

the globe

Success Through Worldwide Connection



Newsletter of the Association of College and University Clubs

Fall 2011

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Happy Beginning of Term!



I hope everyone had an enjoyable summer break. It's hard to believe the summer is already over. While for everyone down south it's always summer, the Canadian nights are starting to get cooler. It's like someone turned off a switch!

Now the beginning of the fall term is upon us and it feels like the beginning of a new year. I'm sure we are all planning a busy season for our members and working on ways to keep our members engaged. Meanwhile we must also find better ways to save money, especially with food and supplies increasing at a faster rate than we have ever seen.

This issue of *The Globe* will cover these concerns that so many clubs are facing right now. Alicia Bogart, from The University of Texas at Austin, has put together some great ideas for you to implement at your club.

As a reminder, don't forget that the Canadian Society of Club Managers National Conference is coming up October 15-19 in Montreal, Quebec. They have a GREAT Conference planned. This year's theme is "IMAGE: Integrity Mission Achievement Goal-oriented Excellence." For more information, please visit www.CSCM.org.

I hope to see you in Montreal!

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Have You Noticed Food Commodity Prices Going Up, Up and Up?

By Alicia Bogart

The price of cereal, sugar, coffee and dairy products are among a multitude of food products showing significant price increases in the food and non-alcoholic beverages index. Food and beverage inflation from July 2010 to July 2011 was at its highest level since July 2009 according to the National Agricultural Marketing Council (NAMC). Moreover, NAMC expects food inflation to increase at an even faster rate in the next quarter. The reality of this news is that higher commodity prices will quickly work their way into our food prices, i.e., lunch, dinner and catering will all be affected. As club managers, we need to develop strategies to protect our financial viability and avoid losing money on events simply because we are not able to accurately predict our food cost. So, the question becomes: how do we guard against future events for which a proposal is being requested months in advance?



You should protect your club's financial position by including a price escalation clause in all of your proposals. In the past, we would have never contemplated taking these types of measures. However, in light of a dismal forecast, a couple of months ago our club began to include an escalation clause in all of our proposals and request for quotations. The clause reads as follows:

The XXXXX Club reserves the right to increase the food and beverage prices in line with current and available CPI-U, Food and Beverage, from date of execution to three months prior to event. Price increases may not exceed five percent and require written notification, e-mail accepted, by XXXX Club to Department Contact provided no later than three months prior to event date.

We communicated this change by hosting round-table discussions with our largest departmental customers and most loyal individual members to explain our decision to add a caveat to each proposal. Thus far, everyone has been extremely understanding and we have experienced very little backlash as a result! We hope that as we move forward, these price escalation clauses combined with open communication practices will continue to protect our club financially while maintaining trusting relationships with customers.

Fall Recruitment Ideas

By Alicia Bogart

As the new semester takes off and new faculty arrive on campus, we have compiled a list of fall recruitment ideas. Do you have a fabulous recruitment effort that has worked wonders for your club? Let us know, please! We are always looking for creative and enticing ideas to increase our membership.

Recruitment Tips:

- Participate in New Faculty and New Employee orientation to introduce your club to incoming potential members. Typically, the Human Resources

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Fall Recruitment Ideas

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Department will host the new employee and faculty orientation.

- Get involved with the Parent's Association. We view them as a four year annuity. Rest assured, parents will descend on our campuses multiple times each semester, i.e., freshmen orientation, honors day, parents weekend, commencement, etc. (I, for one, became a member of the Parents Advisory Board and drop hints about the club every opportunity I get.)
- Team up with other departments to give your club free publicity and enhanced exposure. For example, we often partner with the Office of Public Affairs (OPA). This office hosts a variety of events of which we have become an active participant in, such as "Explore UT" – a campus-wide initiative that brings the community and potential students on to our campus once per year. Our club receives publicity by being listed in their printed brochures as a "must-see attraction." Through OPA, we have also become involved in "UT Remembers," an annual gathering of families and friends to remember loved ones lost during the past year. We are listed in their brochures as a "lunch venue." Prepare a special peaceful and quiet area with candle lights and soft music for the guests. We top this experienced by asking our staff to wear an orange ribbon to honor the occasion.
- Incentives, incentives, incentives! Offer a free lunch to members for referring a friend. You can sweeten the deal by giving extra gifts for each additional referral during your fall recruitment campaign. It is also a good idea to offer give-aways and entries for prize drawings to new members who join by a certain date.

Join Your Fellow ACUC Members at CMAA's Conference

CMAA's World Conference and Club Business Expo is the Association's most visible event of the year. This event is being held February 24-28, 2012, in New Orleans, LA. Over the past several years, audiences of nearly 5,000 have attended CMAA's Conference and Expo, which are held in major cities throughout the United States. While most attendees represent clubs in the United States, the number of attendees from abroad has increased substantially in recent years.

The World Conference fulfills CMAA's mission to provide a variety of unique education opportunities that reflect the latest trends in the club industry. This week-long series of education features Pre-Conference Workshops, seminars, management clinics, round-table discussions, student programs and keynote addresses by distinguished speakers. CMAA members (and ACUC members) truly profit from the variety of opportunities available at the World Conference and the many hands-on topics that can be easily put into practice back at their clubs.

Don't delay—register today!



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**CMAA 85th World Conference and Club Business Expo
ACUC Registration – Education-Only
New Orleans, LA**



Registration at \$400 (\$450 after 1/12/12)

PLEASE PRINT OR TYPE

Date: _____ CMAE Membership ID: _____

Name: _____ Nickname (for badge): _____

Club/Business: _____

Address: _____ City: _____ Country: _____ Postal Code: _____

Phone: _____ Fax: _____ E-mail: _____

If your spouse/guest is attending, please provide his/her:

Full Name: _____ Spouse/Guest Nickname (for badge): _____

Per the agreement with the ACUC, CMAA will offer **Education-Only** registrations (\$780 value) at a special rate of \$400 for the World Conference. This registration entitles you to attend both the Opening and Closing Business Sessions and all CMAA Education sessions (excluding Pre-Conference Workshops.) Attendance at social functions requires the purchase of tickets which will be offered at CMAA member prices as follows:

	Cost of Tickets Before 1/12/12	Cost of Tickets After 1/12/12	
1. <input type="checkbox"/> The Club Foundation Event	_____ @ \$125	_____ @ \$150	\$ _____
<input type="checkbox"/> Child (under 16)	_____ @ \$75	_____ @ \$75	\$ _____
Saturday, February 25, 2012			
2. <input type="checkbox"/> The Club Foundation — “Run With the Presidents”	_____ @ \$30	_____ @ \$30	\$ _____
Monday, February 27, 2012, 6:30 a.m.			
Check one of each:			
1. <input type="checkbox"/> Male <input type="checkbox"/> Female			
2. <input type="checkbox"/> 5K Run <input type="checkbox"/> 1.5 mile walk			
3. T-shirt size: <input type="checkbox"/> Small <input type="checkbox"/> Medium <input type="checkbox"/> Large <input type="checkbox"/> Extra Large			
3. <input type="checkbox"/> Networking Event — The Club Tour	_____ @ \$185	_____ @ \$235	\$ _____
Monday, February 27, 2012			
* Please note: The Club Tour is an adult-oriented function. Due to the nature of the event, a child’s ticket is not offered.			
4. <input type="checkbox"/> Managers’ Awards Luncheon	_____ @ \$75	_____ @ \$85	\$ _____
Tuesday, February 28, 2012			
		GRAND TOTAL	\$ _____

METHOD OF PAYMENT Check (payable to CMAA)
 Personal Card Club Card American Express VISA MasterCard

Card Number: / / / / / / / / / / / / / / / / / / Exp. Date: ____/____/____

Signature: _____ Amount to be Charged: \$

Billing Postal Code: _____

9.22.11

**Please fax registrations to (703) 739-0124.
Scholarships are only available to ACUC members who are not members of CMAA.**

Partnering for Wellness

By Alicia Bogart

Here on the University of Texas at Austin campus, it's obvious that wellness is quickly becoming the next big initiative. Austin is known for being an active and fit city, so it makes sense that our faculty, staff and administrators have become concerned with the health of our university community. And with endless news reports about obesity, diabetes and cancer, health is a concern top of mind to most employers and employees alike.

Employers view wellness as a potentially cost-saving initiative, as preventative health care and healthy lifestyle choices can help large employers like universities save big on insurance costs. Employees view wellness as a means of relieving stress, striking a balance and feeling good about themselves.

Due to this push for wellness on campus, The Campus Club decided to embark on a new and exciting partnership this fall. We have teamed up with our Division of Recreational Sports (Rec Sports) to offer a special promotional membership bundle. For a limited time, new members can join both the Campus Club and Rec Sports for only \$45 a month – quite a deal! Not only that, once they sign up for the “bundle,” the participant is committing to a one year membership in both organizations.

To publicize this special partnership, we created a post-card themed mailing that went out to every faculty and staff member as summer drew to an end, proclaiming “Wish you were here...” This mailing highlighted the benefits of Campus Club membership-healthy meals, engaging events, free coffee when you bring your own cup; and Rec Sports membership – state-of-the-art fitness facilities, sparkling pools and group exercise classes.

The effort has been a success for multiple reasons. First off, as simply a recruiting tool, the promotion has worked well, enticing people to the club. We have gained several active and excited new members through this promotion. Also, it just feels great to be able to help our members and campus make healthy lifestyle choices. And, as a bonus we have developed a fabulous working relationship with our Rec Sports division – now they are hosting their employee appreciation happy hour at our club. But, especially, this partnership has put our club in a leadership position for promoting this campus-wide wellness initiative.

We have long been proud of our many healthy and delicious lunch options, and this partnership has provided us with an easy platform to advertise these options. This partnership has also opened the door to other wellness opportunities around campus. The university has recently hired a new wellness coordinator and we are working with her to create a lunchtime series for members, focusing on nutrition, health research and exercise. As time goes on and these partnerships develop, we plan to transform this from a simple recruitment promotion into a much larger wellness program.



Legislative and Regulatory Notes

NLRB Issues Posting Requirement

The National Labor Relations Board has issued a [final rule](#) that will require employers to notify employees of their rights under the National Labor Relations Act as of November 14, 2011. Private-sector employers whose workplaces fall under the National Labor Relations Act will be required to post the employee rights notice where other workplace notices are typically posted. Also, employers who customarily post notices to employees regarding personnel rules or policies on an Internet or intranet site will be required to post the Board's notice on those sites. Copies of the notice will be available from the Agency's regional offices, and it may also be downloaded from the NLRB website. This is generally applicable to private clubs whose gross annual volume of business exceeds \$500,000. Read the [fact sheet](#) and download the [poster](#).



Federal Appeals Court Strikes Down Individual Mandate

On August 12, the 11th US Circuit Court of Appeals struck down the individual mandate provisions of the Affordable Care Act. In a 2-1 vote, the three-judge panel ruled that the powers granted to Congress under the Constitution's commerce clause were not broad enough to allow it to require every American to purchase health insurance. An appeal is expected. Read the [complete decision](#).

Take Action to Ensure Eligibility for the Tip Credit

Effective May 5, the Department of Labor issued [new regulations](#) regarding claiming the tip credit. If an employer wishes to claim a tip credit for wages paid to employees who receive tips in addition to a cash wage, the employer must notify employees of four specific rules. Review the [DOL Fact Sheet](#) to ensure your facility is meeting the new requirements. In addition, access the National Restaurant Association's [guidance and sample notices to employees](#).

No-Match Letters Are Back

Discontinued in 2007, the Social Security Administration has announced that distribution of these letters to employers has resumed (effective April 6, 2011.) These letters are meant to advise employers that their employees are using a social security number that does not coincide with the administration's records. The 2011 version of these letters list only one employee per letter. Clubs should be prepared for how to handle the receipt and management of this type of notification.

IRS Updates Form 990 Guidance

The Internal Revenue Service has updated its [frequently asked questions](#) for the preparation of the Form 990. Available online, it provides further clarification that the governance policies and practices asked about in Part VI are generally not required by tax law. The IRS has indicated that the information collected in the section will be used to "assess noncompliance and the risk of noncompliance with federal tax law for individual organizations and across the broader exempt sector."

State Immigration Reform Continues

Louisiana, South Carolina and North Carolina have joined the 18 states that now require that employers participate in the federal E-Verify system. In South Carolina, all private employers who are required to complete I-9s for employees must utilize the system while businesses and other organizations in North Carolina with 25 or more employees will be mandated. In Louisiana, employers must use the E-Verify system or face fines and/or business license revocation. With the recent action of the Supreme Court upholding Arizona's landmark immigration legislation, it is expected that additional states will mandate use of the system.

Connecticut Bars Employer Use of Credit Reports

Connecticut joins five other states (Hawaii, Illinois, Maryland, Oregon and Washington) in restricting employer use of credit history. The Connecticut law will prohibit employers from requiring prospective or current employees to consent to a credit report as a condition of employment. Read the [complete measure](#).