

SAN MATEO COUNTY COMMUNITY COLLEGE DISTRICT

AUXILIARY SERVICES AND ENTERPRISE OPERATIONS ANNUAL REPORT 2012 - 2013





Photo courtesy of Amanda Bortoli

On the cover: (L-R) Back row: SMCCD Students - Michael Corzonkoff, Javier Bustos, and Brian Delacruz.
 Front row: SMCCD Students - Angelina Yaeger, Katelin Vogt, Emily Lo, Alexa Padilla, and Marcus Galang Wilson.

Photo & cover design: SMCCD Bookstores student employee - Amanda Bortoli - www.Facebook.com/captured.ab

A WELCOME FROM THE VICE CHANCELLOR



On behalf of the team who are San Mateo Community College District Auxiliary Services from the bookstores, copy centers and food service operations at Skyline College, Cañada College and College of San Mateo as well as the San Mateo Athletic Club at College of San Mateo, I would like to thank you for all of your support. Our team provides indispensable services to the students, staff and the community at each of our three colleges as well as to the community that surrounds us here on this beautiful Peninsula. It is a job that we are both proud and honored to perform.

As the state is finally beginning to recover from one of the worst economic downturns since the Great Depression, the California Legislature, with the assistance of the voters who approved Proposition 30, has begun to reinvest in education. Our District finds itself in a strong financial position for the first time in several years and is now almost entirely a locally funded district meaning that all of our funding comes from local property taxes. Our enrollments, which have been greatly impacted during this recession, are slowly beginning to improve. The success of Auxiliary

Services & Enterprise Operations is directly tied to a strong, stable student enrollment. Our services have all struggled during the economic downturn and impacted enrollment but I think you will find in these pages stories of dynamic individuals who have faced the challenges of the times and responded to continue providing nothing less than excellence in everything we do.

The three college bookstores continue to invest in and grow the number of titles in our textbook rental inventory. Students who are able to rent their textbooks significantly save money and as a result have the opportunity to acquire all of the required textbooks for their classes and not just one or two they could afford to buy. The rental program provides students access to educational materials which enable students to achieve success. The support from the Presidents at each of the three colleges has enabled the program to grow significantly over the last year.

As a result of “insourcing” previously outsourced coffee concessions and making these operations part of the bookstore, we have been able to provide significantly more employment opportunities to students, have increased the number of customers served from thousands each week to over ten thousand each week and has stabilized the financial performance of the stores supplementing revenue and ensuring continued financial success. The college bookstore is the most visited place on any college campus and we are so proud of the job our team does each and every day to provide exceptional service.

Our three dining halls have all undergone physical transformations. Each campus dining hall has turned into a hub where students have been able to make a home away from home while they are here with us. The culinary excellence of the team at Pacific Dining has resulted in not only soaring sales year over year but also expanded outreach to the local community. Since 2011, Pacific Dining has hosted and catered over 90 outside events at the Bayview Dining Room at College of San Mateo including bar and bat mitzvahs, weddings, anniversaries, meetings, birthdays and award ceremonies. Each of these events brings hundreds of people to the campus who may not otherwise have contact with the colleges. We have been able to integrate a new population of community to the college and through this exceptional outreach and service have made College of San Mateo a part of the special event in the lives of these families and organizations. We have begun hosting similar events at Skyline College in the recently renovated Fireside Dining Room and hope to host many events in this beautiful space in the future.

Over the past three years, San Mateo Athletic Club (SMAC) has sought to engage outside of the CSM campus in an effort to compliment the surrounding communities and increase the exposure opportunities for the colleges. This has been led by our aquatics facility which has attracted attention from the Peninsula and surrounding areas. In this endeavor, SMAC has been a training host site for Special Olympic swimmers, along with hosting large scale swim meets for local swim clubs as well as renting pool space to local high school and age group teams to enable them to have long-course swimming opportunities in our 50 meter Olympic pool. We hosted the Pacific Masters Long Course Championships for two years running and this event will return for a third consecutive year in 2014. In April, 2013, SMAC partnered with Swim Across America and conducted a fund raising swim event raising just under \$50,000 for UCSF Benioff Children's Hospital and Children's Hospital Oakland Research Institute. All of the money we raised as a community are applied to pediatric cancer research. The Swim Across America event will be an annual event at SMAC and we are excited about this new and lasting relationship that supports the children in our community battling cancer.

A WELCOME FROM THE VICE CHANCELLOR CONTINUED

SMAC has also worked closely with San Mateo Union High School District and hosts a number of students in the Workability program providing students with practical work skills and work experience. This program has also returned for a third year. In addition, we collaborated with the CSM academic team on the 'Where Education Meets Fitness' program and SMAC hosts over 20 workshops annually where students can receive continuing education credits (CEC) towards maintenance of their certifications earned at CSM in yoga, Pilates, group exercise and personal training.

SMAC has complimented many departments and agencies on campus through creating promotional opportunities for students in the cosmetology program, practical experience for nursing students, hosting tables at health and job fairs, sponsoring scholarships and the return of Jazz on the Hill. SMAC members notoriously fill barrels for campus food and toy drives and enthusiastically support the mixed use nature of the fitness center. SMAC members are very aware that supporting SMAC also supports education within their community.

As I am sure you will agree, the Auxiliary Services team is not only providing unparalleled service to our college communities but also to the community at large that surrounds us. We feel strongly that by introducing more people to the colleges who may otherwise not have a reason to visit, we make our colleges stronger and our community aware of just how special we really are. I want to specifically recognize the outstanding work of Skyline Bookstore manager Kevin Chak and student employee Amanda Bortoli for all the work creating this beautiful report from layout and design and Katie Beverly in Skyline College Bookstore's Graphic Arts & Production department for all the work that went in to producing it. Year after year, the report grows larger and the team does an amazing job producing it.

Our growth continues to be amazing, our success inspires others to want to learn from us and our future continues to be bright thanks to the dedicated support of every person who works in these enterprises. Despite the fact that we are geographically separated in three colleges and serve different needs, we are one team. We are grateful for your support and we will continue reaching out to offer even more to our community in this academic year.

Tom Bauer
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Vice Chancellor
Auxiliary Services & Enterprise Operations

Photos courtesy of Amanda Bortoli.



THE BOOKSTORES



Photo courtesy of College of San Mateo Community Relations and Marketing Department.

Fiscal year 2012-13 continued in the trend of challenging years for the District Bookstores. The overall success of campus auxiliary services and commercial operations is dependent on a strong, stable enrollment each year. Significant enrollment decreases impact sales dramatically for all auxiliary commercial operations. The impact of a lower enrollment on textbook sales is dramatic. In order to compete in this environment of lower enrollment and increased competition from on-line retailers, the Bookstore management team focused on an action plan that would not only allow us to remain more than competitive in the textbook category but would also bring in new sales opportunities to the College Bookstores.

The success of the three coffee enterprises, which operate as part of each college bookstore, PAWS for Coffee at College of San Mateo, Pony Espresso at Cañada College, and World Cup Coffee and Tea at Skyline College have helped to stabilize the financial picture at the three bookstores. In addition to serving thousands more students and staff districtwide each week, the success of these operations has provided stable and predictable revenue for the stores helping to manage the impact of waning textbook sales in the face of declining enrollment.

In addition to the coffee concessions, the Bookstores

assumed the operation of Graphic Arts and Production at Skyline College and opened Campus Copy and Post at College of San Mateo. These operations give the Bookstore team even more products and services to offer each of the Colleges and the community. These operations have both been open for one full academic year and we are optimistic that both will continue to grow and further supplement Bookstore sales and outreach to the campus communities.

Thanks to these efforts, the Bookstores continue to offer the best service to our community, manage expenditures well and once again ended the year with a financial surplus. This is a significant accomplishment, as the loss in textbook sales of \$568,000 this year, coupled with a loss of \$684,000 in textbook sales last year, would normally all but doom any operation. However, despite the dramatic drop in textbook sales, the Bookstores returned a surplus of \$116,000 to its reserve this year.

The entire Bookstore team deserves the credit for maintaining a surplus in a very challenging environment. As the most visited place on any college campus, the Bookstore must meet and exceed the needs of students and staff. The Bookstore team continues to focus on innovation and will continue to provide exceptional service to the community.



Photo courtesy of Amanda Bortoli.

STAFFING CHANGES

The Bookstores had only one staffing change with a resignation at Skyline College. We were pleased to welcome Alvin Lal as the new Bookstore Operations Assistant responsible for Shipping and Receiving at Skyline College in October.

Alvin's story is one in which we all take pride as it mirrors the story of many of our successful management and classified staff in Auxiliary Services. Alvin started as a student at Cañada College in 2007 and began working in the Cañada College Bookstore as a student employee shortly after starting school. While working towards his AA in Geography, which he earned with honors in 2010, Alvin worked in the bookstore.

It was clear to the store manager, Jai Kumar, that Alvin possessed the "something special" which distinguished him from other student staff. Alvin began working closely with Jai learning all he could about bookstore operations. He worked with store staff Brian Horowitz and Laura Brugioni to learn as much as he could about all aspects of working in a college store.

Brian wrote the following in a letter of recommendation for Alvin, "Alvin has proved to be a hardworking, reliable and punctual employee who exudes enthusiasm. His customer service skills are exceptional and he is highly respected by his co-workers for his willingness to go beyond what is expected to help a customer.

Alvin is a team player who ranks as one of the best student employee's we have ever hired. I am convinced Alvin will be a tremendous asset". Having watched Alvin mature and develop in his role at Cañada Bookstore, it was clear to all that Alvin would make a great addition to the team!

WE'D LIKE TO HEAR FROM YOU!

We welcome your comments on this report and your feedback on your experience at the SMCCD Bookstores. Stop in, call us, or e-mail us at bookstore@smccd.edu.



Photo courtesy of Kevin Chak.

COURSE MATERIALS SALES

The sale of new and used textbooks, coursepacks, digital books and rental books are the core mission of the District Bookstores and account for roughly 85% of the total sales in the District Bookstores. Bookstore managers, Jai Kumar from Cañada College, Kevin Chak from Skyline College and James Peacock from College of San Mateo, work very closely with our faculty and academic support staff as well as publishing company representatives to ensure that the Bookstores meet their goal in providing the right book at the best price at the exact time the student needs it. In addition to this, the Bookstore managers work diligently to obtain as many used textbooks as possible as well as identifying titles to add to our textbook rental program. The Bookstore managers work closely with the academic department support staff, faculty and Deans to coordinate constructive dialogue with publisher representatives to offer customized textbook packages and incentives that will result in lower prices for students and provide a useful tailored product for the students' learning experience.

To date, there are three major used textbook wholesale companies in the United States. Every college and university in the country sends its textbook list to these wholesalers with the hope of obtaining as many used textbooks as possible. The key to success is getting the booklist from the faculty as early as possible to work with the companies for the longest period possible. Equally important and doubly beneficial to the student is our ability to buy back books at the end of each semester. When textbook orders are received from the faculty member or department on time and the textbook is being readopted in the same edition for the coming semester, the Bookstore will pay the student up to 50% on their investment and further supplement the stock of used textbooks for future students. Used textbooks represent the best overall savings to our students. Priced 25% less than new textbooks, used textbooks are obtained through a rigorous procurement process by each store manager.

This year, textbook sales dropped with a 13%



<http://www.textbookaid.org>

reduction in new textbook sales and a 10% drop in used textbook sales. Course pack sales increased by 10% indicating that many faculty members have chosen to put together a compilation of materials assembled into a course packet rather than use one main textbook. For the first time, overall textbook rentals dropped districtwide by 5% despite an 81% increase in rentals at the CSM Bookstore. The decline in textbook sales and rentals is due in large part by lower enrollment. Both Cañada and Skyline saw reductions in textbook rentals as titles that have been in the rental system for many years have cycled out of a current edition rendering them ineligible to be rented. Overall rentals on the financial recap appear to have increased. The amount shown on the recap includes \$40,820 in charges to students who rented the book but chose not to return it for whatever reason. This charge represents the difference between the rental price and the price of the book had they actually purchased it.

There also continue to be increases in the number of custom packages adopted. Custom packages are designed for a specific course by a professor and a publisher working in coordination with the Bookstore management team. Custom textbooks often have a pricing advantage for students and allow a professor to customize the material specifically for his or her class leaving out other material that may not be relevant to the class. These packages cannot be obtained used and affect the sale of used books as well. Skyline has introduced a number of newly designed packages this academic year.

Lastly, numerous online competitors doing everything from selling books to renting books have been an additional challenge for brick and mortar college bookstores across the country, as has the shift to on-line platforms that do not use a textbook at all. All of these dynamics put tremendous pressure on textbook sales and rentals.

TEXTBOOK RENTAL PROGRAM

Despite the lower number of unit textbook rentals this year, our nationally recognized, award-winning program has saved students more than \$5 million since 2005. The program, which started out in 2005 at Cañada Bookstore under the leadership of Jai Kumar with just 35 titles now exceeds 1,800 titles spanning almost all disciplines thanks to the support of the colleges and generous donors.

The commitment of all three college administrations to the success and growth of this program, along with the dedication of the Bookstore teams, continue to make this program a valuable asset to each college providing increased access to students who might otherwise not be able to afford course materials.



Photos courtesy of Amanda Bortoli.

2012-13 Course Materials Sales Comparison TY-LY SMCCCD Bookstores

CSM	Description	2011-12	2012-13	\$ Difference	% Difference
	New	\$ 1,225,943.00	\$ 1,133,499.00	\$ (92,444.00)	-8%
	Used	\$ 573,548.00	\$ 490,875.00	\$ (82,673.00)	-14%
	CoursePacks	\$ 60,785.00	\$ 70,151.00	\$ 9,366.00	15%
	Total	\$ 1,860,276.00	\$ 1,694,525.00	\$ (165,751.00)	-9%
	Rental	\$ 38,228.00	\$ 69,008.00	\$ 30,780.00	81%
	NTE (Unit Sales)	\$ 2,143,585.67	\$ 2,064,031.00	\$ (79,554.67)	-4%

SKYLINE	New	\$ 1,395,252.00	\$ 1,135,606.00	\$ (259,646.00)	-19%
	Used	\$ 556,417.00	\$ 523,242.00	\$ (33,175.00)	-6%
	CoursePacks	\$ 84,134.00	\$ 101,102.00	\$ 16,968.00	20%
	Total	\$ 2,035,803.00	\$ 1,759,950.00	\$ (275,853.00)	-14%
	Rental	\$ 138,712.00	\$ 119,025.00	\$ (19,687.00)	-14%
	NTE (Unit Sales)	\$ 2,691,989.33	\$ 2,309,362.00	\$ (382,627.33)	-14%

CANADA	New	\$ 746,087.00	\$ 666,253.00	\$ (79,834.00)	-11%
	Used	\$ 278,916.00	\$ 258,638.00	\$ (20,278.00)	-7%
	CoursePacks	\$ 43,661.00	\$ 37,052.00	\$ (6,609.00)	-15%
	Total	\$ 1,068,664.00	\$ 961,943.00	\$ (106,721.00)	-10%
	Rental	\$ 182,535.00	\$ 152,786.00	\$ (29,749.00)	-16%
	NTE (Unit Sales)	\$ 1,848,115.00	\$ 1,622,247.67	\$ (225,867.33)	-12%

Total District	New	\$ 3,367,282.00	\$ 2,935,358.00	\$ (431,924.00)	-13%
	Used	\$ 1,408,881.00	\$ 1,272,755.00	\$ (136,126.00)	-10%
	CoursePacks	\$ 188,580.00	\$ 208,305.00	\$ 19,725.00	10%
	Total	\$ 4,964,743.00	\$ 4,416,418.00	\$ (548,325.00)	-11%
	Rental	\$ 359,475.00	\$ 340,819.00	\$ (18,656.00)	-5%
	NTE (Unit Sales)	\$ 6,683,690.00	\$ 5,995,640.67	\$ (688,049.33)	-10%

***NTE Updated to include both used books and rental books for the purpose of unit sales evaluation. NTE represents the value of all books at the new price to accurately measure unit sales.

STUDENT EMPLOYEES

The District Bookstores are fortunate to have the talents of many students working in the Bookstores at all three Colleges. Student employees provide essential perspective on the needs of students to the Bookstore management team and classified staff, provide essential services to the Bookstore and are able to learn how to work in a fast paced retail environment with a focus on exceptional customer service. Many of our student employees are so successful that the majority of the classified and professional supervisory staff working in the Bookstores today actually started as student employees.

Outstanding “senior” students in each Bookstore provide exceptional service and serve as mentors and role models for newer student employees. From CSM, **Sandy Bualop, Sharon Ho Pei Pei, Patricia Brown, and Juan Reyes**; from Skyline, **Caitlin Bortoli, Amanda Bortoli, Jennifer Wong, Gilbert Bui, Brian Delacruz, and Maritza Monreal**; and from Cañada, **Reshma Prasad and Vanessa Collier**. Congratulations to each of these students on a job well done!

Photo courtesy of Hornblower San Francisco and Amanda Bortoli



BOOKSTORE CONTRIBUTION

It is important to note that the Bookstores are required to be self-sustaining and cover all of their operational expenses. There is no Fund 1 operation expense support for the Bookstores or any other District enterprise. In addition, the Bookstores return money to the District for additional support and for the support of students each year.

In addition to the support mentioned above, the Skyline College Bookstore and Sky Café were proud to have created a new level of sponsorship for the Skyline College President's Innovation Fund. The new category of Presenting Premier Sponsor was created to replace the prior year's Premier Innovation Sponsor recognizing a new record setting lead individual sponsorship of \$25,000 replacing the \$10,000 contribution made by the Bookstore and Café team last year. Vice Chancellor of Auxiliary Services and Enterprise Operations, Tom Bauer followed up on last year's presentation with an update on how the support from the college and its President, Regina Stanback Stroud, directly

affected and benefitted students. Attendees were clearly impressed with the number of students and the savings they achieved with the textbook and calculator rental programs supported by the college. Tom went on to recognize the Skyline Bookstore staff, led by Kevin Chak and the team at Sky Café, managed by Hugo Ramos and Rick McMahon of Pacific Dining for their focus on providing the highest quality of service to the students, staff and faculty of Skyline College making this record breaking gift possible.

The Bookstores are proud of the additional support it provides the colleges. These contributions would not be possible if not for the continued efforts of the Bookstore teams: From CSM, James Peacock, Mary Leonard, Jackie Collado, Munendra Sharma, Ben Cathie and Charles Cianos; from Skyline, Kevin Chak, Marta Cuellar, Wai Tan Tam, Katie Beverly and Alvin Lal; from Cañada, Jai Kumar, Brian Horwitz, Laura Brugioni and Faamanu Alala.

Below are some of the highlights of this District support:

- \$82,000 in salary and benefit support to District which offsets Fund 1 expenses
- \$67,700 in support to the Peninsula Library System
- \$6,000 per year in student textbook scholarships
- \$23,000 per year in product donations to campus causes
- \$48,000 in product to support the textbook rental program

Photo courtesy of Skyline College Marketing, Communications, and Public Relations Department.



FINANCIAL PERFORMANCE AND INFORMATION

The Bookstore Fund budget for 2013-14 totals \$8,517,700. The net beginning balance for the Bookstore Fund is \$7,249,115. The budget includes provisions for increased annual cash flow requirements, inventory and full maintenance needs of the store facilities.

The following data reflects Bookstore operations for the fiscal year beginning July 1, 2012 through June 30, 2013. It includes Fall 2012, Spring 2013 and Summer 2013 semesters.

Regular merchandise sales have increased slightly this year compared to last year despite a loss of \$568,000 in textbook sales. The decrease in textbook sales is a result of our decline in enrollment. The bright light for the Bookstores continues to come from our convenience and coffee sales as well as the sales in our two copy centers. This year, the Bookstores sold \$1.42 million dollars in coffee and convenience products compared to \$1.1 million last year. We also saw significant increases in the sale of computer

hardware, gifts and sundries. The increase in computer hardware sales is attributed to a test program in which District ITS was running purchases of equipment through the bookstores. After a two-month pilot, we determined that this was not an efficient means of procuring hardware for the District or the Bookstores.

Cost of sales increased modestly by 3% this year due to the increased costs associated with the computer hardware purchasing pilot. Total Operating Expenses increased modestly by 2.8% this year due to a number of factors including increased software and hardware maintenance fees as well as wage and significant benefit cost increases. There was an increase in other income this year due to better than expected interest earned on our investments and from the increased collections on rental books not returned by students. Other Expenses increased significantly due solely to a Fair Market Value (FMV) adjustment of \$56,145 this year due to a change in accounting rules.

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Bookstore Sales	2012-13	2011-12	\$ Change	%Change
Regular Merchandise Sales	\$ 6,655,613	\$ 6,903,686	\$ (248,073)	-3.6%
Computer Products Sales	\$ 398,780	\$ 183,656	\$ 215,124	117.1%
Total Merchandise Sales	\$ 7,054,393	\$ 7,087,342	\$ (32,949)	-0.5%
Textbook Rental Sales	\$ 381,652	\$ 359,475	\$ 22,177	6.2%
Production Service Income	\$ 301,630	\$ 209,491	\$ 92,138	100.0%
Total Sales	\$ 7,737,675	\$ 7,656,308	\$ 81,367	1.1%

Photo courtesy of Kevin Chak.





Photos courtesy of Amanda Bortoli and Kevin Chak

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The most impressive result highlighted below is that despite a loss in textbook sales this year coupled with the increased benefit costs and the unexpected FMV adjustment noted above, we still managed to return a net surplus of \$115,842 to our reserve. This can only be attributed to the hard work of every Bookstore employee. It is truly noteworthy in such a difficult financial climate for the State and our District. Despite the challenges that face us from competitors all around and from lower enrollment, the Bookstore team will strive to meet financial goals and provide exceptional service to the Colleges and the community.

after all expenses, it was a very challenging year financially as articulated here. The District Auxiliary and Commercial Operations are dependent on a strong, stable enrollment for continued success. In addition to using our magnificent new facilities to their maximum potential, the team will continue our commitment to focus on all efforts to improve service, offer more used textbooks, grow the rental program, further integrate digital textbooks, increase the amount of custom and institutionally adopted textbooks and continue maximizing other income potential of all the district bookstores. In so doing, we will remain well positioned to serve the students of the San Mateo County Community College District.

While the Bookstores ended 2012-13 in the black

Bookstore Recap	2012-13	2011-12	\$ Change	%Change
Operations				
Total Sales	\$ 7,737,675	\$ 7,656,308	\$ 81,367	1.1%
Cost of Goods Sold	4,733,933	4,578,561	155,372	3.4%
Gross Profit from Operations	\$ 3,003,742	\$ 3,077,747	\$ (74,005)	-2.4%
Total Operating Expenses	\$ 2,864,016	\$ 2,786,416	\$ 77,599	2.8%
Net Income/(Loss) from Operations	\$ 139,726	\$ 291,331	\$ (151,604)	-52.0%
Interest and Other Income	\$ 225,876	\$ 200,296	\$ 25,580	12.8%
Net Income Before Other Expenses	\$ 365,603	\$ 491,627	\$ (126,024)	-25.6%
District Support				
In-Kind Donations Received	\$ 5,500	\$ -	\$ 5,500	100.0%
Admin Salary & Benefits	\$ 82,463	\$ 103,686	\$ (21,224)	-20.5%
Other Expenses	172,798	128,245	44,553	34.7%
Net Change in Fund Balance	\$ 115,842	\$ 259,696	\$ (143,854)	-55.4%

FOOD SERVICE

The Cafeteria Fund budget for 2013-14 totals \$170,000. The net beginning balance in the Cafeteria Fund is \$353,375.

Beverage, Snack and Food Service Vendors:

- The District's beverage vending service partner is Pepsi Bottling Group. The contract was awarded effective July 1, 2012, ending on June 30, 2017.
- The District's snack vending partner is Canteen, Inc. The contract was effective July 1, 2012, ending on June 30, 2017.
- The District's food service partner is Pacific Dining Services. The contract was awarded on July 1, 2012, through June 30, 2015 with an option for two one year renewals at the discretion of the District thereafter.



Photos courtesy of Skyline College Marketing, Communication, and Public Relations Department.



PACIFIC DINING Food Service Management

Pacific Dining, under the leadership of Rick McMahon and his team of professionals, operates the food service at the three District campuses after initially being awarded the contract in June 2007. Their contract expired on June 30, 2012 after five years and has since been renewed for another three years with the option for two one-year renewals. In addition to Pacific Dining's financial proposal, the Colleges have come to appreciate and rely on in-kind services from the food service operator to subsidize their budgets and to be able to provide food for special events on campus.

The details of Pacific Dining's in-kind services for each College are as follows:

- Sponsor two scholarships in the amount of \$1,000 annually
- Sponsor annual Scholarship and Awards Banquet with in-kind catering services valued at \$4,500
- Co-sponsor with Student Life and Associated Students of each College 4 events each year of the contract up to \$500 annually
- Co-sponsor with College presidents 4 events annually for faculty, staff, and managers up to \$500

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Cafeteria Fund summary:

Cafeteria Recap	2012-13	2011-12	\$ Change	% Change
Revenues				
Food Service Income	\$ 126,984	\$ 109,422	\$ 17,562	16.0%
Vending Income	58,142	73,486	(15,344)	-20.9%
Interest Income	7,223	4,753	2,470	52.0%
Event Rental	35,396	24,101	11,295	46.9%
Total Revenues	\$ 227,745	\$ 211,762	\$ 15,982	7.5%
Expenditures	\$ 211,744	\$ 209,034	\$ 2,710	1.3%
Net Change in Fund Balance	\$ 16,001	\$ 2,729	\$ 13,272	486.4%

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Pacific Dining has provided top quality service to the District for the past five years. They met or exceeded all criteria questions and have offered the most beneficial financial proposal to the District, and we are very pleased to have them continue as our food service professionals.

The Bayview Dining Room at the CSM College Center is the premiere eatery and gathering space on campus. It is a beautiful and vibrant space with expansive views from San Francisco all the way to San Jose. The Bayview Dining Room is consistently crowded with students from early morning through the evening. The students have made this the hub of campus activity. The servery boasts two serving stations. The first, with a brick oven, serves handmade pizzas, calzones, all things Italian and Mexican, as well as our list of daily specials which includes Indian, Chinese, Italian, Mexican and American dishes. The second station, Rick's American Grill, serves up all grill items including burgers, chicken and pork as well as paninis, soup and a full sandwich shop. The salad bar is fully stocked with over 40 items to create your own special salad. Rick and his team work with the students and staff to refine the menu and attend to the culinary tastes of the College community.

Auxiliary Services and Pacific Dining continue to successfully manage the Bayview Dining Room at College of San Mateo as a location for those outside the college to host their special events. The response from the community continues to be remarkable with over 100 events being held on the campus since 2011. To date, we have hosted banquets, bar mitzvah's, quinceañeras, weddings, reunions, birthday

parties, anniversaries, christenings in addition to renting space for city firefighter testing, job fairs and community health fairs. We host local school boards for their meetings and special events and have hosted large fund raising dinners for local non-profit organizations. These events provide not only a financial benefit which allows us to maintain this beautiful facility but also engages the community directly and brings people who may otherwise never come to the campus. Each event introduces numerous people to CSM. This community engagement helps us to tell the story of CSM and the District introducing our guests to the many positive changes that have taken place under the leadership of our Board and Chancellor. We are grateful for the generosity of the voters of San Mateo County who have supported our two bond initiatives making all of this a reality. It is important to note that we have done very little marketing of the facility at this point. The majority of the events we host come to us from guests at events we have hosted. We are certainly proud of the work we do to benefit the college and district

The exciting news is that the newly renovated Building 5 at Cañada opened in time for the start of Fall 2012 classes. The café, formerly known as Farm Hill Grill, is taking the name of the dining room as well so the café and dining area are now known as The Grove.

The entire area has gone through a mechanical and interior facelift, enhancing the beauty and design of the space. New equipment was added in the café servery and major work was done including new floors, paint and lighting as well as the installation of a new, larger salad bar.

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Photos courtesy of Skyline College Marketing, Communications, and Public Relations Department.



Photo courtesy of Pacific Dining, Jeff Bartee Photography, and Skyline College Marketing, Communications, and Public Relations Department.

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The renovation of this building after almost three years has enriched the lives of students and staff at Cañada College and allowed Pacific Dining to significantly expand the menu selections in this redesigned space. The students are also making good use of the space as well hosting numerous events there since it opened this past fall.

Skyline College's Sky Café continues to thrive. Located in the Student Services Building (B6), Sky Café has long been "the place to be" at the Skyline campus. There is seldom an hour of the day when the area is not packed with students studying, eating, socializing or cozying up in front of the signature fireplace located in the center of the dining area. The renovations to the building completed just before the fall semester began transformed the space into

something that the students are proud to call their home. Like CSM, we have used this beautiful space as a host site for conferences and other outside events bringing Skyline College to the community. We will continue working with our campus partners to make even better use of the space and the wonderful conference facilities on the second floor in the coming year.

Food service income increased this year with a 7.5% increase in total revenue to the district. Food service income is based on commission paid to the district for food sales. Sales have increased significantly at all three colleges with all the cafes operating for a full year for the first time since 2007. The increase in community events has not only brought in additional rental revenue used to maintain the facility but also brings with it a higher commission payment from Pacific Dining.

Vending income has decreased significantly compared to last year. As students have all made the dining rooms their "homes" while away from home, there are fewer students using vending machines located throughout the campuses. When one or more of the dining facilities was closed at the same time since 2007, the vending machines were heavily used and produced more revenue. Overall expenditures have increased slightly this year as all three kitchens are now fully functional with equipment needing repair and maintenance.

BAYVIEW

DINING ROOM

BOOK AN EVENT WITH US TODAY.

www.DistrictDining.SMCCD.edu

Continued on page 16



Photo of facility rental at CSM Bayview Dining Room courtesy of Jeff Bartee Photography and Pacific Dining.



Cafeteria Recap	2012-13	2011-12	\$ Change	% Change
Revenues				
Food Service Income	\$ 126,984	\$ 109,422	\$ 17,562	16.0%
Vending Income	58,142	73,486	(15,344)	-20.9%
Interest Income	7,223	4,753	2,470	52.0%
Event Rental	35,396	24,101	11,295	46.9%
Total Revenues	\$ 227,745	\$ 211,762	\$ 15,982	7.5%
Expenditures	\$ 211,744	\$ 209,034	\$ 2,710	1.3%
Net Change in Fund Balance	\$ 16,001	\$ 2,729	\$ 13,272	486.4%

Continued from page 13

Income from food service and vending contracts enables the District to provide food and beverage services to the students. These combined resources, along with interest income, also provide a stable Cafeteria fund not requiring support from the general fund. As part of the Enterprise Fund, the cafeteria and vending operations are fully self-supporting. No General Fund dollars go to support any Enterprise operation. The fund is also responsible for the long-term maintenance and upgrading of aging facilities and equipment, as well as all expenses relating to the ongoing operational requirements under the food service and vending contracts.

It is important to note that our Auxiliary Services vendors offer great service as well as support for our students in scholarships and donations.

District wide pouring rights provide comprehensive beverage services for all three College campuses and the District Office. These exclusive pouring rights extend to all beverage products sold in the three College Bookstores, Cafeterias, and the San Mateo Athletic Club and in all vending machines located throughout each College. The vendor is responsible for providing all product, labor, supplies,

materials, and additional equipment necessary to meet the needs of all auxiliary operations in the District. Pepsi has been our vendor since 2002 when they were awarded their first 5-year contract and will continue as our vendor through June, 2017.

Pepsi has provided exceptional service to the District for the past ten years since being awarded their first contract with in 2002 so the District is confident that Pepsi will continue to provide outstanding customer service to the District.

Highlights of the Pepsi proposal are:

- \$30,000 one-time signing bonus which was used for the textbook rental program as well as other projects that benefit the students at all three Colleges.
- \$35,000 sponsorship each year of the five-year contract used to support student related endeavors at the District level and the Colleges.
- \$2,000 annual textbook scholarship dollars as well as joining the Chancellor's Circle through the SMCCCD Foundation at the \$1,000 level each year.
- \$21,000 last year in support of the textbook rental program based on a \$1.50 per case rebate on sales through the bookstores and cafeterias; we receive this support each year of the contract.
- \$15,000 in donated product each year of the five-year contract; each campus and the District Office receives 100 free cases of Pepsi product each year of the contract.
- \$6K in marketing dollars per campus each year of the five year contract to support Bookstore, food service and associated student's endeavors.
- 35% commission on vending machine sales paid monthly which is turned over to the Vending Commissions at each College to support the many programs and services they offer.

The support of our vendors displays their commitment to our students and our goals as a District. Each of them is a valued partner for which we are all grateful.



Photo courtesy of Skyline College Marketing, Communications, and Public Relations Department.



SAN MATEO ATHLETIC CLUB AND SAN MATEO AQUATIC CENTER



Photo courtesy of San Mateo Athletic Club

On April 1, 2010, the District opened a state-of-the-art fitness and aquatic center on the campus of College of San Mateo in the newly constructed Health and Wellness Building. This incredible new building provides classrooms and labs for career and technical programs including nursing, dental assisting, cosmetology, health fitness, and dental hygiene (when state funding permits).

The San Mateo Athletic Club is a professionally managed enterprise program sharing the fitness facility with the College of San Mateo. The San Mateo Athletic Club shares the instructional and training space on two levels of the Health and Wellness building that includes a large main floor along with four exercise studios on the second level and an aquatics complex with a 50 meter Olympic size competition pool, along with a 25 meter instructional pool for Adaptive Fitness and other group exercise classes. The San Mateo Athletic Club and its members enjoy this multi-use College of San Mateo facility that provides credit classes, non-credit classes, community education and adaptive fitness.

Operating as an enterprise through Auxiliary Services, the San Mateo Athletic Club is a self-sustaining community-centered, fee-based operation offering numerous service options to the San Mateo campus community and the community-at-large. The concept of a

multi-use space enables the District to maximize the use of facility resources and consequently create a revenue stream that will supplement the College budgetary needs including equipment maintenance and replacement. The San Mateo Athletic Club provides our community broader access to the College of San Mateo and demonstrates in a very real way that the District is a community-based organization serving a wide spectrum of educational and training opportunities. The concept of multi-use facilities has gained much attention from other community colleges up and down the State.

The mission of SMAC is more than providing a revenue stream to the District. The mission of SMAC is to create a healthy environment that engages students, staff and community members in the pursuit of health and physical fitness. With a facility such as this, the emphasis is on enjoying exercise for its own sake and learning fitness habits for life. This means that students have a place where they can focus on lifetime fitness goals and individual achievement, and community members can find opportunities to improve their health and well-being.

SMAC engages the community in a way that we as a District have never done before the opening of this

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enterprise. The interaction between community members and students sharing the same space in pursuit of similar goals has been an invaluable asset for both groups. The engagement of members of the community in life at the College has been equally important. SMAC has attracted many of our neighboring schools to partner with us in the use of the facility.

With much excitement and resulting from significant collaboration, the CSM academic team and the SMAC team branded the club as a “teaching health club” with our new tag line “Where Education Meets Fitness”. This is certainly an innovative concept for a college and a health club. This partnership offers students at College of San Mateo who are pursuing a career in the still growing fitness industry (despite the current economic conditions) to work as interns in SMAC, perform field work and team teach with certified instructors to earn certificates that will qualify them to work in the community as fitness professionals. The synergy between the academic program and our program represents fully the

vision of what a professionally managed health club in our District could do, not only for revenue generation but also for workforce development. CSM and SMAC are successfully addressing the District’s strategy to make the entire Health and Wellness building a premier Career-Technical Education facility in the County of San Mateo and in the State. SMAC provides a vital ingredient to this endeavor.

In January 2013, we introduced an additional membership plan available to faculty and staff of the District. This new plan called the “Non-Prime Time Plan”, affords faculty and staff a significant reduction in monthly membership investment by providing club access during non prime time hours. Faculty and staff opting for this plan would enjoy a 50% reduction in monthly membership investment and have access to the club at the following times:

Monday through Friday - 5:30AM to 8:00AM and then again from 2:00PM to closing

Saturday and Sunday – 2:00PM to closing

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Photos courtesy of San Mateo Athletic Club



San Mateo Athletic Club and Aquatic Center financial summary:

San Mateo Athletic Club and Aquatic Center	2012-13	2011-12	\$ Change	%Change
Operating Revenues				
Registration & Membership	\$ 2,451,960	\$ 1,997,803	\$ 454,157	22.7%
Personal Training	327,489	259,621	67,868	26.1%
Aquatics	612,601	385,771	226,830	58.8%
Parking	68,904	65,302	3,602	5.5%
Group Exercise	56,344	41,947	14,397	34.3%
Retail	16,625	13,693	2,932	21.4%
Other Income	11,346	9,990	1,357	13.6%
Total Operating Revenue	\$ 3,545,269	\$ 2,774,126	\$ 771,143	27.8%
Operating Expenses	\$ 2,750,760	\$ 2,371,675	\$ 379,085	16.0%
Net Operating Income/(Loss)	\$ 794,509	\$ 402,451	\$ 392,058	97.4%
District Support				
District Support Income	72,547	71,273	1,274	1.8%
District Support Expense	221,672	86,340	135,332	156.7%
Net Change in Fund Balance	\$ 645,384	\$ 387,384	\$ 257,999	66.6%

Continued from page 18

For the average faculty and staff member, the plan hours coincide with the hours that many use the facility currently. We expect that this attractive new plan will be widely used by new and existing members. The hours of availability are designed to provide access during our slower period during the day. This new plan, approved by the Board of Trustees in December 2012, was warmly received by staff with more than 30 utilizing this new plan.

The financial performance of SMAC continues to be outstanding this year. Total operating revenue continues to exceed both budget and the initial proforma expectations and is 27.8% or \$772,243 ahead of last year. Our net operating income is 97.4% ahead of last year at this time. After the allocation of unrelated operational income and expenses, the total operational surplus is \$645,384 representing a 66.6% increase over last year. We have experienced double and triple digit increased in our revenue since opening. That will

level off this year as the club has reached maturity and our space limitations prevent further dramatic growth. It is our goal to maintain our membership levels and the outstanding service levels to our users. The incomparable success we have achieved is due to the outstanding, highly motivated staff and a simply remarkable facility. Our success in integrating fee based community members with our students has been a win-win for both populations. The achievements at SMAC have been noticed and we have toured several community college districts staff through the facility as they hope to emulate what we have created here.

We are very proud of the accomplishments made at SMAC in such a short period of time. We strive to be the best facility in the Bay Area that offers not only a place to work out, but also a place to teach, learn and develop habits, knowledge, skills and abilities that will benefit all those we serve for a lifetime.





**SAN MATEO
ATHLETIC CLUB**
AT
COLLEGE OF SAN MATEO

YEAR IN REVIEW: 2012 - 13



Photo courtesy of San Mateo Athletic Club.

COURTESY DESK

We remain a main point of contact on the campus and provide a 'greeting' service to all who enter...including those who pool curbside for questions relating to the campus.

- We are open 364 days per year. (We only close for Christmas Day)
- On average, we are open 16 hours per day.

Some of the questions we answer...

- "Can I get a parking permit here?"
- "Where is the admissions office?"
- "Can I add a weight training class?"
- "Can anyone be a member here or only students?"
- "How do I get to the district office?"
- "When does the semester end?"
- "How do I get to Cosmetology?"

We pride ourselves on knowing these answers and more and responding cheerfully and professionally to all inquiries.

Due to our location on campus, we have been the welcome mat for the campus since we opened in April of 2010. Our staff act as ambassadors not only for our facility but also

for the whole campus. We are the first faces our members see when they walk in and the last they see as they leave after another exhilarating workout.

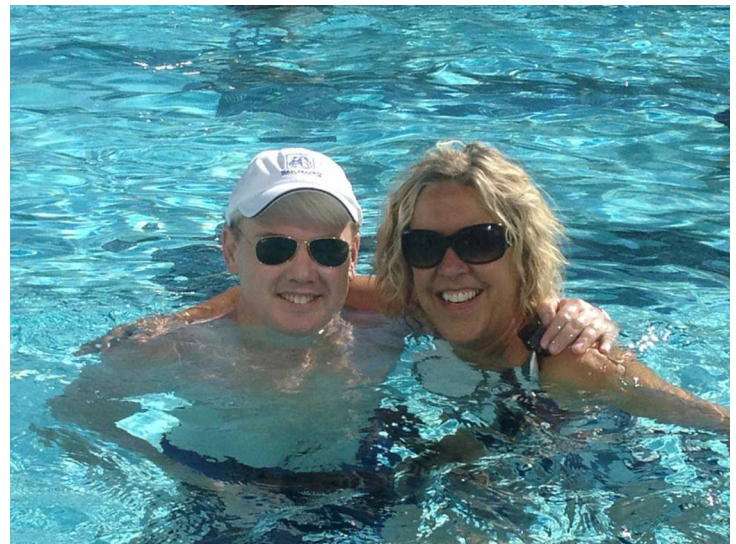
From helping them update account information to renewing their parking permits to telling them about the newest aerobics class on the schedule, we are the information super highway of SMAC.

While no one has all the answers, we do have quite a few. We invite you to walk in, say hello and see what we have to offer. You might want to stay a while.



VISIT US ONLINE

www.SMCCD.edu/SanMateoAthleticClub



Photos courtesy of San Mateo Athletic Club.

A few additional noteworthy events from this past year:

- Winter Warrior – members earned points for club visits and were rewarded with coffee mugs, t-shirts and hoodies based upon accumulated visits.
- Where in the world...Members and students sent us pictures from their travels....wearing their SMAC shirt. Germany, Italy, London, and Hawaii are a few destinations that were graced with the SMAC logo.
- Member Appreciation Month –Special activities every day celebrating our second anniversary and YES WE SERVED CAKE...actually 15 sheet cakes which equaled 735 pieces of CAKE
- Swim Across America – Fund raiser for Pediatric Cancer Research raising over \$48,000

Financial Performance:

- P&L Budget performance net of \$1,059,345 against a budget of: \$656,618
- Membership Net change 118 better than budget: Actual gain of 480 memberships/664 members
- Collaborated in the creation of: Where education meets Fitness

Fun Facts:

- 238,356 Member check-ins/uses. Averaging 650 visits per day
- 61, 537 CSM student check ins
- 72,086 Members participated in 3,778 Group Exercise Classes avg. class attendance 18 per (industry avg. 12)

CONTRIBUTIONS TO COLLEGE OF SAN MATEO

Community Programs:

- SMUHSD – Workability returned for it's second year. 4 Students were schedule 2x per week to assist with club and equipment cleaning.
- SMUHSD Disabled students – Friday visits - group of adult aged special needs students, within the San Mateo Union High School District practice life skills which include a membership at SMAC and navigating public transportation to get to/from.

College of San Mateo:

- \$20,000 sponsor Jazz on the Hill
- Upgrade of Security cameras on the pool deck (\$8,800)
- Equipment/small wares provided for all Kinesiology classes held within SMAC
- Equipment purchase for CSM Athletics (\$4,700)
- Advertised for Campus Copy and Post and Bayview Pavilion within club signage and in club e-newsletters
- Use of Campus Copy and Post for all printing needs
- All preventative maintenance provided for CSM classes held within SMAC including Adaptive studio
- Cleaning and Maintenance of pools and water chemistry
- Provide all Aquatic Supplies (back stroke flags, class equipment)
- Provide life guards for all programs/classes held within pools
- Provided all supplies for the Yoga/Pilates classes moved to B8 for 2012/13 due to CSM class enrollment size (\$10k)
- Offer Red Cross Lifeguard and CPR/AED courses open to the public
- Created NPT (non prime time) discounted membership for Faculty/staff
- E-newsletters promoting campus events/initiatives sent at least once per month.
- Promotion of SMCCD Foundation to SMAC membership
- Legacy events – community engagement – Swim Across America resulted Raising over \$48,000 for pediatric cancer research. Attended and supported by 4 Olympians and 2 prominent cancer physicians. Event is now an annual occurrence.
- Host site for large swim events attracting attention to the campus (6 x per year)
- CSM Scholarship sponsor/contributor
- Active involvement at CSM events: health fairs connect to



CHARLIE MUSSELWHITE PACIFIC MAMBO ORCHESTRA
TAYLOR EIGSTI TERRENCE BREWER, CITIZEN RHYTHM
NORTHGATE HIGH JAZZ HOT CLUB OF SAN FRANCISCO
THE KCSM FAMILY BAND CSM JAZZ COMBO JAZZ MAFIA

Photo courtesy of San Mateo Athletic Club and KCSM-FM Jazz 91.
college, canned food and toy drive.

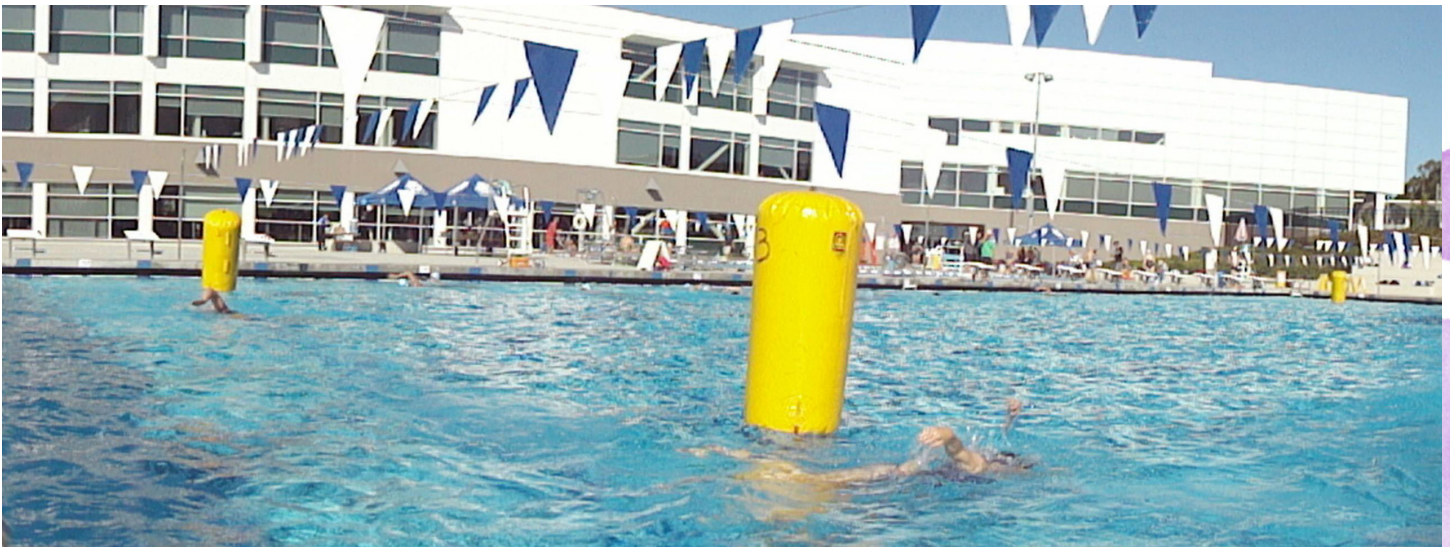
- Assist with all Emergency situations for classes held within SMAC and pool deck
- NO Excuses options for Students between semesters (attached)
- Raffle contributions (1-3 month memberships) to various departments on campus
- Participate in all campus safety trainings/seminars
- Cross promote CSM Cosmetology to all new members who join along with e-mail blasts with special promotions and offers
- Issue all cosmetology parking permits for cosmetology patrons
- Provide all cleaning chemicals and equipment maintenance for cosmetology laundry

AQUATICS DEPARTMENT

Events Hosted

- Zone 1 North Championships (USA swimming (8 of our own swimmers qualified with A times and participated)
- Threshold Racing Jenny's Light Kids Triathlon Series
- San Mateo County Special Olympics Swim Competition - 75 athletes competed
- USA Kids Swim Meet hosted by PASA swim team.
- Swim Across America Pool Event
- USA Kids Swim Meet hosted by SSFAC swim team
- Pacific Masters Swimming Long Course Championship Meet
- Summer League Championship Swim Meet hosted by PSA
- Summer League Championship Swim Meet hosted by WBSL
- Summer League Championship Swim Meet hosted by Bulldog Swim Club
- Summer League Championship Swim Meet hosted by Bulldog Swim Club
- Junior Olympics Water Polo Tournament (48 games in 4 days!)

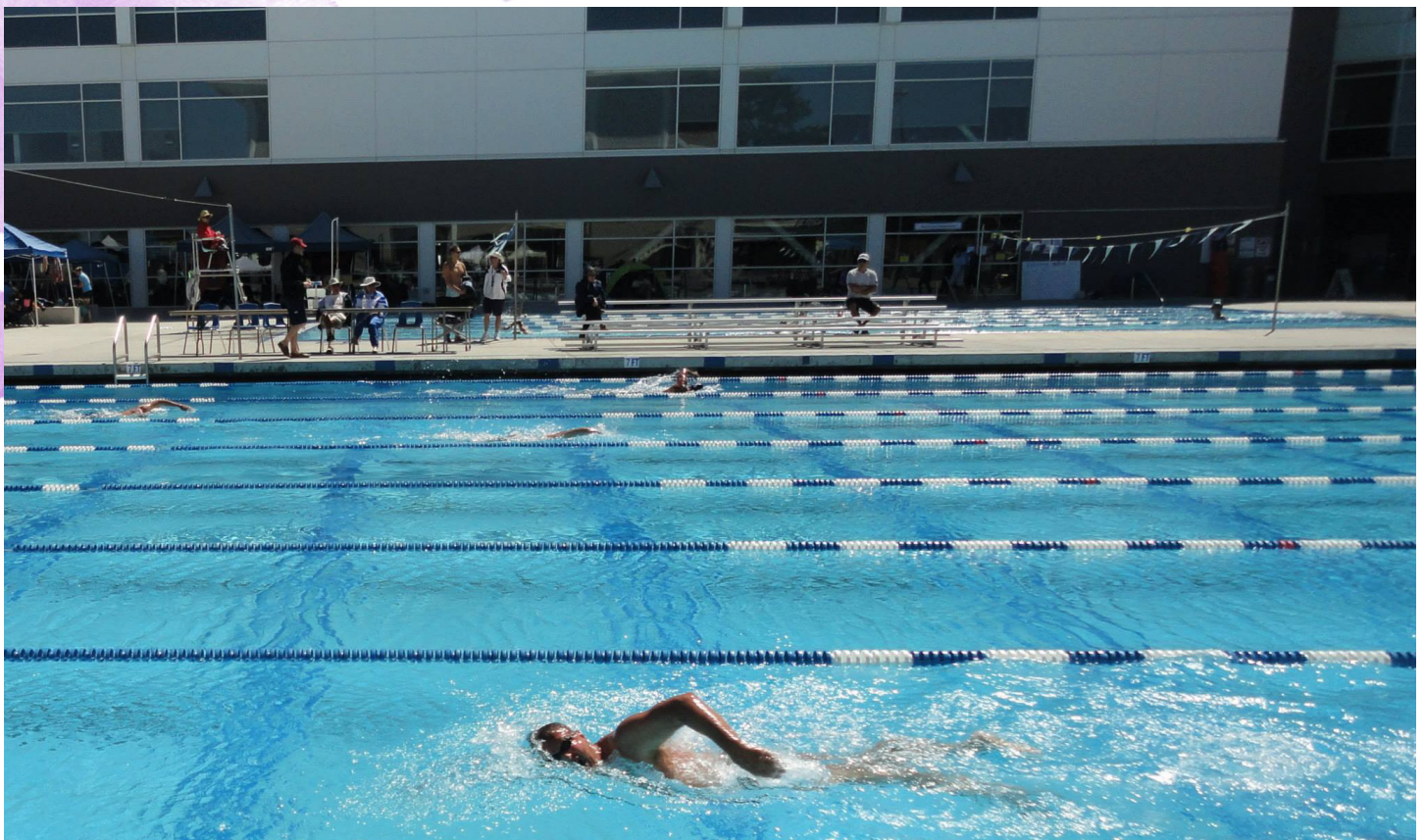
Photos courtesy of San Mateo Athletic Club.



We rented pool space for the following teams & organization for practices:

- Lions Water Polo Team
- Scuba Fusion for scuba classes
- San Mateo Youth Foundation
- Special Olympics
- KOA swim team
- Otters Swim Team
- South San Francisco Swim Team
- Mavericks Swim Team
- Ladera Swim Team
- Palo Alto University Club Swim Team
- PASA Swim Team (Alpine location)
- USA Water Polo Olympic Development Teams
- Golden Gate Triathlon Club
- West Bay Swim League (WBSL)
- Peninsula Swim Association (PSA)
- Junipera Serra Swim League (JSSL)
- Total Immersion
- Pacific Swimming
- Middle College at the College of San Mateo
- Crystal Springs Uplands School Swim Team
- Burlingame Aquatics Club swim team and water polo team
- Threshold Racing

Photo courtesy of San Mateo Athletic Club.



Bulldog Swim Club

- Fall 2012 enrollment = 168 swimmers
- Winter 2012 enrollment = 120 swimmers
- Spring 2013 enrollment = 175 swimmers
- Summer 2013 enrollment = **254 swimmers**

Courses/Clinics Offered

- **Red Cross Lifeguard Certification Courses:** these not only bring in revenue but also are great avenues to find candidates for employment. During the course of this year we hired 5 people from the classes we offered.
- **RED CROSS/CPR/AED** courses offered for members and public

Congratulations

Masters Head Coach Tom Reudy



2012 Coach of the Year
Pacific Masters Swimming

This is an incredible honor and we are very proud of you



**SAN MATEO
ATHLETIC CLUB**
AT
COLLEGE OF SAN MATEO



Photos courtesy of San Mateo Athletic Club.

Outstanding Aquatics Accomplishments

- Masters Head Coach, Tom Reudy was named the 2012 Coach of the Year by Pacific Masters Swimming. Tom was presented this award at a swim meet in March 2013.
- We had 5 teams enter the Trans Tahoe Relays July 27, 2012.. One team finished 1st in their division and two teams finished 2nd.
- SMAC Members and staff swim for CSM Swim Team. Miya Oto and Derek Koo were both named Swimmer of the Meet at the Coast Conference Finals. SMAC lifeguards Al Andaluz, Kelly Dwyer and Kellsey Mercado, along with member Miya Oto, all qualified for the State Finals. Other SMAC staff who swam for the CSM swim team this season: Eric Lucero, Richard Gonzalez, Nick Cheechov and Jessica Blakeslee.
- The following swimmers achieved 'All-American' status for 2012. (To achieve this, you must have ended the year as the top time in the nation.) San Mateo Masters swimmers Alex Navarro, Mike Kiedel and Barry Fasbender achieved individual 'All-American' honors. Alex Navarro finished first place in his age group in the 400 IM. Mike Kiedel finished first place in his age group in the 200 Free and the Hour Postal swim. Barry Fasbender finished first place in his age group in the 100Fly, 200 Fly, 400 IM and the Hour Postal swim.
- The following swimmers earned Relay All American honors: Martha Knochenhauer, Ann Lambertson, Miek Mc Cubbin, Jutta Lingys, Andrea Chan, Giulia Ferraris, Lisal Moran, Jillian Oto, Masa Oto, Michael Carpol, John Finch, Carlos Sanchez, Mike McAweeney, Moby Coquillard, Jeff Enright, Katie Elgaen, Kristine Chiba, William Glomstad, Jim Stretch, Cindy Lee, Tom Reudy.
- Swim Coach Mandy McDougal again completes the escape from from Alcatraz swim. This is an annual tradition for Mandy since the age of 15.
- Member Mike Kiedel was inducted into the Harvard Sports Hall of Fame.
- San Mateo Masters boast two former Olympians on the team, Michael Bruner and Mike Kiedel.
- Four of our members formed a relay and completed a double crossing of the English Channel (Dover to Calais and back). The members were Randy Brown, Gabor Lengl, Miya Oto and Joel Swartz. The channel is 21 miles across and is affected by dramatic tides that create extreme currents. Each swimmer will swim one-hour legs and rest for 5 hours.



Photos courtesy of San Mateo Athletic Club.

We hosted the Pacific Masters Long Course swim meet for the second year in a row and have been asked to do so again in 2014. 2013 Meet Highlights:

- Over 500 swimmers participated
- 105 from San Mateo Masters (SMM)
- SMM set 7 Pacific Swimming Records and 2 National Records
- SMM finished '2nd Overall' out of 40 teams!

Relays

- 10 Pacific Swimming records (5 were set by SMM teams)
- 3 National records (2 were set by SMM teams both relays)
- 2 World records

Individual Events

- 21 Pacific Swimming records (2 were set by Alex Navarro from SMM)
- 6 National Records
- 7 World Records
- World records were broken by Rich Burns (50 Back, 100 Fly, 100 Back),
- Laura Val (200 back, 400 Free, 200 IM), Gary Marshall (200 Br), USF 100-119
- 400M Relay, USF 320-359 400 M Relay.

6 SMM swimmers won the highpoint award for their age group

- Derek Koo,
- Andrea Chan
- Carlos Sanchez
- Katie Elgaaen
- Jeff Enright
- Martha Knochenhauer

SMM swimmers on our National Record breaking relays:

- Carlos Sanchez
- Evan Navarro
- Alex Navarro
- Masa Oto
- Andrea Chan
- Miya Oto

MEMBERSHIP DEPARTMENT

Our membership grew by over 500 members since the previous year. Our strong Membership team is thrilled with the continued positive comments and feedback we receive about San Mateo Athletic Club. It continues to amaze us how many prospects and members have a connection to CSM in some way.

Many of our members have at one time or another been a part or are currently a part of the CSM history in the academic world as well as the many events and activities offered on campus over the years.

Diana Morro, Cris Jarlos and Darrell Keys are proud to represent SMAC and encourage all to come take a look for yourself at this amazing facility which services so many in our Community. We believe we are a club like no other and we love that the members of all ages and backgrounds enjoy being in this beautiful facility.

Members often state how they feel welcome and encouraged by the environment our staff provides. They also state that the campus looks so beautiful that they are proud to have it as part of their community and a place they can feel like they can call their own.

Photos courtesy of San Mateo Athletic Club.



Notable Member Accomplishments

Member Mohamed Lhana, Para Triathlete had a few notable accomplishments this past year including:

- Marathon DesSables 155 mile footrace in the Sahara
- Abu Dabi Triathlon - 7th place finish in the Para Triathlon
- NorCal Back to Back Century Ride 2012
- New York City Triathlon, July 8, 2012
- 2012 Escape from Alcatraz Triathlon
- Wildflower Triathlon 2012
- Para Triathlon World Championships, Beijing
- World Triathlon Championship in Auckland, New Zealand

Mohamed has his sights set on qualifying for the Paralympics in Brazil 2016. Additionally, Janie McCauley, Award winning AP sportswriter published a story about Mohamed that was picked up nationally and featured CSM.

Congratulations Verity Breen in winning the S.F. Nike Women's Marathon: 2:59:26 on October 14th, 2012 in addition to:

- Noumea Marathon, New Caledonia 1st
- Maui Marathon, Hawaii USA 1st

Ten Members and Staff competed in the 'Tough Mudder' race held in Lake Tahoe. 12+ miles, 24 obstacles designed by British Special forces. We are proud to say all completed include CSM Public Safety Chief Brian Tupper.



GROUP EXERCISE DEPARTMENT

Certifications and/or Workshops

SMAC hosted the following Certifications and/or Workshops for continuing education for fitness professionals and open to CSM students, SMAC members and the community:

- Spinning Orientation, Saturday, September 22nd
- Cadence, Heart Rate & Class Design, Sunday, September 23rd
- High Intensity Training, Sunday, September 23rd
- Foam Roller Level 1, Sunday, September 30th
- Total Body Sculpting, Flex Band, Level 2, Sunday, September 30th
- Anatomy Workshop Oct. 20th & 21st
- QiForz Training -November 18th, 9am-6pm
- STOTT Pilates Sunday, March 3rd,
- AFAA Mat Science 1 & 2 Saturday, March 16th & 17th
- Spinning Orientation, July 13th
- SPINNING orientation workshop - Saturday July 13th
- AFAA Primary Group Certification - August 25th



Photo courtesy of College of San Mateo Community Relations and Marketing Department.

Departmental Highlights

- 72,086 Members participated in 3,778 Group Exercise Classes avg. class attendance 18 per (industry avg. 12)
- We offer 83 classes per week
- We change our Group Exercise class schedule coinciding with CSM semesters and we continue to develop creative programming beneficial to Club Members.

'4' SMAC Yoga Interns

- Jess Woo
- Fatima Skeigh
- Gemma Braceo
- Julia Bath

'1' SMAC Pilates Intern

- Jeanette Legallet

SMAC Hires '6' CSM students as a result of CSM Pilates certification

- Ginny Hibbs
- Kathy Phipps
- Jess Woo
- Fatima Skeih
- Gemma Braceo
- Julia Bath

In Progress

We are in discussions to host a prominent, nationally recognized Group Exercise conference that will further contribute to establishing CSM's contribution to developing fitness professionals.



Photo courtesy of San Mateo Athletic Club





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COMMUNITY
COLLEGE DISTRICT**

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