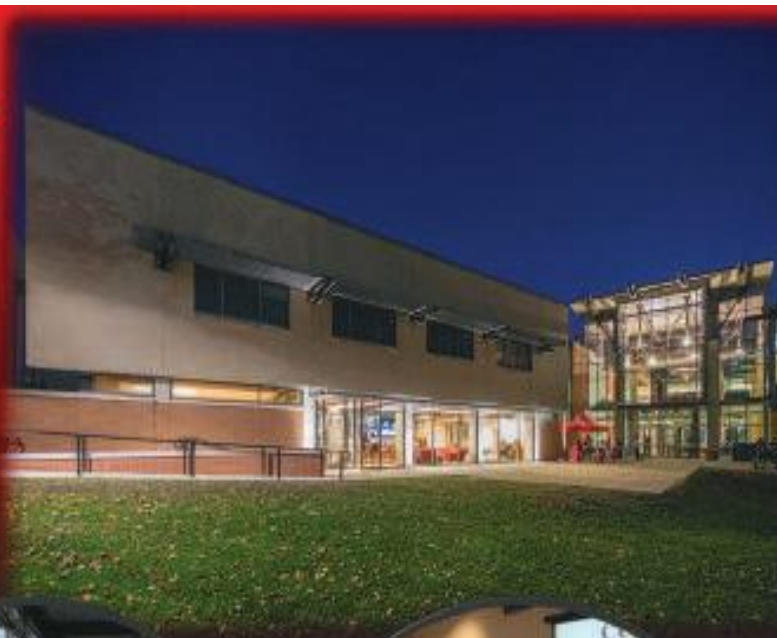
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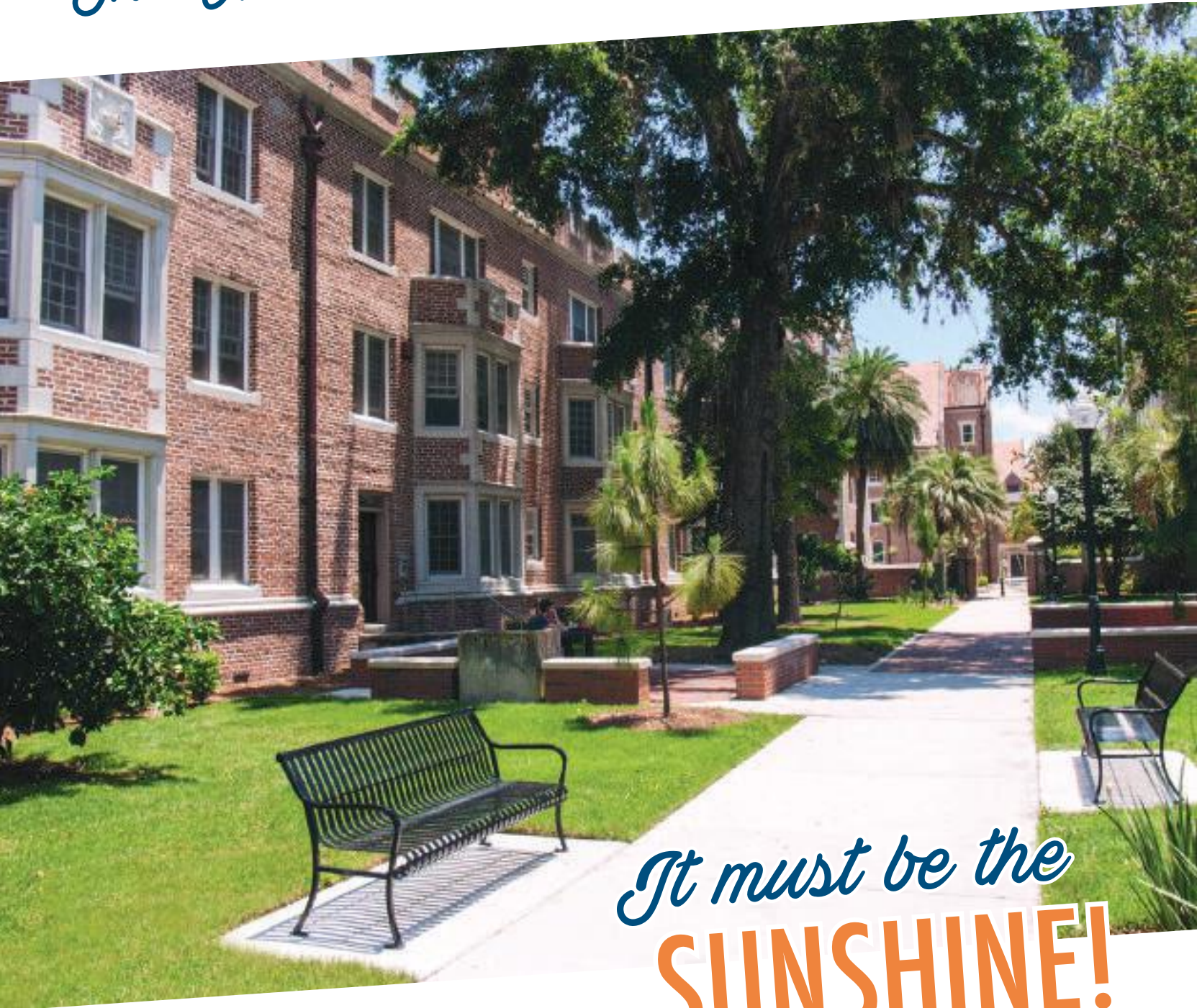


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PUBLISHER'S LETTER



AS THE GREAT MIND HELEN KELLER ONCE SAID, “Alone we can do so little; together we can do so much.” Solid partnerships are the key to so many parts of life—from marriages and parenting to health care and business. Even Bill Gates has credited the many partnerships he built from the very beginning for the long success of his company. The message comes in loud and clear in this latest issue, which looks at how many collegiate conference departments are working smarter by sharing resources and developing conjoined programs that benefit the venue, planners, and even the larger community.

The most prominent example is in our feature on the rise of sharing economies at campuses (see page 69). Kim Araya, director, university conferences & guest services at American University helped establish a D.C. Consortium, which includes several area colleagues that meet each semester to share ideas and contacts. Not only do they refer business to fellow members, but they also tour each other’s properties to know the latest selling points. “The way we see it, there’s plenty of business to go around,” she says. “And any [campuses] that don’t engage in this kind of collaboration are just hurting themselves.”

In our cover story looking at the growing interest in plant-based dining options, starting on page 56, we also learn about how a new multi-million dollar dining complex and greenhouse at the University of Colorado Boulder is impacting the city at large. School officials opted to install biodigestors that help efficiently transform water into a clean supply for neighboring communities. “If you really talk about the stakeholders, the city of Boulder is one as well,” says Dan Dykstra, director of CU Conference Services. “Our hope is that if it works well, it can be a model that can really take off and be used elsewhere.”

This topic is also touched on in our trend report (page 36), covering the rising costs of A/V services and Wi-Fi at many meeting and event venues—but not colleges and universities where “they have made an investment in [these services] because they recognize that’s part of what students require and expect,” says meetings technology expert Corbin Ball. Because planners get to share in these standards, there are savings involved, too.

The real beauty for planners that partner with campuses, though, is seen in the comments of our Person of Interest, University of Arizona’s Joel Hauff. “Campuses are a great value because their primary mission is not to make a huge profit, but to make some revenue to reinvest into the institution,” he says. In that way, he furthers, “they are there as a public service ... and are getting savvier by not selling themselves short.”

Campuses have always been about community, but with these latest trends, they’re proving how much they are willing to give a fair share.

A handwritten signature in dark ink, reading "M. Nichols". The signature is fluid and cursive, with a large initial "M".

Michele Nichols, Founder
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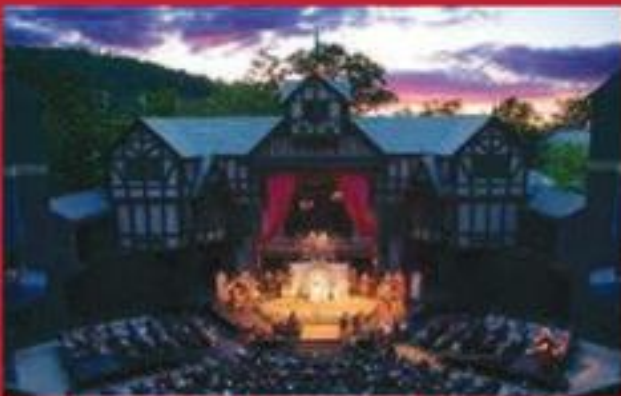
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CLIFF NOTES

work / life / balance

BY CYNTHIA FORSTMANN

What's Your Type?

Discovering your personality archetype can help lead to successes at both work and home.



People are complicated creatures—we all have various likes and dislikes, pleasures and triggers, and styles of negotiating and communication. In fact, communication is one of the biggest reasons relationships, both personal and professional, can become strained. Yet there are better ways to connect with fellow humans by coming to a place of understanding about what makes people tick.

Everyone has their own “archetype” or identity that shapes their methods of learning and interacting with others and the world around them; these types cross time, history, and culture and are universally relevant. I’ve been studying this field for more than 25 years and helping individuals and organizations learn how to identify archetypes on a personal level and within group dynamics. The idea is to then hone in on how to use that knowledge to lead to better interaction with colleagues, clients, even family members. It can also help create an organizational culture that can lead to really powerful, authentic brands that consumers relate to as well.

The first step to harnessing this power is knowing your own archetype and how

that informs your story. There are 12 different types, and no one is better than the other—all have strengths and what we call a shadow side, but knowing these characteristics can be incredibly eye-opening and help you find more balance. Think you know who you are? Take a look at the names of the 12 archetypes to the right and then start the survey at culturetalk.com to find out your truth. **uv**



CYNTHIA FORSTMANN

Partner, Culture Talk | culturetalk.com



THE 12 ARCHETYPES

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CLIFF NOTES

expert advice BY KRISTY HOLT



Taking It to EXTREMES

How to reach the finish line when
planning action sports events.

The Nitro World Games are like few other sporting events, featuring high-adrenaline performances in the fields of freestyle motocross (FMX), bicycle motocross (BMX), scooters, and skateboarding. These games not only push the limits, they really have no boundaries with incredibly talented athletes offering daredevil stunts at unbelievable speeds. The University of Utah had the pleasure of hosting the first-ever Nitro World Games last summer at Rice-Eccles Stadium, and we look forward to welcoming the group back this year—while still keeping in mind these takeaways from year one.

THROW CONTROL OUT THE WINDOW.

The athletes and personnel involved in action sports are highly creative and big risk takers. That can be frustrating for meeting planners used to living in a world of order and organization. Know this client will always look for bigger, higher, and faster—and they will change plans mid-stream if they think they can “wow” the audience more. Still, it’s exciting to work with these groups because it’s always different and they will constantly

be thinking outside the box.

PLAN FOR VIPS. It’s helpful to remember that action sports are more of a show than a competition, so this client wants to take care of the athletes like a concert organizer would the musical artist. They will likely have requirements for VIP treatment since the promoter believes that if the athletes are taken care of, they will be able to perform at a level that will make for an exciting show for the paying public.

GET CREATIVE WITH DEADLINES. With so many teams involved—media relations, ticketing, operations, TV production (the event is broadcast on NBC)—it can be difficult getting the necessary information to pass along to everyone prepping for the event. When deadlines need to be met for layouts, timelines, or budgets, you might consider implementing some sort of cost incentive to obtain these important documents. For example, if all the information is received on time, the client will receive a 10% discount on equipment rental, but for every day or week that the documents are not available they will have an additional percentage added on to the overall cost. Monetary incentives often help firm up plans.

BE PREPARED FOR THE FANS. This event brings a completely different crowd that’s not used to our venue. You’ll want to have extra directional signage and guest service personnel available to help guide them, and plan to over-communicate venue policies to eliminate surprises. This type of event also often has an on-field, pre-event for special ticketholders. It’s ideal to begin this experience well in advance of the actual show time in order to move guests throughout this important area without feeling rushed, and therefore avoiding any complaints. [uv](#)



KRISTY HOLT

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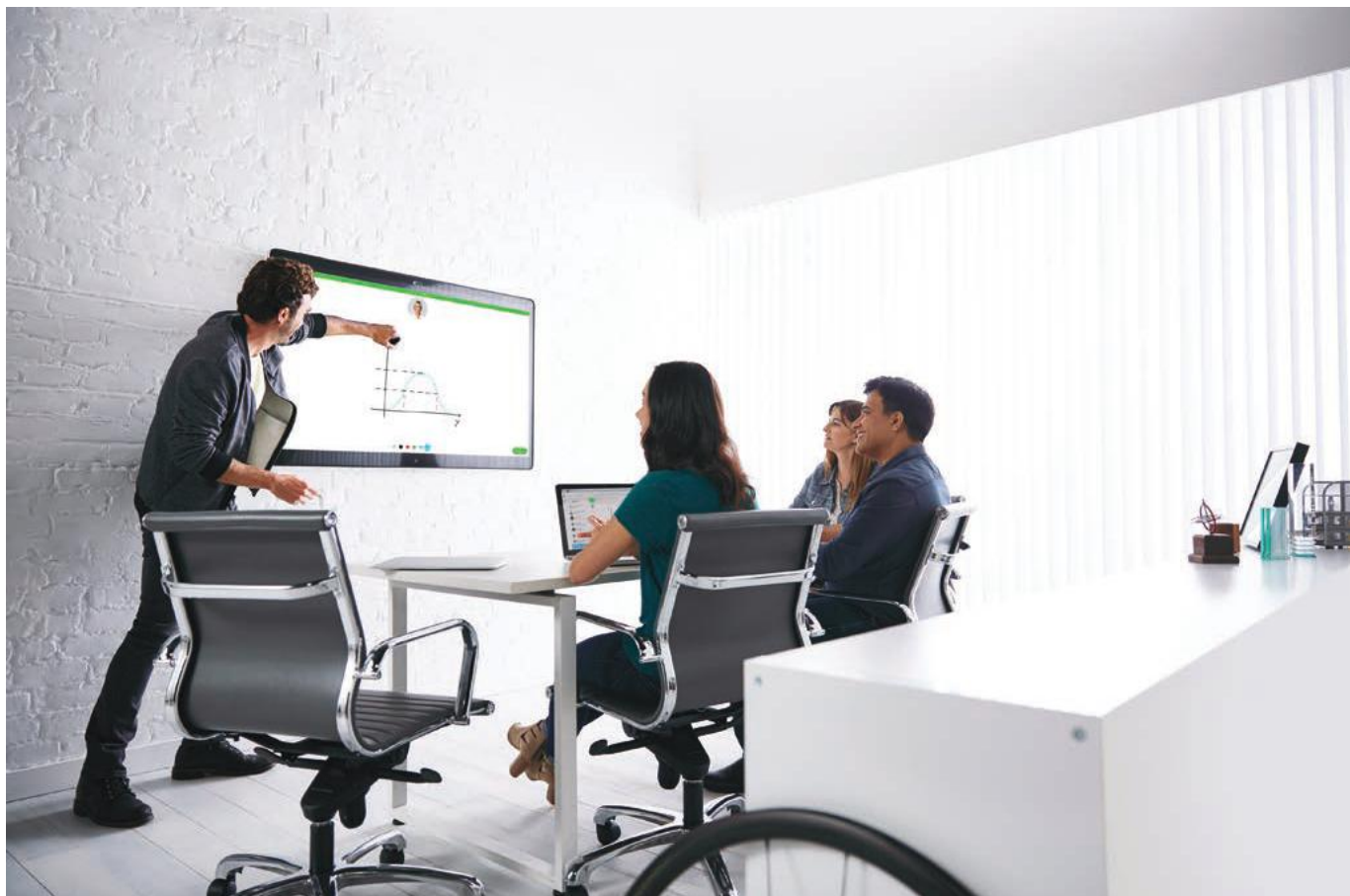
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It can be used as a screen to display presentations from smart devices, and also turns into a collaborative tool by allowing attendees to add to the document in real-time via a cloud-based service. Even better, the Spark Board has full connectivity and internal microphones, acting as a speaker phone and video conferencing system with crystal-clear 4K resolution. So, everyone can participate in the session whether

they are in the room or not.

Not only does Cisco's invention eliminate the need for projectors, microphones, speakers, and a whole bunch of cables, the Spark Board is also compact and attractive, as thin as an iPad with the option for a 55-inch or 70-inch screen. It can be mounted to the wall or placed on a stand and is touted as being extremely user-friendly. For more information, visit ciscopark.com. 



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CLIFF NOTES

happy hour

The DEXTER

Courtesy of the University of
Notre Dame (Notre Dame, IN)

In 1902, Notre Dame student Ernest M. Morris could not afford tuition. With his dreams of a diploma slipping away, Morris asked the school president, Father John W. Cavanaugh, for two favors: to let him continue enrollment on credit, and to take care of his horse Dexter, which he used as transportation to the campus and boarded while in class. Father Cavanaugh graciously agreed. Morris graduated and went on to establish his own investment firm. He donated \$1 million to aid the university in its post-war expansion; Morris Inn was constructed in his honor and is proud to offer this signature cocktail, the Dexter.



INGREDIENTS:


- 1 ½ oz. Blanton's Bourbon
- ½ oz. Cointreau
- ½ oz. Gallo sweet vermouth
- ½ oz. fresh-squeezed orange juice

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1. Add ingredients in order listed into an ice-filled rocks glass.
2. Stir and garnish with Luxardo cherries.

STRAIGHT UP

1. Build ingredients into an ice-filled shaker.
2. Stir (don't shake).
3. Pour into chilled martini glass and garnish with Luxardo cherries. *Makes 1 serving* 

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CLIFF NOTES

food for thought



Chocolate Marquise

Courtesy of the University of Illinois (Champaign, IL)

Chef Curtis Nesler's signature dessert has become an instant hit at U of I since the first time it was served by University Catering in honor of a retiring administrator that had a love of chocolate. The dish resembles the filling of a chocolate mousse truffle but can be sliced like a cake. It has a deep chocolate flavor with a velvety-smooth, light texture.


INGREDIENTS:

20 oz.	bittersweet chocolate (around 58% cacao)
1 ½ cups	unsalted butter, soft
1 cup	sugar
5 Tbsp.	unsweetened cocoa powder
8	large egg yolks
½ cup	water
2 Tbsp.	vanilla extract
1 cup	cold whipping cream

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TO PREPARE:

1. Butter two standard size glass loaf pans, and then line carefully with foil.
 2. Melt the bittersweet chocolate over a double boiler; then turn off the heat.
 3. Beat one cup butter until fluffy, then beat in a half-cup of sugar and the cocoa powder.
 4. In a separate metal bowl, whisk the egg yolks, water, the other half-cup of butter, and sugar. Place the mixture over a double boiler and heat gradually to 160 degrees, then remove from heat.
 5. Beat until thick and cool, then add in the cocoa powder mixture.
 6. Fold in the melted bittersweet chocolate and vanilla extract.
 7. In another bowl, beat the cold whipping cream until soft peaks form. Fold in the chocolate mixture and then spread into the prepped loaf pans.
 8. Chill for 6 hours before slicing and serving.
- Optional:** It can be topped with your favorite flavored whipped cream and served with any type of berry or fruit coulis. *Serves 20-25 guests* 



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WHAT'S TRENDING

BY SELENA FRAGASSI



The Cost to **CONNECT**

If you haven't looked closely at your latest invoices, you might have missed that Wi-Fi and A/V services are becoming more expensive—at some venues, that is.

The future is looking SMART. We are on the brink of having widespread public Wi-Fi, with Chicago and Halifax, Canada leading the charge in plans to develop hot spot kiosks and municipal broadband access, according to recent developments. And that's a very good thing since, in America alone, 229 million are smartphone users—a figure that's expected to jump to 264 million in four years, according to Statista.

Yet, with so many users and access growing by the day, how is it that the cost to connect is only going up and up, particularly in large proportions in the meeting and event industry? The rules of supply and demand would make sense

for airplanes, for example, where there is only one option for Internet accessibility, and therefore a premium price. But why would the same be the case for hotels and other traditional venues, especially when there's so much competition in

attracting meeting business?

Planners that were polled in a recent Meetings Today survey about 2017 trends cited complimentary Wi-Fi and in-house A/V services at hotels continue to be some of the biggest hurdles. "I continue to see bids as high as \$31,000 for a 400-person, three-day program," said one planner. The issue is so extensive that some planners have now started requiring packaged and affordable A/V and Wi-Fi as an RFP criteria.

Corbin Ball CSP, CMP, DES, a former planner and meetings technology expert, knows the struggle all too well. "I used to grapple with this all the time," he says. The reason, in the case of hotels at least, is that these services are a not-so-secret revenue stream and commission comes into play. "You're paying for the convenience of not having to go to an outside, separate firm to [supply] those services," Ball says. "Oftentimes, the price tag is in surplus of 30-50 percent, and service charges are added on top as well."

And Wi-Fi is no better, he says. "It's the Wild West out there with so many variations; some hotels offer it for free, some have outrageous prices." Unlike the public hotel spaces, like lobbies and guest rooms where Wi-Fi is becoming more of an automatic amenity, Ball says, "for the meeting space it's actually a cost center."

While he suggests always negotiating with your hotel contact (up to 95 percent are willing to negotiate on Wi-Fi and up to 82 percent on A/V fees, according to the "American Express 2017 Meetings Trend Report") or bringing in an outside agency, there is another way to get these meeting essentials with an affordable price tag. Go to schools. "At venues like universities, it's been a standard for years," says Ball. So the price is more economical.

To his point, *Unique Venues* uncovered the cost differences between a hotel and campus in two major markets, Chicago and New York City. The results are staggering.

FOR WI-FI

In New York:

→ New York Marriott Marquis Hotel charges \$40 per person per day for 100 people (the fewer people, the higher the rate)

→ At Manhattan College, Wi-Fi is complimentary for groups

In Chicago:

→ Chicago Marriott Downtown Magnificent Mile charges \$20/person/day for 100 people (again, the fewer people, the higher the rate)

→ Loyola University Chicago charges \$10/device for the day regardless of head count

FOR A/V

In New York:

→ At New York Marriott Marquis Hotel, the cost to use an LCD projector, sound system, and wired microphone (with labor cost and service fees) is approximately \$1,650


→ At Manhattan College, the cost to use projector, screen, mic, and speakers is \$200

In Chicago:

→ At Chicago Marriott Downtown Magnificent Mile, the cost to use an LCD projector, sound system, and wired microphone (with labor cost and service fees) is approximately \$1,350

→ At Loyola University Chicago, the projector, screen, mic, and speakers are included in SMART classrooms that range from \$50-\$100

The model on campus is so drastically different because they are not a commercial profit center, and Wi-Fi and A/V are already necessities for students. “Higher education makes an investment in it because they recognize that’s part of what students require and expect,” says Ball. That’s unlike the investments hotels and other conventional venues also make to offer good quality Wi-Fi, but then expect to recoup their money—and then some. “Planners are paying so much in premium kickback that goes right back to the hotel,” says Ball.

That discrepancy could change in the near future for all meeting and events venues, says Ball. “We’re still pretty early in the game of Wi-Fi. It’s only been around since about 2003, and really only in the last five years has it become the lifeblood of communications. It’s a must-have right now, but eventually it will all work its way into the woodwork and be considered a utility like lights or water, which are expected for meetings to function.” 

GET CONNECTED

Corbin Ball, CSP, CMP, DES
corbinball.com

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UniqueVenues.com/loyolachicago
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Manhattan College
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(718) 862.7579

HOW TO

GET THE BEST DEAL

Corbin Ball shares his tips for getting plugged in without getting priced out, at any venue:

KNOW YOUR NEEDS. Take the time to wholly determine your connectivity requirements before putting out an RFP. “Make sure your needs are specifically broken out or expressed to the venue,” says Ball.

ASK FOR UTILIZATION REPORTS FROM PAST EVENTS.

“They are widely available,” says Ball. Use them to see what other planners needed for number of connections and bandwidth size.

REQUEST REFERENCES. In the same token, it’s good to have a vote of confidence about a venue from another planner—ask for contact info of those that recently hosted a similar group size.

GO RIGHT TO THE SOURCE.

Instead of just working with the sales person at a venue, make sure to touch base with the tech team as well. Not only can they give you more info upfront, they will be your point of contact if any kind of issue arises.

PUT STIPULATIONS IN THE CONTRACT.

This is essential for short-term functions, says Ball, “but with events three to five years out, it’s a futile effort since so much can change in that time.”

CONSIDER FLAT RATES. If your head count is large, flat rates are the way to go, though you might want to opt for a per person price if your group is smaller.



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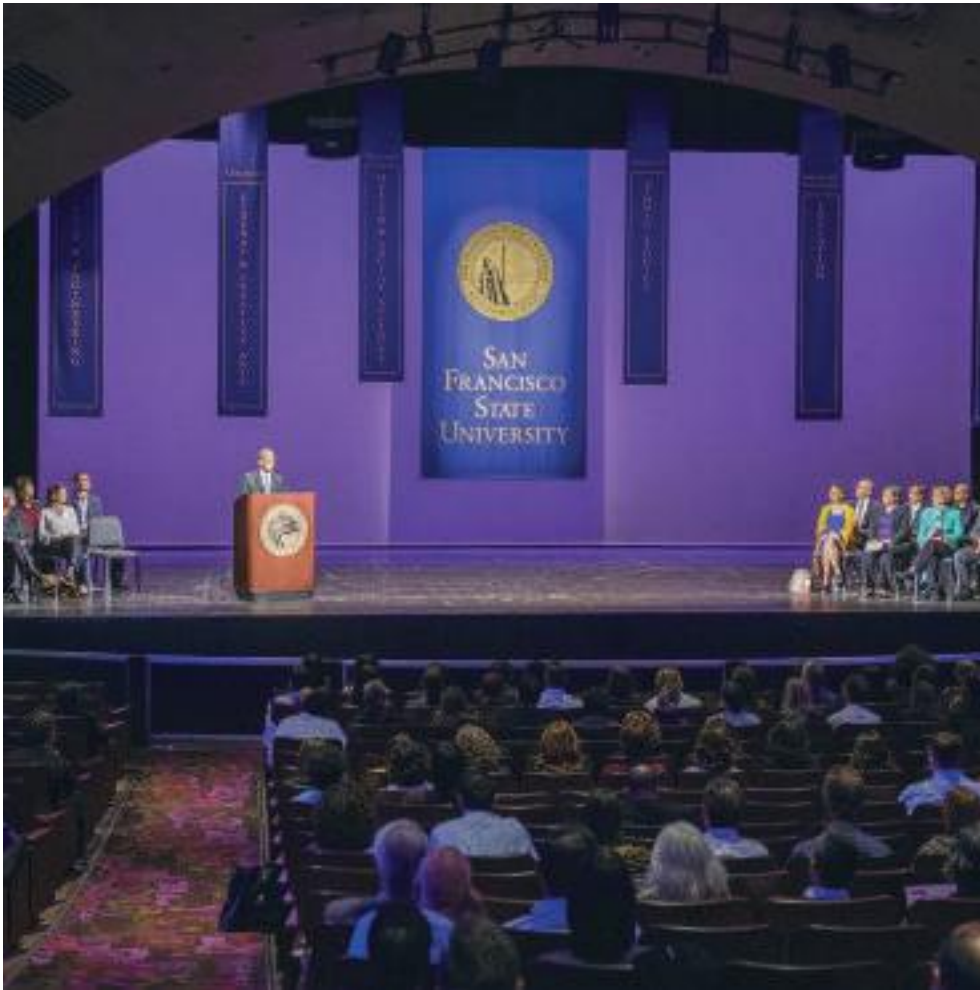
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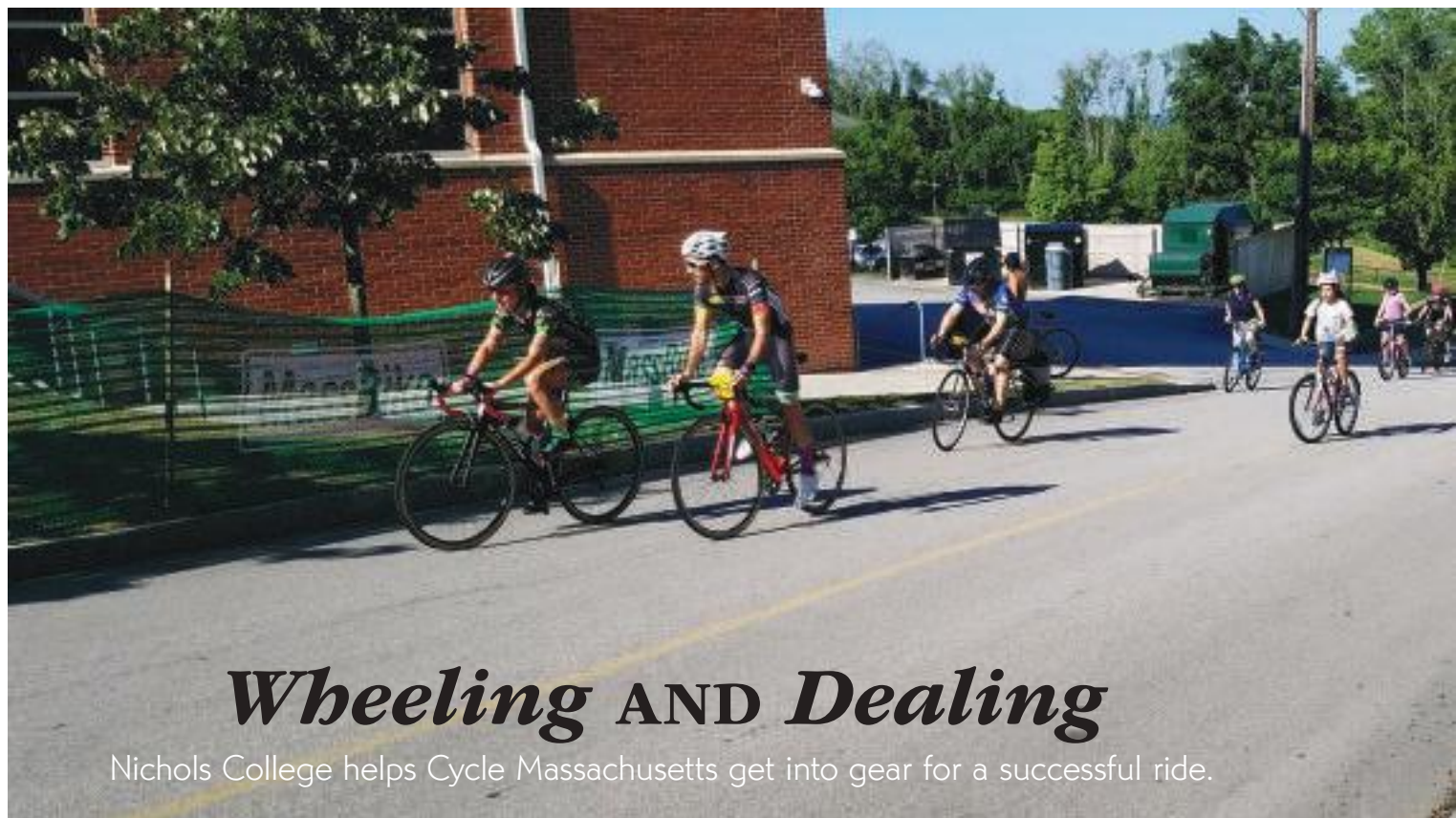
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**SAN FRANCISCO
STATE UNIVERSITY**

THE MAIN EVENT

BY SELENA FRAGASSI



Wheeling AND Dealing

Nichols College helps Cycle Massachusetts get into gear for a successful ride.

The state of Massachusetts isn't short on sightseeing. As the gateway to colonial America, the birthplace of sports like basketball, and the home of MIT and Harvard, the “make it yours” state is always a one-of-a-kind experience—just ask the participants of the annual Cycle Massachusetts statewide bike tour.

Every summer since 2005, these endurance cyclists choose to spend anywhere from two to seven days “cruising through the beautiful countryside of rolling fields, majestic woods, and picturesque towns.” Of course, it can't all be done without some quality rest along the way, which is where venue partners become an important component—especially those with plenty of green space for the bicyclists to camp out. In 2016, Cycle Massachusetts found that combination with Nichols College, chosen to be the starting and ending point of the ride, which included roughly 150 people.

“We were staying two nights and wanted to have a nice facility for everyone to stay at overnight, especially at the beginning of the tour,” says Cycle Massachusetts Event Director Bruce Lederer who found the college on the UniqueVenues.com portal. He ultimately chose the campus for its central location in Dudley, which is an hour from Boston and three hours from New York City. “They were very accommodating and gave us many options,” he furthers.

That includes using a majority of the campus' Shamie Quad for tenting, the Olsen and Shamie Residence Halls

and Athletic Center for restrooms and showering, and the green space on Copper Beech Quad for various activities, including an acoustic concert, antique bike show and mobile bike repair, as well as recreational games.

“What they needed from us was essentially a place to camp out for the weekend. This was not the traditional residence hall lodging and classroom space like we were used to,” says Event Coordinator Wellesley Kosak, noting that college staff prepared by getting as much information as possible early on. “We researched their website to know more about the event and talked to group leaders [like Bruce] to understand what they needed from us.” Since January 2016, when Lederer first contacted the college, Kosak says they had constant contact. “Overall we just go with flow and are very flexible with last-minute changes or on-the-fly deci-



Last summer, 150 people took part in Cycle Massachusetts, an annual statewide biking trip that takes in all the local scenery. One of the resting points was Nichols College in nearby Dudley.

sions,” she says. “We always come with an open mind and are ready for anything.”

Kosak engaged in some smart pre-planning, too, such as working with the town of Dudley to get entertainment permits for the outdoor music performance. “We’re on a hill and have neighbors so we wanted to get the right permissions. We also informed those in the area about it to further cover ourselves [from noise complaints],” she says. Her team also ensured the group had the necessary A/V and staging requirements. Another point of contact was with the tent rental company, Comfy Campers, to ensure workers protected the grounds while setting up and breaking down.

“It was really just to make sure they didn’t hit any irrigation or gas lines, but we had a campus map to make it easy to see the grid,” says Kosak.

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THE MAIN EVENT

BY SELENA FRAGASSI



In general, the campus provided a number of benefits—one of which was the self-contained design. “The quad where we camped is in the middle of everything, so that was ideal,” says Lederer. Although some people did choose to sleep inside, and for them, “Nichols had a wonderful [residence hall] that had lots of rooms, all air-conditioned,” he continues. “There were also plenty of showers that were readily available, and we had space to set up entertainment. We also used the dining halls. They were great facilities for everything we needed.”

Security and parking was also important. “We have 100 cars or so that we have to leave for a week; it’s not always been easy at venues in the past, but the parking situation at Nichols was really good,” says Lederer. And because the campus was quiet with the student population gone for the summer, Kosak says that there were no risks for the group since they were not able to lock the tents.

Having coordinated this event for 11 years, Lederer admits, “Some venues are



better than others.” But, when it comes to Nichols College, he says the staff “worked really hard to make sure we were well taken care of. ...Cycle Massachusetts is a 24-hour event but no matter what time of day questions might have come up, they were always there to be in touch. In many ways [non-traditional] venues like this are wonderful.” **uv**



Pictured at top: A mobile bike repair unit was set up on campus to help straighten out gears and fix tires. At bottom: Two of the many pictures from the multi-day bike trip.

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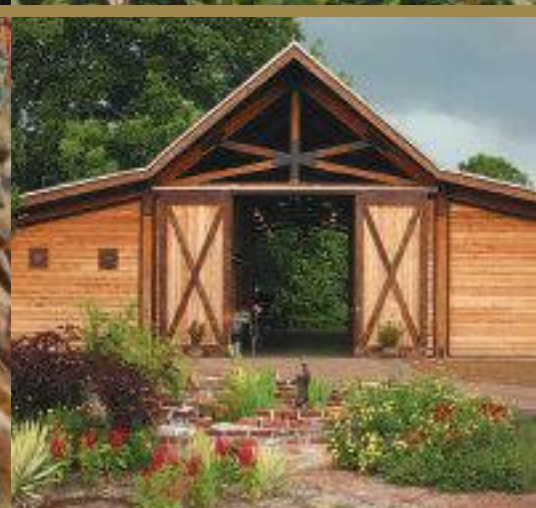
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COLLEGE ROAD TRIP

BY SELENA FRAGASSI

Capital CITY

Washington, D.C. has been making history since the founding of the nation, and these five venues are prime examples of the district's never-ending appeal.

With a new president, Washington, D.C. has been the focus of much attention in recent months and also continues to be a top tourist destination and business capital. These five venues are examples of its historical significance and adaptability.

Corvias

Washington, D.C. is not only the nation's capital but it's also the headquarters of the United States Military, which is how Corvias got its start. In 1998, this housing management company was founded as Picerne Military Housing, offering a range of placement services to the Armed Forces.

However, four years ago, Corvias took on its current name and began branching out to include colleges and universities in its portfolio. That includes the university system of Georgia and, most recently, D.C.'s Howard University. Under a 40-year partnership, Corvias will vastly renovate the two, 10-story Howard Plaza Towers it manages. In addition, Corvias oversees operations for the on-campus Drew Hall and Cook Hall.

"We handle everything from maintenance and custodial needs to residence



CORVIAS

Corvias started as a military housing operation but now manages accommodations on campuses, including Howard University. In a new partnership, Corvias will renovate these 10-story Towers.

life and also summer conferencing, internships, and housing. That includes about 1,300 beds," says Mark Miller, director of campus relations and operations. The program includes distinct services for short- and long-term stays. "Short-term stays are held in the traditional residence halls with meal plans provided," he adds. "For long-term stays, we place guests in our apartment-style housing with full kitchens."

Not only is Howard's location ideal—in close proximity to many national monuments and the Smithsonian Institute—but Miller also says affordability



is a big selling point. "Our price point is very affordable compared to other housing available in this popular market, and it gives people the opportunity to be right in heart of D.C."

The Catholic University of America
As its name would imply, there is something quite sacred about The Catholic

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THE CATHOLIC UNIVERSITY OF AMERICA

The national university of the Catholic Church is housed in an area of D.C. called "Little Rome," which features a number of historical sites including a Basilica and a shrine to Saint John Paul II.

University of America. "We are the national university of the Catholic Church in the U.S., founded by the bishops and chartered by the Holy See. We have direct connection to bishops who are on our board of trustees, and they have a direct connection to the Vatican," says Executive Director of Events and Conference Services Bill Jonas.

In fact, CUA is located in a northeast pocket of the D.C. metro area called Brookland, which is often referred to as "Little Rome" thanks to historic sites like the monumental Basilica of the National Shrine of the Immaculate Conception and a shrine to Saint John Paul II. There's no religious affiliation needed to meet on this campus, but its history and the location make for a unique and historical setting.

The setting is also quite scenic with 176 acres offering a wealth of green space and 50 buildings providing a variety of meeting spaces. The Pryzbyla Center has the largest multipurpose room with 7,500 square feet of space. The building also hosts several other smaller meeting rooms and an information desk, "so it's a perfect place for registration and

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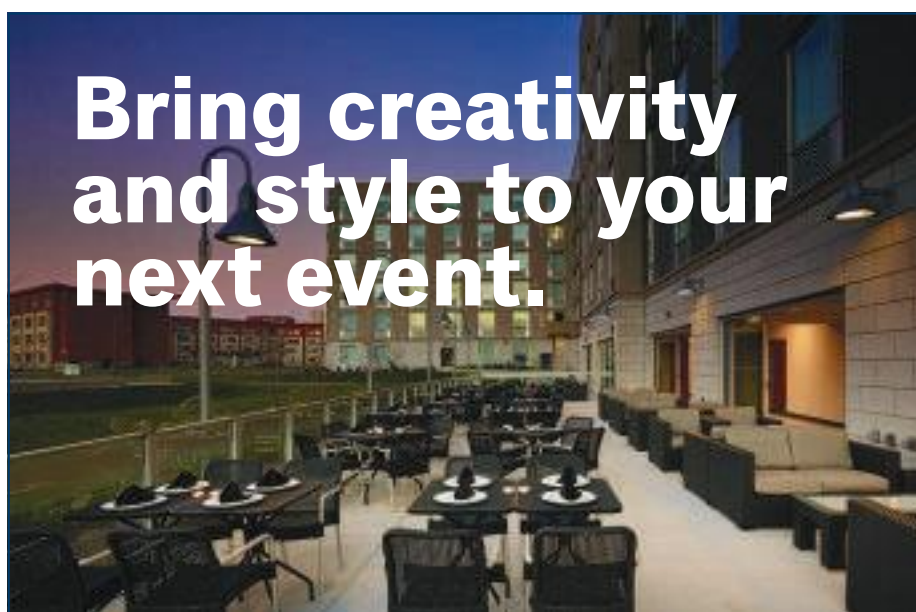
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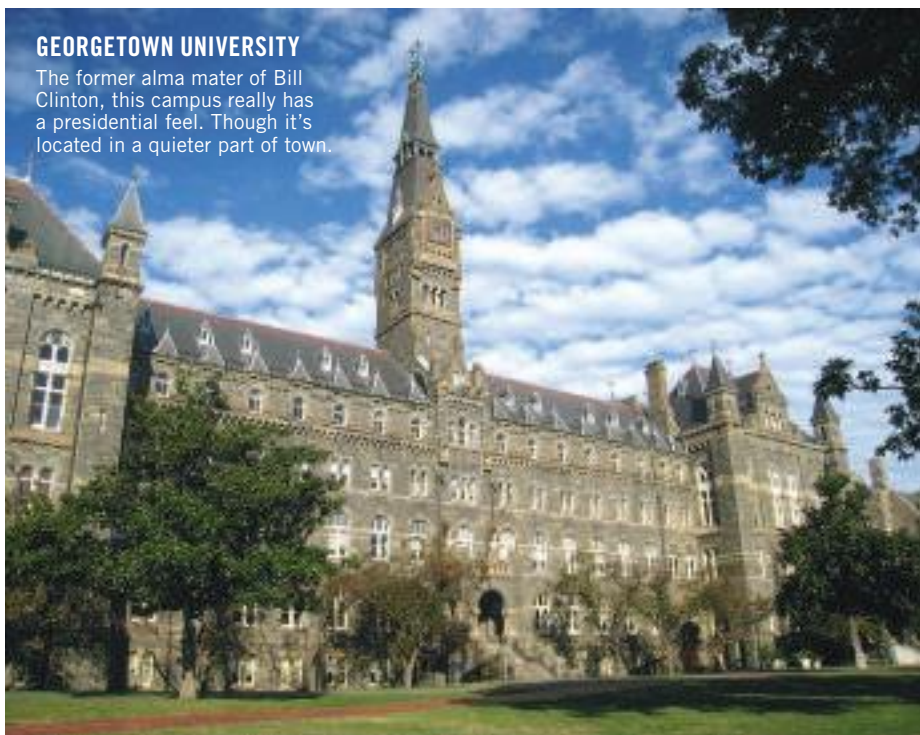
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COLLEGE ROAD TRIP

BY SELENA FRAGASSI

GEORGETOWN UNIVERSITY

The former alma mater of Bill Clinton, this campus really has a presidential feel. Though it's located in a quieter part of town.



check-in," says Jonas. Also in the Pryzbyla Center are an all-you-can-eat dining hall, food court, and Starbucks.

The renovated Heritage Hall is another option with a 4,500-square-foot space accommodating 400 for a lecture or 200 for a seated reception. The 595-seat Hartke Theatre is also ideal for conference groups. In the summer, overnight accommodations are available, from traditional-style residence halls to full suites. Even better, a dedicated metro stop makes the campus "very accessible," says Jonas.

Georgetown University

If your group really wants the presidential feel, head to Georgetown University, which is the campus where Bill Clinton studied and received his undergraduate degree. "He lived in the building our office is located in," says Bill Huff, associate director of summer programs. Georgetown's legacy dates even farther back, all the way to 1789 when it was established as the first Jesuit Catholic University in the country.

Another charm of Georgetown is

that it's a campus located in an historic neighborhood removed from the urban landscape of D.C. The retreat feel is enhanced by sprawling lawns, large oak trees, and Gothic-style buildings. "It is a quieter part of town for people that desire that experience, but we are across the bridge from Arlington, Virginia and just a quick metro ride away from one of the country's most bustling cities," says Huff. To that effect, the campus offers a free shuttle service to a number of Metro transit stations.

On-site, Georgetown offers 18 different meeting rooms accommodating up to 100 people in a variety of classroom settings and up to 1,200 people in the largest theatre space. One of the busiest spots is the Southwest Quad, which was finished in 2006 with the "purposeful intention to create a community," says Huff. That includes communal lounges and close proximity to a newer dining hall that will be renovated this summer.

One of the most recent additions is Arrupe Hall that opened last fall with a variety of two- to six-person suites with



TRINITY WASHINGTON UNIVERSITY

One of the latest buildings on campus is the Trinity Center for Women and Girls in Sports, a 13,000-square-foot gym with flexible setups.

double bedrooms, private baths, and private mini refrigerators and microwaves in each unit. In total, Georgetown has 5,200 beds for the summer—and all buildings have air conditioning and guests have complimentary access to the Yates Fitness Center. Says Huff, "It's a priority that our guests are comfortable."

Trinity Washington University

Women's history is another important part of American history, and Trinity Washington University is a prominent part of that timeline. "Trinity was founded in 1897 by the Sisters of Notre Dame in response to women's inability to gain admission to other universities," says Annette Coram, executive director, conference and event sales. "We had our first class in 1900 with 19 students and six faculty members." At the time, all were living in South Hall, which has since morphed into the south wing of Main Hall, a massive Gothic-style building with 225,000 square feet of space for dining, lodging, and classrooms.

Another marquee spot is the Trinity

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COLLEGE ROAD TRIP

BY SELENA FRAGASSI



Center for Women and Girls in Sports, which was completed in 2003. The Trinity Center boasts a 13,000-square-foot gym that can be arranged with staging for events of 1,600 people seated; if you add in bleachers, the capacity increases to 2,500 people. “It also has an indoor pool, workout facility, and aerobic room open to conference guests and the community at large,” says Coram.

The most recent addition on campus is the Payden Academic Center, opened in 2016, with 80,000 square feet spread across four floors. In addition to 23 classrooms, there are eight labs set up like hospitals.

Like Catholic University of America, Trinity is located in the northeast district of D.C. and close to the Brookland Metro stop. By car, visitors can get to the downtown area in just 15 minutes. “One of the great things we offer is 500 complimentary parking spaces for guests,” says Coram, “which is a huge benefit for groups.” The campus also offers amenities including free Wi-Fi, 24-hour security, and full-service dining facilities and catering.

Virginia Tech Executive Briefing Center

Located just a hop away from the D.C. metro area, the Virginia Tech Executive Briefing Center (in Arlington) has a reputation for having one of the most

state-of-the-art setups. In fact, the campus recently won Unique Venues Best of Award for “most high-tech venue” for its array of features, available at no additional cost.

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“We are a research center so we’re not a typical campus per say, but within that we have everything concentrated in one building allowing for a convenient and intimate experience,” says Center Manager Larissa LaCour, noting the spaces can accommodate smaller groups from 50 to 90 guests. Two of the most popular options include the tiered classroom known as the Ballston Room and the multi-purpose East/West Falls Church Room. Each comes with tables, chairs, and A/V setups, but “if guests need online registration, catering, fee collection, or name badge creation, we can provide that as well,” says LaCour.

The Virginia Tech Executive Briefing Center is easily accessible to Washington, D.C. with nearby metro train lines, and, says LaCour, “we also have a lot of hotels, retail, and shopping experiences nearby” for the benefit of guests. **uv**

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Changes in modern eating habits are giving campuses
SOMETHING TO CHEW ON
with many turning to daily servings of
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BY
SELENA
FRAGASSI

IN case you haven't noticed lately, the standard American diet is changing. Meat is being eclipsed by potatoes, salads are no longer just a starter course, and one tofu option on a menu just won't cut it anymore. Though it may seem like a sudden adjustment, this shift has been steadily growing for a number of years, steered by a focus on plant-based eating as more and more research uncovers the health, environmental, and ethical benefits of a plant-focused diet.

According to the latest polling by "Vegetarian Times," more than 3 percent of the U.S. population (or 7.3 million people) identify with a vegetarian-based diet while another 0.5 percent (or 1 million people) claim to be vegan, the term for a stricter lifestyle that not only abstains from meat but also animal by-products like dairy and eggs. One of the most interesting developments though is the fact that even diehard carnivores are adapting to this trend through modified changes. A recent study by Wakefield Research found that 55 percent of U.S. residents (nearly 160 million people) made a conscious decision to eat more plant-based meals in 2016.

Driving these numbers is a large proportion of young people. The "Vegetarian Times" poll shows that 42 percent of respondents fall in the 18- to 34-year-

old range. With that compelling evidence, campuses have found themselves in the middle of a food revolution as more and more are starting to offer dedicated plant-based restaurant options, some with fully vegan dining halls. And what's good for the student body is also good for the conference guest as another trend in these new dining projects is to open them up to the public as well, meaning veggie-friendly guests will have no problem getting their fill.

GETTING AHEAD OF THE TREND

When District Chef Thomas Morisette, CEC, was studying for his executive chef certification, he says, "There was one statistic that really stuck with me." Namely that 15 percent of all college students would follow a vegetarian



ZAGRICULTURE- GONZAGA UNIVERSITY



ZAGRICULTURE HYDROPONICS

diet while attending college. “That made it pretty clear to us that just serving pasta and tofu for our vegetarian eaters wouldn’t cut it. We had to be more innovative.”

Morisette helps run Zag Dining by Sodexo, part of the culinary offerings at Gonzaga University in Spokane, Washington and says the team was surprised by how the vegan population had “increased very noticeably” in recent years. The campus, which serves 4,800 students and attracts meeting business with a dedicated conference center on-site, is able to support those eaters with a strictly vegetarian option, called Zagriculture. It’s one of six distinct platforms in the COG dining venue. The COG is located in Gonzaga’s John J. Hemmingson Center, which is open to the public and offers 17 meeting spaces available for external groups. That provides easy access for conference guests to try out Zagriculture for breakfast or lunch.

“Since we took over the main dining hall, the change has been huge,” says Morisette. “Back in the day, the bulk of our vegetarian meals were just stir-fry or pasta or vegetables with tofu, but now we hardly do any tofu dishes.” With the ongoing debate about GMOs, heavily present in the soybeans from which tofu is sourced, progressive dining programs are turning to more plant-based proteins. “We use a lot of quinoa, lentils, and garbanzo beans instead,” says Morisette. Much of the crops are sourced locally in Spokane, and a portion of the lettuce (about 25 heads a week) comes from Gonzaga’s own hydroponic greenhouse. Hydroponics are a modern way of growing that doesn’t use soil but rather a mineral-rich water supply to encourage large yields.

“We had hydroponics on campus for about four years in an experimental phase in anticipation of developing the COG, and the hydroponic greenhouse in the John J. Hemmingson Center, which opened in August 2015,” says Chuck Faulkinberry, director of the Center and auxiliary services. It was one

of the first of its kind to be connected to resident dining on a higher education campus, with the idea to allow students to participate in cooking classes and learn more about farm-to-fork practices. The greenhouse is also open to the public and available for group tours.

FINDING AN ALLY IN THE HUMANE SOCIETY

Recently, Gonzaga also partnered with Ken Botts, food and nutrition manager for the Humane Society of the United States. Botts does outreach with campuses across the country to train culinary teams and helps them design and develop plant-based menus and dining programs. This summer, he will be working on a multi-day program with Gonzaga's team of chefs. "What's unique about the program is that we teach a plant-based whole foods approach using ingredients campuses already have in their kitchens, like quinoa or steel-cut oats, beans, rice, and lentils," Botts says, which is beneficial since more modern plant-based meat swaps

are too pricey for institutional budgets. "The great thing

too is that the trainings and consulting we do are free and supported by donors." To date, the program has trained more than 1,100 chefs at 60 campuses nationwide.

There are three reasons why this program is gaining steam, Botts says. First is sustainability. "Everyone is concerned about global warming and they now understand that connection between animal meat and factory farming and what it's doing to the environment." Many people are also health-conscious. "So they want transparency in their food; they want to know where it's grown and what's in it and generally want to eat cleaner." And third is really a trend that is pushed by the millennial demographic on campuses, says Botts, "which is animal welfare issues."

One example is the University of Colorado Boulder, which just opened a new state-of-the-art Village Center Dining & Community Commons. This fall the Center will add on a 3,000-square-foot greenhouse that features more than 150 hydroponic towers that will grow lettuce, combined with a unique wash and transport system that seamlessly brings the greens to Village Center's salad bar.

"Anyone at the salad bar can look into the greenhouse through glass windows to see the greens growing and identify where their salad is coming from," says Dan Dykstra, director of CU Conference Services. He furthers that conference guests and the general public are welcome to dine here at any

time. "It shows a great concept of really hands-on food."

Botts also says that universities like the University of Colorado Boulder are looking at plant-based dining as an option not only to give students what they want but also to increase participation in dining programs and meal plans across the board, including conference groups. "There are so many personal reasons people like to eat plant-based, whether that's spiritual, such as those that eat halal, or food allergies, or simply because a part of the student body comes from countries like China or India where plants are a major focus of eating."

That information inspired three of the largest food service contractors in the country to "step up and commit to more humane supply chains," he says. Not only Sodexo (as in the case of Gonzaga) but also Compass and Aramark, the latter of which made headlines in 2015 for their expanded vegan options for breakfast, lunch, and dinner provided to the more than 500 campuses it serves.

One of the most original dining service models is at the University of North Texas in Denton where Botts worked for 10 years and was instrumental in developing and rolling out Mean Greens, a fully vegan all-you-care-to-eat café. It remains the only of its kind in the U.S., though Botts mentions he has been having recent meetings in New York and Boston with universities interested in doing something similar.

"[People] want transparency in their food; they want to know where it's grown and what's in it and generally want to eat cleaner."

KEN BOTTS

FOOD AND NUTRITION MANAGER,
HUMANE SOCIETY OF THE UNITED STATES



LEARNING FROM THE EARLY ADOPTERS

Another of the originals in this field was Yale University in New Haven, Connecticut. In 2008, Yale Hospitality started gradually converting its menus to more plant-based options. “[We] saw that U.S. consumption of meat was declining as consumers became more aware of the impact diet has on health. We also recognized that this would open up opportunities for us to promote and make available plant-based protein options,” says a statement on the department’s website.

Adam Millman, senior director of Yale Dining, also points to a former student, who happened to be the daughter of organic chef/activist Alice Waters, and was very vocal at the time about having healthier options for campus dining. “She was involved with one of our facilities, and we expanded the program over the past eight years. It allowed us to be at the forefront of this movement,” Millman says.

Now it’s implemented across the board, including in group catering facilitated through Yale Hospitality. “We are primar-

ily a plant-based organization with 85 percent of our menu devoted to that practice.” Yale Hospitality says there are more than 35 plant-based protein options offered each week and a minimum of 150 vegetarian/vegan options as well. The program has even earned “Grade A” distinction by Peta2 for its approach.

Millman furthers there’s a greater reason to offering these food options beyond just meeting demand. “We fundamentally believe health and wellness comes from plant-based menus and initiatives.”

Like Gonzaga, the idea at Yale is to make vegetables part of the center plate and “create excitement through flavor profiles,” says Millman. One of the most popular items is the blended burger concept (made from mushrooms), which Millman says was invented at Yale six years ago. “We worked with the Mushroom Council to create the concept and over the last few years it’s gained traction nationwide.”

Another popular item is a half-roasted eggplant, placed in a wood-fired pizza oven with some local thyme. “We char it so that it becomes buttery on the inside and then top it with ricotta, which is sourced locally, as well as oven-roasted tomatoes,” says Millman who notes that 64 percent of all ingredients are sourced locally. His team has also put a creative spin on the traditional BLT, making the “bacon” from sweet potatoes that are cut thick, brushed with maple syrup and black pepper, and cooked in a smoker

until crispy.

“We don’t look for ways to hide vegetables but rather ways to showcase them, so they’re the star of the plate,” Millman says. “We strive to reinvent the traditional to make it exciting.”

THE GROWING POPULARITY OF PLANTS

Millman says the success of Yale’s program is seen in how the students, faculty, and other campus personnel have embraced it. It’s become so in demand that Yale Hospitality has brought a plant-based focus to catering for private events and conference groups as well. The university estimates that more than half of the students choose at least one vegetarian dish each week, “even though vegans and vegetarians comprise just three to four percent of the campus population.”

Gonzaga’s Zagiculture venue has also become a popular on-campus attraction. “It’s so front and center that all the carnivores that eat in the dining hall pass by there and see how good the food looks, and even they are getting more interested in veggie-based dining,” says Faulkinberry. To that point, Chef Morisette will help them if they want to transition to more plant-based meals by taking photos of the veggie plates that well-versed students put together at the self-service station. He then shares them for inspiration

“We don’t look for ways to hide vegetables but rather ways to showcase them, so they’re the star of the plate. We strive to reinvent the traditional to make it exciting.”

ADAM MILLMAN
SENIOR DIRECTOR,
YALE DINING



and to show how creative and tasty this way of eating can be.

“A word that comes up often with some research firms like Technomic is ‘flexitarian,’ or those people that want something lighter and avoid meat for whatever reason at any given time. They are the ones really driving participation,” says Botts, who notes that UNT’s Mean Greens café does nearly 1,700 transactions per day. Other initiatives like “Meatless Mondays” (where people vow to give up meat one day a week) have also driven interest.

Where some universities (or other retailers) have made errors, Botts says, is in creating “vegan stations” because they’re not inclusive. “People that eat meat may not go there because they think it’s special or different. ...Where we have had success is when everyone gets to take advantage of the offerings.”

LOOKING TO THE FUTURE

The advancements in the plant-based movement are not plateauing any time soon. The way of the future can be seen in places like the University of Colorado Boulder, named one of the top 10 vegan-friendly campuses by “College Magazine.” The prime example is CU’s Village Center Dining & Community Commons. The 109,000-square-foot, LEED-certified facility was a \$49 million investment and year-and-a-half time commitment.

In addition to the aforementioned greenhouse, another component is a blender bar where students and guests can make their own smoothie—by working for it. Rather than using electricity to power the blender, customers have to pedal a bicycle to do so.

All of the ideas for the building were highly student-driven. “We held several student focus groups and consistently have seen the request for more plant-based food options, with a lot of the feedback also including the desire for a more sustainable food system,” says Paul R. Houle, director of campus dining



YALE HOSPITALITY BLENDED BURGER (above) BLT (below)





services, noting that all ingredients come from within 250 miles.

The features of the building have received attention outside the school, from local news to the Association of Collegiate Conference and Events Directors-International (ACCED-I) whose members attended a "drive-in". Beyond just a student initiative, Dykstra stresses the dining hall (which seats 700 indoors and 200 outdoors) really is for the community of Boulder, which has always been progressive in its green ideals.

To that effect, he says, his department is already looking for ways to utilize the building for visiting groups. "The foresight is to incorporate meeting space within the complex. As we put together sales strategies, we can combine a complete package—not only can you eat at this facility but you can meet here as

well. We are excited to be able to create a package for meeting planners that incorporates all those aspects."

Campus officials have also thought about the larger picture of how buildings like this can impact the surrounding areas. In a five-year collaboration with the city of Boulder, the university has installed biodigestors, which take food from dishwashers that is compressed and liquefied and then travels through municipal sanitary sewers. The nutrients and enzymes help to treat sewage, providing a more efficient way to turn water into a clean supply.

"If you really talk about the stakeholders in Village Center, the city of Boulder is one as well," says Dykstra. "Our hope is that, if it works well, it can be a model that can really take off and be used elsewhere." **uv**



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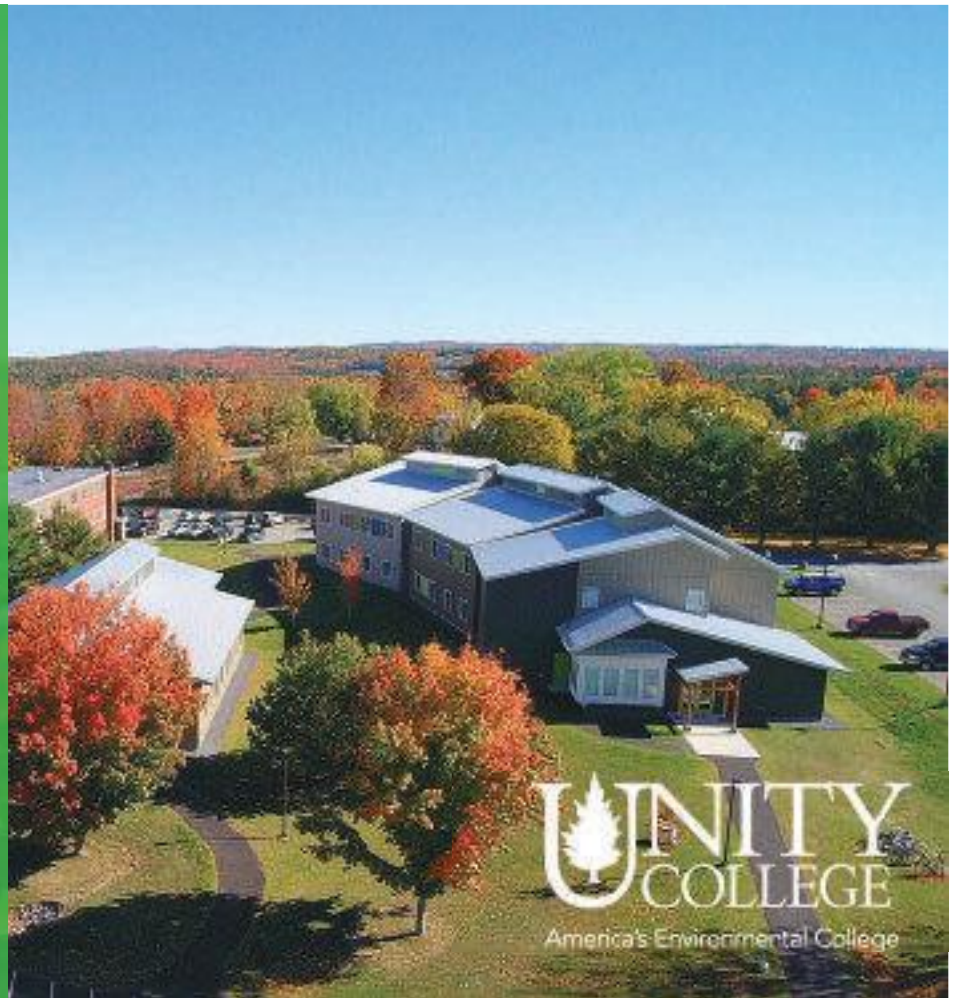


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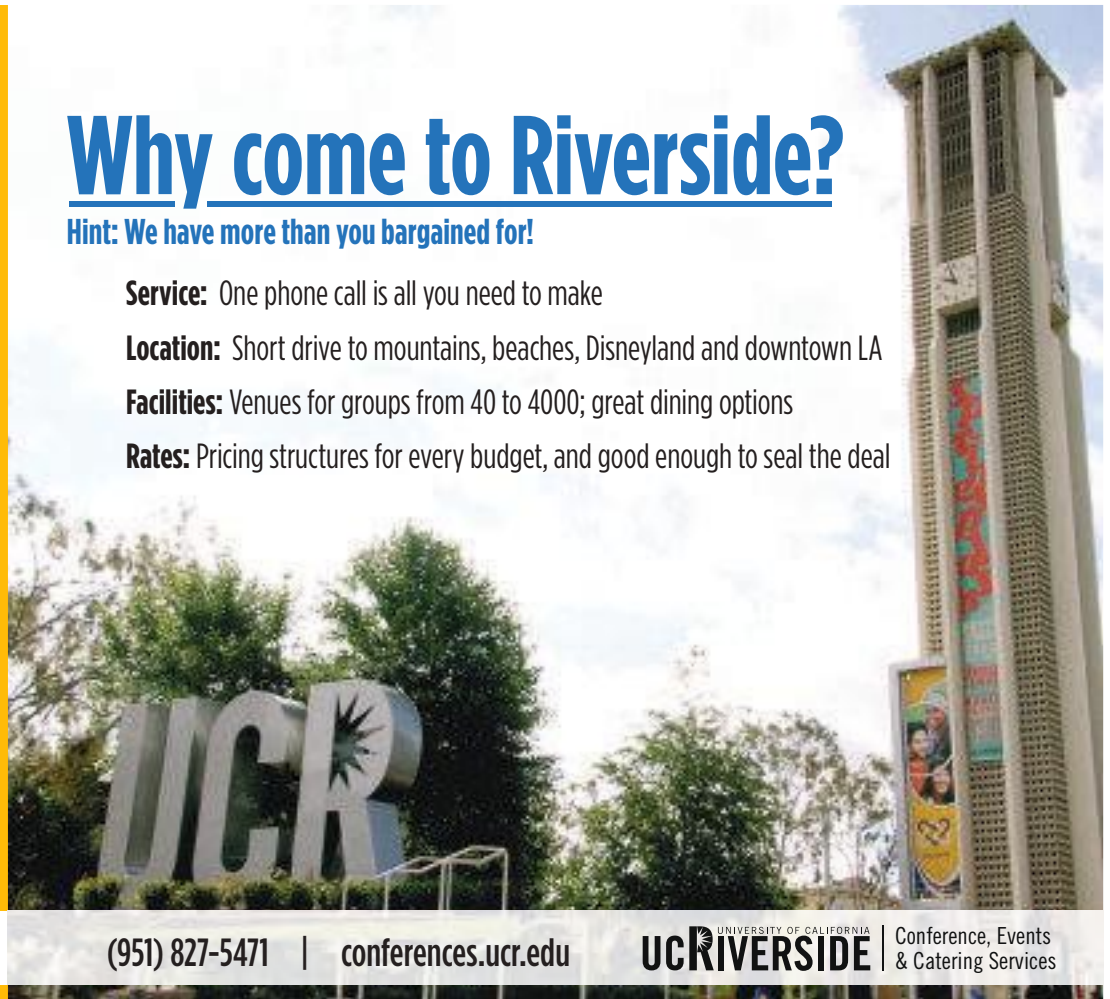
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BY SELENA FRAGASSI





"Sharing economies." In the past few years the phrase has become the buzzword of the new millennium, referencing a slew of convenient mobile applications that provide access to shared rides (Uber), shared accommodations (Airbnb), shared housework (TaskRabbit), even shared working spaces (DeskTime). While some people have debated how these non-professional pools might be affecting traditional industries like hotels and transportation, in many ways sharing resources brings a tenet of childhood to adulthood and, in so doing, is also incredibly smart for all parties involved.

"We're not out to get each other but help each other," says Kim Araya, director, university conferences & guest services at American University in Washington, D.C. She had the idea to establish a D.C. Consortium that includes a number of the capitol's higher education institutions all supporting each other in growing their conference businesses.

Representatives from Georgetown University, Catholic University of America, Gallaudet University, George Washington University, Howard University, Trinity Washington University, and the University of Maryland routinely gather to talk shop and see where they can refer clients to each other. For example, Araya knows she doesn't have beds available during the academic year so she'll refer those needing overnight accommodations during these peak times to Georgetown Hotel Conference Center, which has open rooms year-round. In the same token, Georgetown and George Washington's conference departments will call on American during the summer (when beds are open) to

provide overflow intern housing after they fill up.

It's an idea that was implemented while Araya was working at the University of Minnesota, which had a smaller but just as successful system that looped in St. Thomas, Macalester, and Hamline Universities. "The way we see it, there's plenty of business to go around," says Araya. "And any [campuses] that don't engage in this kind of collaboration are just hurting themselves."

The idea of sharing is not new among meeting and event planners—*MeetingsNet* recently published an article citing officials with Experient, a Maritz Global Events Company, and different industry conferences like IMEX for pushing this idea to the forefront. At an IMEX Frankfurt presentation, for example, Experient's SVP of Strategic Development Gary Schirmacher, said the "sky's the limit" for assets that planners can share. Décor, equipment, signage, A/V, and menus are just a few of the ideas that can be cost saving measures for groups already using the same venue in a

short period of time.

But, venues that normally would be viewed as competition that are now sharing resources—that's a whole new ballgame.

"It's kind of like having a hotel chain," Araya says of the D.C. Consortium model. "A Hilton might not refer to a Marriott, but they will refer to another Hilton location down the street. In that way it becomes a university chain." In her mind, expanding the breadth of non-traditional venues like fellow campuses only helps to make this niche industry stronger. "People come to a university for a certain experience. If they didn't want that, they'd go to convention centers. We have tons of great convention centers and hotels in D.C., which are much more expensive, so why not keep the business internal?" she furthers. "If [American] can't handle the group, let me at least have another university do so."

Although Georgia State does not have official partnerships with area campuses like the D.C. model, they also end up referring planners to nearby Georgia Tech if they have ex-

hausted options on campus. “If there’s a group of 1,000 people and I know there’s nowhere on campus to accommodate their [meeting or event], I would tell them we couldn’t do so, but Georgia Tech might be able to assist you with the meeting, conference, and banquet space they have,” says Donata Davis, coordinator, conference & program services, university housing at Georgia State.

In return, Davis will often get calls from planners that need overnight accommodations that the other Atlanta campuses can’t provide. “Many times, groups or summer camps have the main program held at Georgia Tech and they come over here for housing. We have two groups that do that,” says Davis. “We’re not going to turn anyone away if they need accommodations.” And because they’re a little less expensive, it can benefit a group’s bottom line to stay with Georgia State.

Araya is also quick to point out the upper hand a planner gets in this unique situation. “If you think about it, our reputation is on the line, so we go above and beyond to make an impression,” she admits. “When you’ve been referred, you want to make sure that client has a good experience. You don’t want them to go back to the original university with bad feedback.”

This is why it’s important to have faith in the fellow business partners, too. “I personally know the conference department heads at each of our venues and know I can trust referring business there,” says Araya. Not only do the members of the Consortium get together for meetings each semester, but they also make dedicated visits to the other properties to stay on top of what they have to offer. “We do tours of each other’s campuses and see the new spaces and amenities, so we can talk about them with clients,” she continues. She also notes that partnering with chambers of commerce and visitors and convention bureaus is another great way to promote features on campus.



Pictured above:
Georgia State University has a good amount of housing, which is shared with nearby Georgia Tech University when the need arises.

Pictured at right:
The campus of American University, which is behind a D.C. Consortium of local universities all working together to share resources.



It’s not just meeting spaces and residence halls where this synergy comes into play, either. Araya says speakers are another example of how campuses are pooling resources. “If a speaker is already in town for a conference, then maybe that venue can let me know about him or her. If we can also book them, we can end up splitting the cost,” she says, admitting, “I think we’re getting better in our industry.” Though some may disagree with her, Araya furthers, “I haven’t ever seen this relationship as a detriment. I haven’t seen anyone try to underhand or undermine us, or take advantage of our knowledge or generosity.”

And the reach is only growing. “I’ve now had people with universities in the

South that want to come visit us to see what we offer for groups that do business in D.C.,” says Araya. “That only makes us more credible.” **uv**

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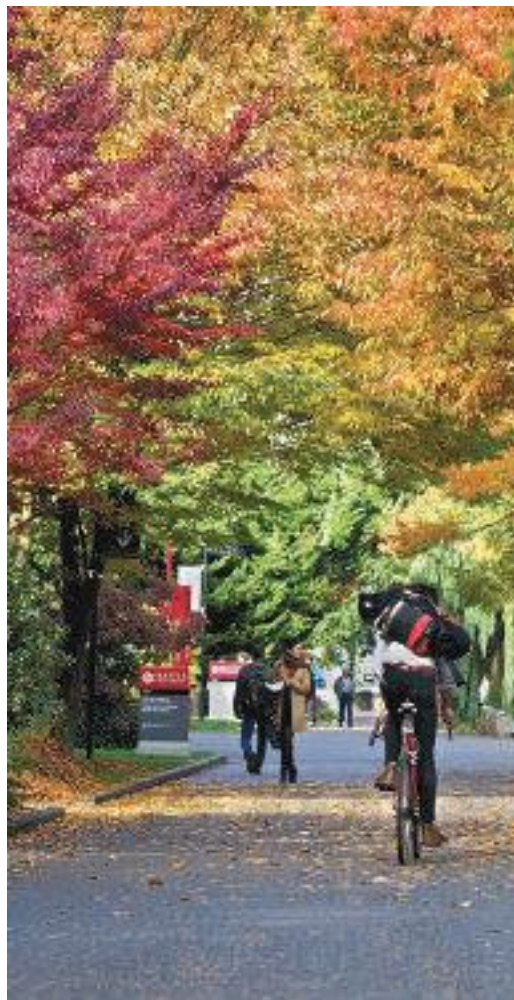
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INDUSTRY UPDATES

news & awards

BY SELENA FRAGASSI

MCNAMARA ALUMNI CENTER GOES PRO WITH RYDER CUP KICKOFF DINNER

Last September, the University of Minnesota welcomed American and European professional golfers, captains, and tournament officials to its campus for a special welcome dinner to celebrate the start of the Ryder Cup, which was held in nearby Chaska. After PGA officials toured the grounds and the marquee building, McNamara Alumni Hall, they were smitten with its Memorial Hall as a venue choice, citing the rich copper and wood tones for providing a perfectly masculine backdrop for an upscale event. The long communal tables were set with gold charger plates and chiavari chairs, along with purple calla lilies and hydrangeas.

A five-course dinner was provided by D'Amico Catering. The menu included Minnesota-inspired items like braised bison short ribs, seared sea bass, warm wild rice and cranberry walnut bread, and smoked trout with horseradish, along with wine pairings.

UniqueVenues.com/mcnamara



Alumni Centre at University of British Columbia Gets Award of Excellence

When the 2016 Urban Development Institute Awards for Excellence were announced, among the group of elite winners was the Robert H. Lee Alumni Center at the University of British Columbia in Vancouver. The new meeting and social space in the heart of campus took home the top honor in the “institutional” category, which recognizes buildings that add to the community and local urban landscape. An independent jury assesses each nominee for building design; public spaces; sustainability measures; livability factors; financials; and project success.

UniqueVenues.ca/LeeAlumniCentre

A MILLION REASONS to Love Renovation at Salve Regina University

It was an event two years in the making when administrators unveiled the new O'Hare Academic Building at Salve Regina University this spring. The multi-million dollar project not only overhauled the crown jewel of the Newport, Rhode Island campus, but it also added 23,000 square feet of space in the form of state-of-the-art classrooms, laboratories, and collaborative workspaces. Architects from the Robinson Green Beretta group expertly kept the integrity of the building's Bauhaus style, while also adding in modern touches. In addition to the functional classroom space, the expanded O'Hare Academic Building features two updated lecture halls, an expanded café, and indoor and outdoor areas for dining, networking, and informal meetings. Guests can also enjoy common spaces on outdoor terraces overlooking the university's oceanfront grounds. UniqueVenues.com/SalveRegina



WATER-SAVING MEASURES FLOW AT UNIVERSITY OF SAN DIEGO

Though California has received record-breaking rainfall and snow the past few months, much of the state has been affected by a multi-year drought, particularly in the southern regions, which have semi-arid climates. To do their part to conserve water usage, officials with the University of San Diego partnered with Whirley-DrinkWorks! out of Pennsylvania for an innovative idea. In October 2016, they launched the Sustain-A-Bottle Freestyle program that asked the student body to purchase BPA-free “reusable smart bottles” that have RFID chips; students then purchase a semester’s worth of drinking water and refill the bottle at convenient stations within dining service locations (also allowing them to bypass the cashier line). Not only does this help reduce landfill waste but using refillable bottles helps conserve water and cuts down on a supply that might otherwise be poured down the drain since there is investment in the pre-purchase model. USD is the first campus on the West Coast to offer the program. UniqueVenues.com/USD



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BY SELENA FRAGASSI

MAN ABOUT CAMPUS

As a chief fiscal officer at the University of Arizona and a consultant for a network of conference service departments, Joel Hauff sees the big future for meeting on campus.

Joel Hauff has a very long job title as the vice president for student affairs and enrollment management and executive director for online and distance education administration at the University of Arizona. It's an impressive title that matches Hauff's 22-year career in collegiate operations, which also newly includes serving as chair for the conference services workshop within the Association of College and University Housing Officers—International (ACUHO-I).

The time and dedication has provided Hauff a wealth of knowledge about conference service operations and insight into the financial implications of meeting on campus. As he sees it, doing so can be both a revenue generator for higher education and a value proposition for planners needing to work within limited budgets without sacrificing quality. Here's where Hauff sees the industry heading—and his advice for how to leverage the opportunities for your next meeting or event.

UV: The collegiate conference services industry has been gaining traction in recent years. Where do you think it's headed next?

JH: "The spotlight right now is on how colleges and universities can generate external revenue wherever they can, especially as tuition has skyrocketed across the country and states are defunding higher education. We are at a breaking point, and there's a lot of pressure on institutions to maximize revenue capacity; conference services is an ideal way to do that, so expect more to come."

UV: In what ways are colleges and universities being more progressive in attracting planners?

JH: "New construction has really become elevated in recent years. So many residence halls now are apartment-like with full kitchens, which is unmatched by hotels. The quality of food service has also risen dramatically with gourmet menus and better service to appeal to all the foodies these days. College and universities are now learning

how to translate these amenities—often for the student benefit—to meetings and events. They're figuring out how to package this variety of upscale services and bundle it with really large meeting spaces that have better technology than almost anywhere else in the world. As well they're offering people a unique experience they don't get every other day of the week. Colleges are getting savvier by not selling themselves short."

UV: What advice would you give to planners who may be considering booking a campus venue?

JH: "For one I think it requires a little bit of imagination and a spirit of adventure—be open to letting the campus meeting planner or specialist be creative and suggest ideas. At the University of Arizona, we once held a two-day group that was so large we couldn't feed them all in the dining hall so we came up with the idea of using a parking garage. At first the planner didn't think it could work, but we brought in hay bales, picnic benches, and fans to keep air moving. They loved that the whole space was for them, and that the whole group of 3,000 people could eat together. Embrace those experiences. And expect the same level of professionalism as a traditional venue—the same expectations of service will be met. At the end of the day, campuses are a great value. Their primary mission is not to make a huge profit, but to make some revenue to reinvest into the institution. They are there as a public service." **UV**



JOEL HAUFF

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A scenic photograph of the Colby College campus. In the background, a large, multi-story brick building with a prominent clock tower and a steeple stands against a clear blue sky. The building is surrounded by lush green lawns and several trees, some of which have yellowing autumn leaves. In the foreground, a calm body of water reflects the building and the surrounding greenery. A small wooden bench is visible on the grass near the water's edge.

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