

SAN MATEO COUNTY COMMUNITY COLLEGE DISTRICT AUXILIARY SERVICES

Annual Report 2011 - 2012

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College of San Mateo



WELCOME NOTE



As I start writing this introductory note each year, I am often struck by all of the challenges we face in operating efficient business operations at each of the colleges. We are impacted by the seemingly never ending state budget woes, continued pressure to downsize enrollments, intense competition from outside retailers and publishers who reinvent ways to provide content while attempting to cut the bookstores out of the supply chain. These are just a few of the impacts to our operations. I am struck by all of these challenges not because of their enormity but rather because of our collective ability as a team to overcome them and still remain successful!

As you go through this year's annual report, I know that you will be as impressed as I am by the products and services we offer. I know that you will be proud to learn that after 11 years, our textbook rental program continues to grow at an exponential rate and has saved students in this District over \$5 million dollars on textbook costs since its inception. You will be inspired by the insourcing of the coffee concessions back to District control being operated by the Bookstores providing additional classified positions as well as providing badly needed jobs and training opportunities for many students. You will read about the inclusion of the copy centers into the bookstore operations providing yet another line of products and services that had not been available in a retail setting. You will learn of the generosity of the auxiliary services in support of college and student endeavors, the marketing of our beautiful dining halls to outside groups for their use providing new revenue streams as well as new opportunities to engage the community and you will be awestruck by the growth to over 4,000 members at the San Mateo Athletic Club at College of San Mateo. You will learn many things about the important work that the Auxiliary Services do throughout the District and you will be proud as I am proud of all we have accomplished.

As I ponder all of these changes and the growth that seems almost constant, I am very grateful all of the people who contribute to this success every day. The teams I have the privilege to lead and support have accomplished many great things and have done so with absolute professionalism and dedication to the mission of the college we serve and the District we represent.

Our growth is amazing, our success is enviable throughout the community college system and our future continues to be bright. Thank you all for everything you do to make us so successful. Our success depends on the support of each college family and the District. On behalf of every member of the Auxiliary Services team, thank you for your support and patronage. We continue to look forward and will strive to offer more innovations and success in the year ahead.

Tom Bauer
bauert@smccd.edu
Vice Chancellor
Auxiliary Services & Enterprise Operations

THE BOOKSTORES

Fiscal year 2011-12 was another tough year for the district bookstores. The overall success of campus auxiliary services and commercial operations is dependent on a strong, stable enrollment year to 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 depressed 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 award winning textbook rental program received some major cash infusion this year allowing us to increase our rentals by 25% this year over last year. Additionally, the success of PAWS for Coffee at College of San Mateo completing its first full fiscal year in operation joining Cañada College Bookstore's Pony Espresso allowed both bookstores to serve hundreds more students and staff every day and bring exciting new products to the campus. These shops are so successful that in January 2012, we opened World Cup Coffee & Tea after insourcing this service from a previously outsourced vendor as we did at College of San Mateo last year. Now that each of the bookstores has fully operational coffee concessions, the stores have added a revenue source that has helped to defray the effects of the downward enrollments and the increased pressures on the textbook departments.

In addition to adding the coffee concessions, the bookstores assumed the operation of Graphic Arts at Skyline College and opened Campus Copy & 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 are both young in terms of their expansion into a full retail shop, but we have great expectations that both will continue to grow and further supplement the bookstore sales.

Thanks to these efforts, the Bookstore team pulled together, continued to offer superior service to our community, managed expenditures and once again ended the year with a financial surplus. This is a significant accomplishment as the loss in textbook sales of \$684,000 this year coupled with a loss of \$760,000 in textbook sales last year would normally all but doom any operation. However, despite the dramatic drop in textbook sales, the bookstore returned a surplus of \$260,000 to its reserve this year versus the \$196,000 we returned to the reserve last year. The entire bookstore team is to be credited with these stellar results.

As the most visited place on any college campus, the Bookstore is charged with both meeting and exceeding the needs of students, faculty and staff. The Bookstore team is committed to striving for further innovation and will continue to provide exceptional service to the community.



Photo courtesy of SMCCD Bookstores student employee - Amanda Bortoli.

STAFFING CHANGES

With the addition of the two copy centers to the bookstore operations, we were pleased to welcome Katie Beverly to the Skyline Bookstore team. Katie supervises the operation of Skyline Graphic Arts that now falls under the direction of the Skyline Bookstore. Katie previously worked for KCSM and is a very welcome addition to our team. At CSM, we welcomed Alan Quale who is working with us as a short term staff member growing the operation at Campus Copy & Post. This operation falls under the Bulldog Bookstore. Alan has many years of print shop experience and brings with him a wealth of knowledge, skills and abilities.

PAWS for Coffee, located in the College Center building on the campus of College of San Mateo has been so incredibly successful that we were able to open an additional Bookstore Operations Assistant position to handle the day to day supervision of this new enterprise. After a competitive interview process, Charles Cianos was chosen for the position. Charles is no stranger to CSM or to the District Bookstores. Charles started his career here as a student at Cañada College and worked in the Cañada Bookstore from 2003 through 2010 while he was a student at Cañada as well as while attending San Jose State University where he graduated with a Bachelor's Degree in Anthropology in December 2010. We are so proud that many of our student employees rise to the top while in our employ. It is not a surprise to

anyone in the bookstores that all but 2 of our classified and management team now working in the bookstores started at one of our colleges as a student employee in the bookstore.

Charles is a focused, service driven individual who always sees the glass half full. His optimism and enthusiasm for his work is clearly evident in everything he does. The Bookstore team was so impressed with Charles that when we opened PAWS for Coffee at CSM in April 2011, he was asked to join our team as a short term employee to help us get this new enterprise up and running. Thankfully, he agreed and the results speak for themselves. In the 11 months he was at CSM in the short term position, he was instrumental in developing the enterprise to where it is now operating as a fully financially successful part of the Auxiliary organization. Charles is largely responsible for that success which explains why I was thrilled to learn that he planned to apply for the newly created Bookstore Operations Assistant position dedicated to the PAWS enterprise.

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.

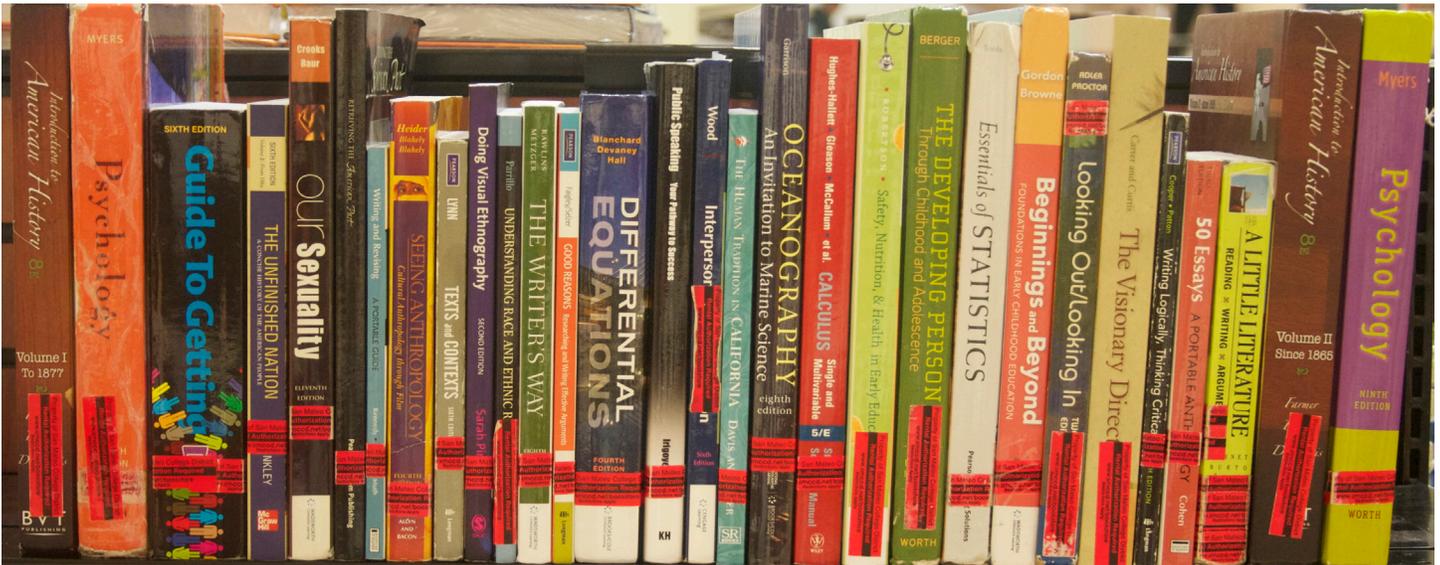


Photo courtesy of Kevin Chak.

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 are charged with obtaining as many used textbooks as possible as well as identifying titles to add to our textbook rental program. The Bookstore managers also 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 four major used textbook wholesaler 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 processed by the Bookstore on time and the textbook is being readopted in the same edition for the coming semester, the Bookstore can give the student a 50% cash return on his or her 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 an 18%



<http://www.textbookaid.org>

overall reduction in new textbook sales and a 6% drop in used textbook sales. Course pack sales dropped by 11%. A bright spot continues to be our textbook rentals which increased by 25% this year. The decline in textbook sales can be explained in large part by the reduced enrollment. The increase in rental textbooks also affects the sale of textbooks. The more textbook titles we rent, the fewer books students will buy. Because the textbook rental titles are books that are used semester after semester, the impact of this type of increase is most significant on used book sales.

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, the numerous online competitors that have cropped up this year doing everything from selling books to renting books have been an additional challenge for brick and mortar college bookstores across the country. Despite all of our challenges, the unit sales of textbooks decreased 5%. This modest reduction, which is lower than our enrollment decline, attests to the fact that we have not lost any valuable market share. Thanks to our successful rental program, we are meeting the needs of our students in the most cost effective manner possible. This is actually quite extraordinary and displays the commitment of our student customers as well as our faculty and staff to support the Campus Bookstores.

TEXTBOOK RENTAL PROGRAM

The textbook rental program continues to flourish and serve as a model for college bookstores around the country. Thanks to the joint efforts of Vice Chancellor Tom Bauer, the District Foundation team (in partnership with our District Bookstore and auxiliary vendors) and innovative work of Cañada Bookstore Manager Jai Kumar in collaboration with campus partners, we continue to raise funds to purchase additional textbooks for the rental program at all three of the Colleges. In addition, the Bookstores continue to add inventory to the program using their reserve dollars.

Cañada College continues to lead in its efforts to raise funds for the program as well making Cañada Bookstore the leader in textbook rentals in the District and possibly the State. The District Bookstores now boast over 1,600 titles in the textbook rental program spanning most disciplines at the three Colleges. These efforts account for the increase in textbook rentals this year. Late in the last academic year, Skyline College President Regina Stanback Stroud committed \$100,000 and CSM President Mike Claire committed \$10,000 to the textbook rental programs for their campuses. These generous commitments made a major impact on the 2011-12 academic year with thousands more volumes and hundreds more titles added to the textbook rental program.

Textbook rentals increased 25% this year over last year. In fiscal year 2011-12, the Bookstores rented textbooks valued at \$1,100,000 for \$277,462, savings students \$822,538. This year, the Bookstores rented textbooks valued at \$1,500,000 for \$371,000, saving students \$1,129,000 this



Photos courtesy of Amanda Bortoli.

academic year alone.

The program has saved students more than \$5 million since 2005 with recent inventory additions increasing that number exponentially. We expect the cumulative savings to top \$7 million dollars by Fall 2013 with our rental library, which started out with 35 titles in 2005 and now exceeds 1,600 titles spanning almost all disciplines and growing at a rapid pace, thanks to the support of the Colleges and generous donors. Special acknowledgement and continuing congratulations go to Jai Kumar and Cañada store staff Brian Horwitz and Laura Brugioni along with a dynamic team of student assistants. The Cañada Bookstore leads the District in all matters concerning textbook rentals and was the founding store of the program. The commitment of all three College administrations to the success and growth of this program, along with the dedication of the Bookstore teams, make this award winning program a shining success.

NON-TEXTBOOK RENTAL ITEMS

Course materials includes more than just books. In addition to textbooks, the District Bookstores rent TI83 graphing calculators and i>Clicker2 classroom response devices. In Spring 2012, the rental inventory of these items were greatly increased with a \$25,000 commitment by President Regina Stanback Stroud. This allowed the Skyline Bookstore to add 250 i>Clicker2 devices and an additional 250 TI83 graphing calculators to Skyline College Bookstore's non-textbook rental inventory. In that short time, Skyline College students have saved \$17,000 by renting a TI83 graphing calculator and \$11,000 by renting an i>Clicker2 device instead of purchasing them.

The \$100,000 support of President Stanback Stroud at Skyline College last year to purchase additional inventory for the textbook rental program plus the \$25,000 for these essential non-book items has made a significant, positive impact on student's abilities to have all of the required materials to successfully complete the class. Overall, SMCCCD students saved over \$52,000 in 2011-12 by renting non-textbook items at the Bookstores

2011-12 Course Materials Sales Comparison TY-LY

SMCCCD Bookstores					
CSM	Description	2010-11	2011-12	\$ Difference	% Difference
	New	\$ 1,408,765.00	\$ 1,225,943.00	\$ (182,822.00)	-13%
	Used	\$ 633,996.00	\$ 573,548.00	\$ (60,448.00)	-10%
	CoursePacks	\$ 87,854.00	\$ 60,784.50	\$ (27,069.50)	-31%
	Total	\$ 2,130,615.00	\$ 1,860,275.50	\$ (270,339.50)	-13%
	Rental	\$ 24,519.00	\$ 38,228.00	\$ 13,709.00	56%
	NTE (Unit Sales)	\$ 2,352,169.00	\$ 2,143,585.67	\$ (208,583.33)	-9%
SKYLINE	New	\$ 1,605,889.00	\$ 1,395,252.00	\$ (210,637.00)	-13%
	Used	\$ 558,476.00	\$ 556,417.00	\$ (2,059.00)	0%
	CoursePacks	\$ 72,237.00	\$ 84,134.00	\$ 11,897.00	16%
	Total	\$ 2,236,602.00	\$ 2,035,803.00	\$ (200,799.00)	-9%
	Rental	\$ 85,144.00	\$ 138,712.00	\$ 53,568.00	63%
	NTE (Unit Sales)	\$ 2,691,099.67	\$ 2,691,989.33	\$ 889.67	0%
CANADA	New	\$ 950,152.00	\$ 746,087.00	\$ (204,065.00)	-21%
	Used	\$ 295,843.00	\$ 278,916.00	\$ (16,927.00)	-6%
	CoursePacks	\$ 49,877.00	\$ 43,661.00	\$ (6,216.00)	-12%
	Total	\$ 1,295,872.00	\$ 1,068,664.00	\$ (227,208.00)	-18%
	Rental	\$ 167,799.00	\$ 182,535.00	\$ 14,736.00	9%
	NTE (Unit Sales)	\$ 2,015,805.33	\$ 1,848,115.00	\$ (167,690.33)	-8%
Total District	New	\$ 3,964,806.00	\$ 3,367,282.00	\$ (597,524.00)	-15%
	Used	\$ 1,488,315.00	\$ 1,408,881.00	\$ (79,434.00)	-5%
	CoursePacks	\$ 209,968.00	\$ 188,579.50	\$ (21,388.50)	-10%
	Total	\$ 5,663,089.00	\$ 4,964,742.50	\$ (698,346.50)	-12%
	Rental	\$ 277,462.00	\$ 359,475.00	\$ 82,013.00	30%
	NTE (Unit Sales)	\$ 7,059,074.00	\$ 6,683,690.00	\$ (375,384.00)	-5%

***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.

COMPUTER SALES

After the District Bookstores' partnership with Apple Computer ended in April 2010, we searched for other partnerships to offer to the District community. The District Bookstores began to expand their selection of Dell computer products and search for other academic offerings for students, faculty, and staff. As a result, Hewlett Packard's (HP) product line was added to our academic offerings along with tablet and netbook computers from Acer, Asus, Samsung, and Toshiba.

The District Bookstores also expanded the selections of academic software from Microsoft, Adobe, and Intuit. We will continue to offer products and services that offer the best value for our customers.

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, **Lu Zheng, Sandy Bualop, Sharon Ho Pei Pei, and Maija Snepste**; from

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 support for the Bookstores or any other District enterprise operation. 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 below, 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 **Premier Innovation Sponsor** recognizes this record setting lead individual sponsorship of \$10,000. Vice Chancellor of Auxiliary Services and Enterprise Operations, Tom Bauer shared many kind words about the College, its leadership

Below are some of the highlights of this District support:

- \$104,000 in salary and benefit support to the District, which offsets Fund 1 expenses
- \$67,700 in support to the Peninsula Library System
- \$6,000 per year in student textbook scholarships
- \$15,000 per year in product donations to campus causes
- \$65,000 in product to support the textbook rental program

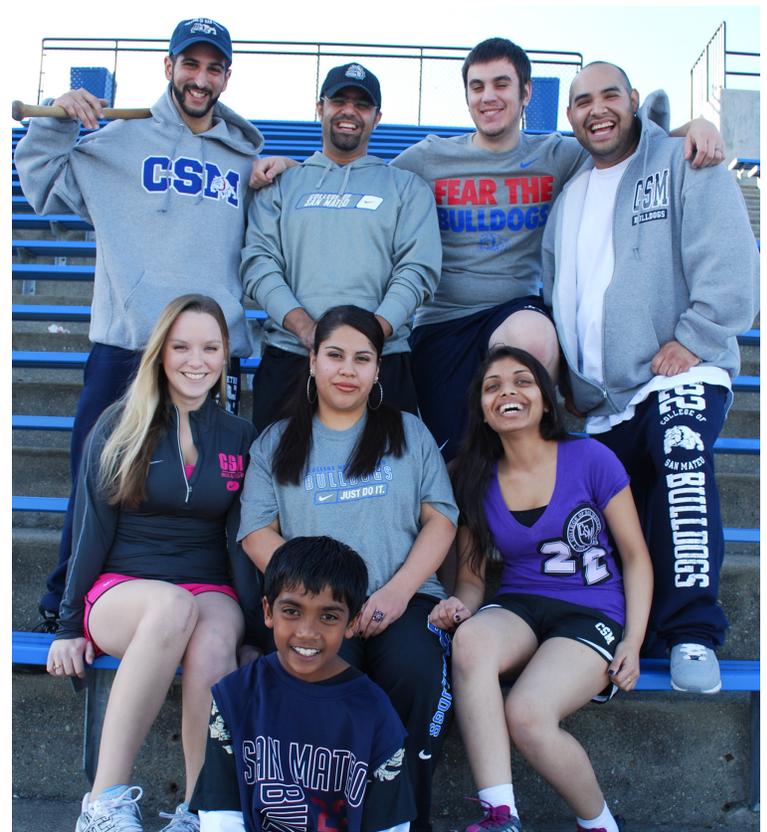


Photo courtesy of Amanda Bortoli.

Skyline, **Caitlin Bortoli, Amanda Bortoli, Jennifer Wong, Gilbert Bui, Brian Delacruz, and Maritza Monreal**; and from Cañada, **Reshma Prasad, Alvin Lal, Felipe Gonzalez and Vanessa Collier**. Congratulations to each of these students on a job well done!

and the excellent Skyline Bookstore staff, led by Kevin Chak and the team at Sky Café, managed by Hugo Ramos and Rick McMahon of Pacific Dinning. The team's focus on providing the highest quality of service to the students, staff and faculty of Skyline College made the gift possible.

The Bookstores are proud of this support and plan to continue supporting the goals and objectives of the District. 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, Matt Hernandez, Wai Tan Tam, and Katie Beverly; from Cañada, Jai Kumar, Brian Horwitz and Laura Brugioni and Faamanu Alala.



Photos courtesy of Laura Brugioni and Maija Snepste.

FINANCIAL PERFORMANCE AND INFORMATION

The Bookstore Fund budget for 2012-13 totals \$8,457,700 as indicated below. The net beginning balance for the Bookstore Fund is \$7,133,273. 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, 2011 through June 30, 2012. It includes Fall 2011, Spring 2012 and Summer 2012 semesters.

Regular merchandise sales have decreased only modestly this year compared to last year despite a loss of \$684,000 in textbook sales. The decrease in textbook sales is a result of our decline in enrollment due to the State financial crisis. The bright light for the Bookstores comes from our convenience and coffee sales. This year, the Bookstores sold \$1.1 million dollars in coffee and convenience products compared to \$582,000 last year. We also saw significant increases in the sale of school and office supplies, gifts and sundries.

The decline in computer sales may be attributed to the now defunct partnership with Apple and a decrease in institutional sales to the Colleges which are cyclical in nature due to lifecycle replacement. It is important to note that since the direct relationship with Apple has ended for the Bookstores, the District will purchase computers from Apple via General Services. These sales will not return to the Bookstores. The Bookstores currently offer Dell and Hewlett Packard computer products in store.

Cost of sales decreased modestly by 2% this year. The Bookstores reported shrinkage (loss) of 1% this year. The industry standard is 2%. Total Operating Expenses increased dramatically this year due to a number of factors including increased software and hardware maintenance fees as well as wage and benefit increases due to the labor intensive operations of the coffee and convenience shops at all three Colleges. Despite the loss of the other income derived from the commission on Apple sales, we realized an increase in interest and other income.

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Bookstore Sales	2011-12	2010-11	\$ Change	% Change
Regular Merchandise Sales	\$ 6,903,686	\$ 6,909,140	\$ (5,454)	0%
Computer Products Sales	\$ 183,656	\$ 202,988	\$ (19,332)	-10%
Total Merchandise Sales	\$ 7,087,342	\$ 7,112,128	\$ (24,786)	0%
Textbook Rental Sales	\$ 359,475	\$ 277,467	\$ 82,008	30%
Production Service Income	\$ 209,491	\$ -	\$ 209,491	100%
Total Sales	\$ 7,656,308	\$ 7,389,595	\$ 266,713	4%



Photos courtesy of Amanda Bortoli.

Continued from page 7

The most impressive result highlighted below is that despite a loss in textbook sales this year, we managed to return a net surplus of \$259,696 to our reserve. This could not have been accomplished without 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.

While the Bookstores ended 2011-12 in the black 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, we will continue our commitment to focus on all efforts to improve service, offer more used textbooks, continue to grow the rental program, further integrate digital textbooks at all three Colleges, increase the amount of custom and institutionally adopted textbooks District wide and further maximize the interest and other income potential of all the Campus Bookstores. In so doing, we will remain well positioned for future growth as we serve the students of the San Mateo County Community College District.

Bookstore Recap	2011-12	2010-11	\$ Change	%Change
Total Merchandise Sales	\$ 7,087,342	\$ 7,112,128	\$ (24,786)	0%
Total Textbook Rental Fees	359,475	277,467	\$ 82,008	30%
Production Service Income	209,491	-	\$ 209,491	100%
Cost of Goods Sold	\$ 4,578,561	\$ 4,668,077	\$ (89,516)	-2%
Gross profit	\$ 3,077,747	\$ 2,721,518	\$ 356,229	13%
Total Operating Expenses	2,781,584	2,431,960	\$ 349,624	14%
Net Income from Operations	296,163	289,557	\$ 6,605	2%
Interest and Other Income	200,296	179,203	\$ 21,094	12%
Net Income Before Other Expenses	\$ 496,459	\$ 468,760	\$ 27,699	6%
District Support				
Other Expense: Admin Salary/Benefits	103,686	121,953	\$ (18,267)	-15%
Other Expense: District Support	133,077	150,967	\$ (17,890)	-12%
Net Change in Fund Balance	\$ 259,696	\$ 195,840	\$ 63,856	33%

FOOD SERVICE

The Cafeteria Fund budget for 2012-13 totals \$170,000 as indicated below. The net beginning balance in the Cafeteria Fund is \$337,374.

Beverage, Snack and Food Service Vendors:

- 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.
- 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.



Photos courtesy of Skyline College Public Information Office



Pacific Dining, under the leadership of Rick McMahon along with Sonia McMahon, Hugo Ramos, Lenny Ramos, Donny McKercher and Jon McMahon, 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. A Request for Proposal (RFP) was issued in May 2012 and Pacific Dining was again awarded the contract to operate the dining facilities on all three campuses. 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 president 4 events annually for faculty, staff, and managers up to \$500

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Cafeteria Fund summary:

CAFETERIA FUND	2011-12	2010-11	\$ Change	% Change
Food Service Income	\$109,422	\$116,149	(\$6,727)	-8%
Vending Income	73,486	74,627	(\$1,141)	-2%
Interest Income	4,753	2,964	\$1,789	60%
Rental Income	24,101	5,004	\$19,097	382%
Total Income	\$211,762	\$198,744	\$13,018	7%
Expenditures	209,034	279,600	(\$70,566)	-25%
Net change in Fund Balance	\$2,729	(\$80,856)	\$83,585	103%

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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. The dining area is consistently crowded with students. 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 Daily Special 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 have teamed up in marketing the Bayview Dining Room at College of San Mateo to outside people and groups for their events. The response from the community has been remarkable. To date, we have hosted banquets, bar mitzvah's, quinceañeras, weddings and reunions in addition to renting space for city firefighter testing, two job fairs hosted by Representative Jackie Speier (D-CA 12th District) as well as events hosted by San Mateo County and the San Mateo Chamber of Commerce. 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 College or to the campus. This direct engagement of the community helps us to do our part to tell the story of College of San Mateo, as well as the District, and introduce people to all of the positive changes that have taken place under the direction of our Board and Chancellor and due to the generosity of the voters of San Mateo County who have generously supported our two bond initiatives. It is important to note that we have done very little marketing of the facility at this point. To date, the over 35 events we have hosted have all been through word of mouth after someone attends one of our events. Pacific Dining and Auxiliary Services will be partnering on a marketing campaign that will include both the Skyline and College of San Mateo dining rooms in the 2012-13 academic year.

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 will be 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. We have very high hopes that renovation of this building after almost three years will go a long way to enriching the lives of students and staff at Cañada College and allow Pacific Dining to greatly expand the menu selections in this redesigned space.

Continued on page 11



Photo courtesy of Dave Vigo.



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

Continued from page 10

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. There were many changes to the Pacific Café menu in the 2011-12 academic year after consultation with students and staff as well as changes to the servery itself to incorporate World Cup Coffee and Tea to more efficiently serve students and provide another area for students to congregate.

In Spring 2012, renovation began in two phases on the entire first floor of B6 to enhance the dining room and adjacent spaces for students. In early May 2012, sections of the dining area surrounding the current faculty and staff lounge, the fireplace and the student and cyber lounges were cordoned off for demolition work which began almost immediately to ensure that as much of the heavy work was done before commencement. Almost all of the heavy and deafening work was done overnight so that it did not disrupt the daily activities in the building. While there was work going on in the surrounding areas during the day, precautions were taken to ensure it did not interfere with daily life at Skyline College. Our partners at Coulter Construction, Facilities, Swinerton and all of the contractors on the job did their utmost to keep a pleasant working and dining environment.

Immediately following commencement, the dining area of the building was closed. The floors in that area were stripped, grounded down and sanded in preparation for the concrete to be stained and polished. Once the floors were finished, installation of new furniture began and lighting fixtures were put in place. The new student lounge and staff lounge were ready and completed by Summer 2012.

Food service income has decreased considerably, booking a loss of \$80,898 last year. The primary reason for the loss was the disposition of the mobile kitchen at CSM which was sold in March 2011. Further affecting sales is the State fiscal crisis which has dramatically impacted not only the enrollment at all three Colleges, but also the drop in number of catering requests throughout the District for meetings and events. The good news is that with the opening of College Center, we have seen a dramatic increase in food service sales at that location as well as rental of the facility by outside groups. These rentals have not only brought in rental revenue to the District but also increased food sales from which the District receives a commission.

Vending income has decreased slightly compared to last year. Overall expenditures have declined dramatically this year with the disposition of the CSM mobile kitchen having a significant impact on last year's financial performance. All other expenses related to the repair and maintenance of equipment at the three College dining locations is in line

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Photo of 2012 CSM Hall of Fame Induction at CSM College Center courtesy of College of San Mateo Community Relations and Marketing Department.



FOOD SERVICE INCOME	2011-12	2010-11	\$ Change	% Change
KJ'S CAFE				
EL Capitan - SKY	9,298	18,454	(9,155)	-50%
Drip Coffee - CSM	1,134	28,364	(27,230)	-96%
Sub Total	10,433	46,818	(36,385)	-78%
PACIFIC DINING				
Skyline	42,782	28,453	14,329	50%
Cañada	12,298	10,775	1,523	14%
CSM	40,511	25,697	14,814	58%
Kiosk	3,399	4,406	(1,007)	-23%
Sub Total	98,989	69,331	29,658	43%
Total Food Service Income	109,422	116,149	(6,727)	-6%

Continued from page 11

with where they were last year.

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.

The numbers above reflect that food service income is down because in 2010-11, we had two contracted coffee concessions operating: Drip Coffee at College of San Mateo and El Capitan Espresso at Skyline College. Drip Coffee ended its operation at College of San Mateo in August 2011 (reflected by the small amount of commission showing for this year) and El Capitan Espresso ended its operation at Skyline College in December 2011 (reflected by the \$9,298 in commission this year).

The table illustrates an increase in food service income at all three Colleges this year with the largest increase

at College of San Mateo. Overall, food service income is up this year over last by \$29,658 or 43%. This increase is in spite of enrollment declines. The completion of College Center at College of San Mateo, along with the superior quality and service provided by Pacific Dining, prove the adage that “students vote with their feet.” Our impressive facilities and the effort of our food service partner are keeping students on campus more of the time. Therefore, even with lower enrollment, the food services are doing quite well.

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. They won the bid again in 2007. That contract expired on June 30, 2012 and once more, they were awarded another 5 year contract starting on July 1, 2012.

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



Photo courtesy of Kevin Chak.

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The total value of the Pepsi proposal to the District exceeded \$510,000 over five years. Not only was Pepsi the most beneficial financial offer, they met or exceeded all criteria questions posed in the request for proposal (RFP). Pepsi has provided excellent 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 will be used for the textbook rental program as well as other projects that benefit the students at all three Colleges.
- \$35,000 donation 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.
- \$16,000 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.
- \$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 students 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.



District wide snack vending machine rights provide comprehensive snack vending services for all three College campuses and the District Office. These exclusive rights extend to all snack 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 the District. The previous contract was awarded to Action Vending in 2006. The vendor changed hands twice during the contract, once to North County Vending and then to Canteen Vending Services. The contract expired in December 2011, extended by mutual consent through June 30, 2012.

In May 2012, an RFP was issued for an exclusive snack machine contract with the District. The District received only one response from Canteen Vending Services. After thorough research, the District learned that the proposed commission rates are at the higher end of the spectrum when compared with vending services at other community colleges. While the District considered releasing the bid again, it was determined that a more favorable commission structure from another vendor would be unlikely. Since assuming the contract last year, Canteen has demonstrated their commitment to the success of our students and has been a strong vendor partner.

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.



SAN MATEO ATHLETIC CLUB AND SAN MATEO AQUATIC CENTER



Photo courtesy of San Mateo Athletic Club

The San Mateo Athletic Club budget for 2012-13 totals \$2,360,000. The net beginning balance is \$171,400.

In the Spring 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.



VISIT US ONLINE

www.SMCCD.edu/SanMateoAthleticClub

CSM FITNESS CENTER FINANCIAL SUMMARY

The financial performance of SMAC has been outstanding this year. Total operating revenue continues to exceed both budget and the initial proforma expectations and is 38.4% or \$770,396 ahead of last year. Our net operating income is 339% ahead of last year at this time. A year ago, the operation was showing a modest surplus which has grown considerably this year. After the allocation of income and expenses, the total operational surplus is \$387,384 representing a 267.1% increase over last year.

SMAC was actually not projected to begin making money until its third year of operation and not break even until the end of the fourth year. Due to the first class facility and the professionally managed operation, we continue to experience membership growth. As we enter our third full year of operation, we expect membership to remain strong. We do not anticipate that we will be able to continue growing at the same rate due to the size of our facility, but we will continue to maximize our membership. Additionally, we will continue to explore new partnerships and offer more continuing education programs and certification classes to add to the workforce development part of our mission.

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

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 as a result of significant collaboration, the College academic team and the SMAC team continue to work to brand SMAC as a “teaching health club.” This is certainly an innovative concept for a college and a health club. This partnership will offer 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. SMAC is 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.

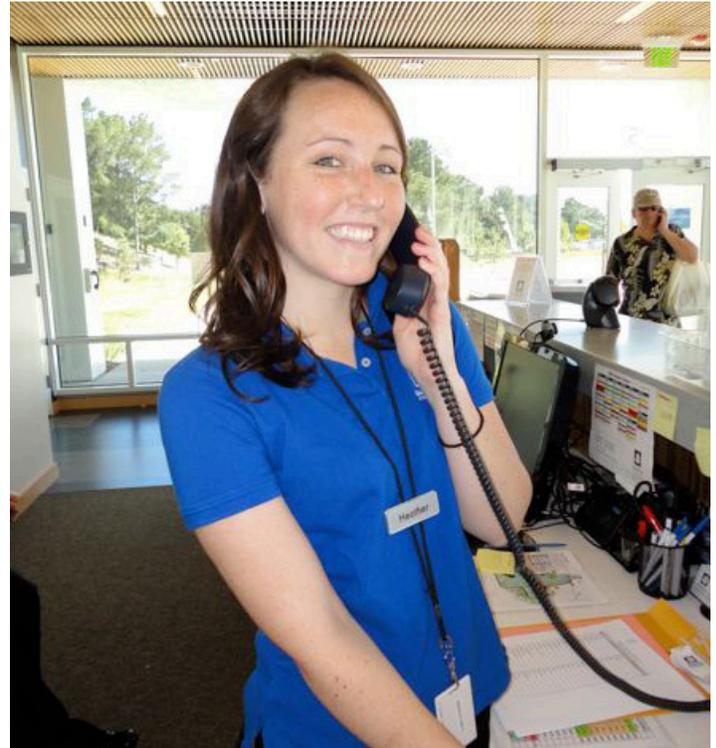
We are very proud of the accomplishments made at SMAC in such a short period of time. We strive to be the best facility in the Bay Area which offers not only a place to work out, but also a place to teach, learn and develop habits, knowledge, skills and abilities that will benefit all those we serve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

San Mateo Athletic Club	6/30/2012	6/30/2011	\$ Change	% Change
Operating Revenues				
Registration & Membership	\$ 1,997,803	\$ 1,493,940	\$ 503,863	34%
Personal Training	259,621	129,154	130,468	101%
Aquatics	385,771	280,854	104,916	37%
Parking	65,302	53,816	11,486	21%
Group Exercise	41,947	31,391	10,556	34%
Retail	13,693	5,905	7,788	132%
Other Income	9,990	8,671	1,319	15%
Total Operating Revenue	\$ 2,774,126	\$ 2,003,731	\$ 770,396	38%
Operating Expenses	\$ 2,371,675	\$ 1,912,060	\$ 459,615	24%
Net Operating Income/(Loss)	\$ 402,451	\$ 91,670	\$ 310,781	339%
District Support				
District Support Income	74,376	78,712	(4,335)	-6%
District Support Expense	89,443	64,862	24,581	38%
Net Change in Fund Balance	\$ 387,384	\$ 105,520	\$ 281,864	267%



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

YEAR IN REVIEW: 2011-12



Photos courtesy of San Mateo Athletic Club.

COURTESY DESK

- “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?”
- “Is the gym free for students?”
- “How do I get to the district office?”
- “When does the semester end?”
- “Is Paul here?”
- “Where is the baseball coach?”
- “How do I get to Cosmetology?”
- “How much is membership?”

These are just a few of the myriad questions asked by students, staff, prospective members and campus visitors of the courtesy desk staff in a typical day. Fortunately, our highly trained, professional staff has the answer to these and many other questions.

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 members 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.

This summer, we asked our members to “Go for Gold” and they did just that. More than 500 members have signed up for the program. A little card, a few stamps and you will see those who are participating walking around with their gold on in the form of a stunning T-shirt. Each completed card gets the member closer to their T-shirt (received at 40 visits) and an entry into the raffle. Of course, no one signed up for the prizes... exercise is its own reward!

Staff continuity is always a welcome aspect for any place of business, but especially for the courtesy desk staff and our members. Familiar faces reign as several of our staff have been here from before Day 1. Roles, responsibilities and shift days and times sometimes change, but many of the faces have remained the same.

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.

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Fun Facts:

- We see an average of 766 members/students per day
- That is 204,374 member visits and 74,703 students this past year. Wow!
- We are open 364 days of the year

A few additional noteworthy events from this past year:

- Where in the world...Members and students sent us pictures from their travels....wearing their SMAC shirt. New Zealand, Rome, Paris, Colombia to name a few destinations where our shirts have been seen!
- Member Appreciation Month – Let them eat cake! Special activities every day celebrating our second anniversary and YES, we served CAKE...actually 15 sheet cakes which equaled 735 pieces of cake.

We participated in the following campus events/ programs:

- Holiday Toy Drive with CSM – we filled the barrels more than 4 times. Our members were thrilled to participate. Final donations went to Fire Station #27 in San Mateo
- Kinesiology Career Fair
- Annual Health Fairs at CSM and Canada
- College Night
- Cross Promotion with CSM cosmetology department



Photos courtesy of San Mateo Athletic Club.

AQUATICS DEPARTMENT

Improvements

- The San Mateo Masters swim team continues to love the pools and the fitness facility. We grew from 195 to 230 members over the course of this year.
- The Bulldog Swim Club continues to flourish. We averaged 75 kids over the winter months which increased to 150 for the summer months. Most of the increase in kids has been through word of mouth. The parents are very happy with the level of instruction and positive encouragement our coaches provide. Swimmer Emma Madgic qualified for Far Westerns in April of 2012.
- Bulldog Aquatics kids swim lesson program is growing by leaps and bounds. We had a lot of success marketing our programs with our Open House Days & our booth at the Hillsdale Mall Summer Camp Event. We benefitted this summer from having the outdoor restroom and family changing rooms ready to go. This is a significant reason many parents chose to continue their lessons at SMAC.
- With the addition of our new Aquatics Office by the Instructional Pool we will serve our customers even better. Having an office at this location will help us to sell more lessons, control access to the pools and learn more from our clients so we can design the programs they are looking for.
- Red Cross Certification Courses not only bring in revenue but also are a great way to find candidates for employment. Highlights: in April we had 25 participants in one class. During the course of this year we hired 3 people from the classes we offered. In the fall of 2011, we had an Olympic Silver Medalist, Allison Wagner, take our lifeguard certification course.

Staff

Six of our employees swam on the CSM swim team in the spring of 2012.

Members

John Caughlin has been our most inspirational member. While he was swimming from Lanai to Maui on Labor Day weekend, a boat went off course and John ended up under the propeller. He survived yet lost his right arm and most of his left hand. His positive attitude through this past year has been incredible. John continues to work out at SMAC and is always supporting our Masters team anyway he can.

Aaron Peirsol, 7-time Olympic Medalist, visited our club in the fall of 2011. He swam with Carlos Sanchez, took pictures with the staff and signed some gear for our member John Caughlin.

New to Aquatics

- Junior Water Polo began in the fall of 2011. We continued the class year round and averaged 12 kids per class. We ran two successful High School Water Polo Conditioning Classes, one during their winter break and one during their summer break. Both classes brought in 15 – 20 athletes. This summer we added an Age Group Water Polo Camp. This ran for 6 weeks, 3 hours per day, and we averaged 7 kids per week.
- In the fall of 2011, having hired our first Total Immersion swim instructor, we added more adult group swim lessons to our schedule and created a Triathlon program. We averaged 2- 5 participants in each class. With a Total Immersion instructor on site as well as hosting Total Immersion workshops each month, we are establishing ourselves as the leader in adult swim programs in the area. This next year we hope to adjust the triathlon-training program to find even more success.

Events

- The Aquatic facility was rented for the following events:
- South San Francisco Swim Meet, September 2011
- Zone 1 North Championships, January 2012
- Threshold Racing Triathlons for Adults (2 races February & March)
- Threshold Racing Triathlons for Kids (2 races in April & May)

Our aquatic events are attended by 50-1000 swimmers and spectators per event and are a wonderful way for people to gain exposure to the CSM campus and programs.



Photo of National Record breakers Alex, Carlos, Andrea, & Miya courtesy of San Mateo Athletic Club.

MEMBERSHIP DEPARTMENT



Photo of Aaron Piersol (second from right) with SMAC Staff courtesy of San Mateo Athletic Club.

Our membership grew by more than 700 members since the previous year. Another successful 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 serves 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.

This past year we have attended corporate health fairs and community events. We enjoyed being a part of Solar City and Akamai Health Fairs and a large Community Health Fair hosted at the Hillsdale Mall in April. We also got the word out to our neighboring town in San Carlos by attending San Carlos Hometown Days in May. Also, during the past year, we had the pleasure of growing our corporate community and welcome our neighbors from Nextag and Netsuite in the fall of 2011 and AtHoc and GoPro this summer. GoPro is our largest corporate account with a total of 131 members and growing!

Membership Statistics June 30th, 2012

Community Member	Memberships	Members
Individual	852	853
Couple	416	811
Family	100	346
Total	1,368	2,010
Avg. member per membership 1.46		
Senior		
Individual	267	268
Couple	179	340
Total	446	608
Avg. member per membership 1.36		
Faculty/Staff		
Individual	106	102
Couple	57	114
Family	6	17
Total	169	233
Avg. member per membership 1.37		
Corporate		
Individual	395	395
Couple	73	142
Family	21	68
Total	489	605
Avg. member per membership 1.23		
Student		
Individual	402	402
Couple	57	117
Family	6	24
Total	465	543
Avg. member per membership 1.16		
Non-Community		
Individual	1	1
Couple	0	0
Family	1	2
Total	2	3
Avg. member per membership 1.5		
Grand Totals	2,941	4002
Avg. member per membership 1.36		

GROUP EXERCISE DEPARTMENT

Departmental Highlights

- We offered 3,774 Group Exercise Classes with 61,781 attendees, averaging 16 members per class
- We have 45 Group Fitness Instructors and continue to grow.
- We changed our Group Exercise class schedule coinciding with CSM semesters and we continue to develop creative programming beneficial to Club Members.



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

CSM Pilates & Yoga Certification program

SMAC offered a Pilates Internship program working with students within the CSM Pilates mat program. We have hired 5 Instructors who have taken the CSM Pilates Mat certification.

We also offered internships in Yoga working with students from the CSM Yoga Program and have hired three students from the CSM Yoga program.

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:

- “Functional Foot & Ankle” and “Barefoot Balance Training” Workshop
 - Saturday, August 27th, 2011, 8am-6pm, ZUMBA Basic 1 Certification
 - Saturday, September 10th, 2011, Spinning Certification
 - Sunday, September 11th, 2011, Spinning & Core Workshop
 - Sunday, September 11th, 2011, Spinning & Yoga Workshop
 - Sunday, October 2nd, 2011, Dr. Emily Splichal*; Functional Foot & Ankle Level 2
 - October, 22nd & 23rd, 2011, Peak Pilates Workshop Pilates Mat Continuing Education
 - October 15th, 2011, Qi Dance Master Class for new format in the Fitness Industry.
 - November, 6th, 2011, Qi Dance Foundation Course Training
 - January 29th, 2012, STOTT Pilates “Fitness Circle Flow” and “Total Body Toning”
 - January 28th & 29th, 2012, YogaFit Level 1 Workshop training continuing education
 - February 4th, 2012, SPINNING Certification
 - February 11th, 2012, BAREOOT TRAINING SPECILIAIST with Dr. Emily Splichal*, DPM
 - March 10th & 11th, 2012, YogaFit Level 2 Workshop training continuing education
 - April, 21st, 2012, SPINNING Instructor Certification
 - April 22nd, 2012, SPINNING Strength Energy Zone Continuing Education
 - April 22nd, 2012, SPINNING, Race Day Continuing Education
 - May 5th, 2012, YogaFit Kids Workshop training continuing education
 - May 6th, 2012, YogaFit Seniors Workshop training continuing education
 - June 3rd, 2012, AFAA Group Fitness Certification-hired 2 from this certification
 - June, 30, 2012, Qi Dance Foundation Course Training
- *Dr. Emily Splical, owner of “Evidence based Fitness Academy”, author of “Every day is your Runway”, creator of Catwalk Confidence and V-Core Workout. Also, a regular on the following shows; The Doctors, Dr. OZ, Oprah, and a writer for several fitness magazines

Member Highlights

Sybille Draper and Kathryn Phipps both became AFAA Group Fitness Certified. Both have also gone through the CSM Pilates Mat and Reformer program.

FITNESS DEPARTMENT

TRX – suspension training small group fee based classes continue to grow with an average of 4 participants per class. Special classes were held on the pool deck during Member Appreciation month.

New Small Group fee based classes added:

- SMAC Weights
- Functional Total Core

Fitness 101 classes introduced members to KettleBell training, Stretching and Flexibility fundamentals, Athletic Conditioning, Zumba 101, Posture Perfect principles, TRX abs, Martial Arts for Fitness, Women on Weights, and Intro to Gym Toys.

SMAC Circuit was added to the Group Exercise schedule three times a week.

Member Spotlights

Several inspirational members and amazing fitness endeavors

Events

Hydrostatic Weighing :

- Underwater Body Fat testing
- More than 22 participants

Staff Accomplishments

Cross Department Staff = Increased Member Contact/Integration/Retention

- Rhonda Fitzpatrick - PFT/ Group Ex
- Todd Dunham – PFT/ Group Ex
- Stacy Anderson – PFT/ Group Ex
- Karin Stiles – PFT/Group Ex
- Eric DeSanto – PFT/Aquatics
- Vince Juarez – PFT/CSM Football coach
- Adriana Angeles – Fitness/Courtesy Desk
- Will Potter – Fitness/Aquatics/MOD
- Art Rodriguez – PFT/MOD
- Todd Dunham – SMAC PFT and Group Ex Instructor, CSM Fire Science/EMT program – works for Royal Ambulance/ Cadet FireFighter Woodside, CA/ CA EMS Academy Paramedic School Fall 2012
- Rachele Marquez – SMAC Fitness sub/Skyline Adjunct faculty/PE Department
- Phil Ricardi – SMAC PFT/CSM student – transferring to SF State in Fall 2012
- Alan Dong – SMAC Fitness/CSM Police Academy Graduate/ works for Walnut Creek Police Department
- Kim Perez – SMAC Fitness/CSM Student Pilates Instructor Training Program – Mat and Reformer

Seven fitness staff members are still with us from the time we opened on April 1, 2010.

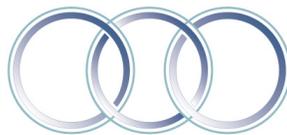
As you can see from this superb list of accomplishments, the San Mateo Athletic Club is a vibrant part of the College of San Mateo and the local community at large. We are looking forward to the 2012-13 fiscal year while we continue to reach new milestones of financial success. We are very excited to launch our “Teaching Health Club” marketing piece this year. This partnership with the academic program is unique and sets us apart from all other community colleges in the State in terms of innovation and achievement.

On the cover: (L-R) Skyline staff member Bryan Besnyi and SMCCD students Holly Argente, Petra Becerra, Alexa Padilla, Michael Corzonkoff, Javi Bustos, and Nate De La Hoya-Reynosos. *Photo & cover design courtesy of SMCCD Bookstores student employee - Amanda Bortoli.*



Photo courtesy of San Mateo Athletic Club.

On the back: *Photo courtesy of San Mateo Athletic Club & cover design courtesy of SMCCD Bookstores student employee - Amanda Bortoli.*



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