

UNION

NEWZ

A MONTHLY PUBLICATION FOR ARIZONA STUDENT UNION EMPLOYEES

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IT'S A QUOTE

"Variety is the very spice of life. That gives it all its flavor."

—william cowper

UNION NEWZ

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ARIZONA STUDENT UNIONS

ARE YOU WORKING?

—dan adams

ARE YOU WORKING this summer? That is a question students ask many of us at the end of each Spring semester. From a student's perspective, the question is only natural since in most instances the student is headed away from campus for the majority of the summer. After all, without the vast numbers of students attending classes during the summer, the assumption is that it must be pretty quiet and not much going on. What these students don't focus on is that summer is one of those rare periods of time when we are often busiest making adjustments to our operations and able to catch up on repairs and alterations.

Several weeks ago a group of us spent a half day talking about the projects that need attention over the summer. Although we moved into the final phase of the building beginning late last fall, we knew there were many portions of the building that lacked items, or spaces that were incomplete. From erecting new bulletin boards to programming plasma screens and from building display cases to installing corner guards, the "to do" list has eighty-two items scheduled for completion before fall semester begins in August.

Now that we finally have the new building with designed storage locations, we are able to eliminate the need for off-campus leasing of storage space. You may have noticed the lower hallways stacked with equipment, furniture and other items that have been in the off-campus storage facility. We have terminated that lease and have moved the items to the union. We are in the process determining which items we keep in our new store rooms to use versus those we release to University surplus for their disposal. As these decisions are made, those hallways will be cleared before the end of the summer.

There are two retail spaces that will remain empty until documentation is issued asking for proposals on how they may be used. In the next week, information announcing the availability of the space formerly occupied by the bank (across from 1st level Catcard) and the empty space next to Kaplan (1st level) will be released through an RFP

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DIRECTOR'S CORNER



BIRTHDAYS

FULL-TIME EMPLOYEES CELEBRATING
THEIR JUNE & JULY
BIRTHDAYS. HAPPY BIRTHDAY!

June

1	James Custis
8	Kenneth Kastenhuber
8	Carol Lee
8	Jacob Lingofelt
10	Claudio Garcia
10	Steve Hammack
11	Thomas Brown
11	Donna Lohn
12	Elizabeth Vega
15	Edward Diaz
16	Joseph Sottosanti
17	Rudy Pro
17	Tom Schmitter
18	Glenn Brostedt
19	Julia Escamilla
22	Rogers Peralta
23	Kathalina Lingo
25	Luzmaria Lopez
26	Carmen Ayala Munoz
29	William Boudrie II
2	Sylvia Lugo
2	Patti Waters
3	Jennifer Coleman
3	Gregory Horner
4	Larry Jones
4	Pamela Lochrey
4	David Pierce
5	Rosemarie Gonzales
6	Lucia Imatong
13	Jon Levengood
18	Shane Shepherd
19	Carrie Clark
21	Diane Collins
21	Lionel Lopez
22	Hasra Gopee
24	Ruben Fierros
28	Martha Mantione
29	David Galbraith
29	Paul Parnell
31	Brian Lundy

July



WE ALSO WISH A "HAPPY BIRTHDAY"
TO ALL OF OUR STUDENT
EMPLOYEES!

EMPLOYEE NEWS

Say it ain't so Joe...

Yes, it's true, Joe Sottosanti, our Assistant Director of Building Operations



is retiring! Joe has been with the Unions for over 20 years and has worked everywhere from Dining Services to Operations! Please join us on Friday, June 20, 2003 from 2-4pm in the South Ballroom where we will honor Joe for all he has accomplished in the last 20 years. Now, if only we can talk him into staying!

Welcome & Goodbye

Please welcome: **Misha Harrison** (Marketing), **Richard Holquin** (Event Services), **John McDonnell** (Post Office), and **Paul Williamson** (Event Services).

Goodbye to: **Joel Hardy** (Post Office).

Retirement Rates Increase

University employees (full time) will soon see more than a 100 percent increase in their pension payroll deductions. Starting July 1, contribution rates to the Arizona State Retirement System (ASRS) will increase to 5.70 percent of their paycheck (this includes long term disability insurance). Currently, contribution rates are 2.49 percent. State employers, such as the University of Arizona, will also contribute identical amounts.

Why these increases? Will there be more? How are our pension assets being affected? Read more at the News Services web site at: <http://uanews.org/spots/7386.html>

UAB Chairs

The University Activities Board (UAB), a student run organization that provides campus activities, recently announced its 2003/04 executive board:

- Greg Billings**, President
- Nita Umashankar**, External VP
- Thomas Laetsch**, Internal VP
- Kyleen Phillips**, Eye on Diversity
- Moochie Bennen**, Local Concerts
- Rachel Keller**, National Concerts
- Breanna Weeks**, Project Volunteer
- Bridgette Gallagher**, Special Events
- Dana Verbin**, Arts
- Sierra Ornelas**, Comedy Corner
- Louis Echevarria**, Films
- Ray Baca**, Family Weekend



50/50 Discounts

The following locations WILL provide a 50% meal discount for Union employees:

- Cactus Grill
- U-Mart (Union prepared items only)
- Cellar
- Scoreboard Café
- 3 Cheeses & a Noodle
- Café Sonora
- On Deck Deli
- Orville and Wilbur's
- AME Food Stop
- Harvill Food Stop
- Library Bookend Café
- McClelland Food Stop
- McKale Food Stop
- Modern Languages Food Stop
- Nugent Food Stop
- Student Recreation Center
- USA Food Stop
- PSU Food Court
- Domino's
- Louie's

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EMPLOYEE PROFILE

—glenn brostedt

SHE'S SMART, WITTY, outgoing and likes to keep things light. Don't let that fool you, she's also very serious about her job and what she's trying to accomplish. Tori Christie thinks that some people might not realize how serious she is about what she's doing because she has so much fun at work. It's what keeps her going.

Born and raised in New Jersey, Tori was Valedictorian of her high school class. She did not go on to college but instead chose to spend a couple of years on the beach, working in restaurants and exploring her wild side before moving to Tucson with her family in 1980. Then at the age of 27, she enrolled in the Culinary Institute in Scottsdale completing the two year program in only one while graduating number one in her class.

In 1992, shortly after graduation from Culinary School, Tori returned to New Jersey to marry her high school sweetheart. They moved to Florida a year later and she worked as an Executive Chef in a couple of country clubs before opening her own restaurant, Tori's Art Café in Fort Myers.

The restaurant featured a very eclectic California bistro serving up comfort food such as meatloaf and horseradish mashed potatoes, along side nouveau cuisine and even vegan dishes. One of her favorites was a bacon, chicken and cheddar quesadilla with mushrooms served in a pyramid atop greens with a jalapeno vinaigrette. As varied and eclectic as the menu was, the restaurant's decor was even more so. She worked with a non-profit organization called "Art House" allowing local artists to hang their work. She says it was "very, very cool because we had art from all different ages and mediums decorating our walls." It also caused a riot because she didn't limit anyone or anything and as a result much of it was controversial. The resulting media attention did give her a lot of free publicity, or perhaps notoriety would be more accurate. She says the media "covered both the opening...and the closing."

All the attention propelled her into a new career for a while; host of her own television cooking show on the NBC affiliate in Fort Myers. The popular show, which Tori likens to "Lucy Cooks," aired every Saturday morning for nine months. After selling her Café, Tori went to work for a company called Charthouse. She worked in their locations



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MARKETING 101

WHAT IS MARKETING?

—nick adamakis

TO BE OR not to be? Which came first, the chicken or the egg? Is there a god? Do aliens exist?

Ask any of these questions and you'll get a myriad of answers and philosophical perspectives.

Ask "what is marketing," and the answers can get even more nebulous and diverse. The usual responses are advertising, sales, promotions, good design, satisfying needs, fliers, coupons, door to door sales, benefits, target markets, product life cycles, commercialism, etc. You may even get a theoretical definition such as:

"marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives;" or,

"it is the art of creating and satisfying customers at a profit."

The truth is that all of these responses encompass marketing, because everyone already has marketing experience as a consumer, but not all have it as a provider.

I believe marketing stresses and focuses on the importance of satisfying the objectives of both individuals who buy and the organizations that sell an array of ideas, goods, and services.

To achieve these twin objectives, marketing seeks (1) to assess the needs of prospective buyers and (2) to satisfy these needs. Everything else, including research, conception, development, planning, and the execution of marketing strategies, goals, functions, and tactics are a derivative of the objectives.

So what does marketing mean to you? How does it shape and influence your buying decisions or the level of service you provide?

The answers to these and other questions will be presented and dis-

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EMPLOYEE PROFILE

—continued from page 2

in Hilton Head, Puerto Rico and the Virgin Islands, but had to fly back to Florida every Saturday morning to do her show which eventually became just too much and she gave it up.

Tori gives much of the credit for her success to her parents saying that her whole life they've always been there for her and encouraged her to do the things that maybe other parents might not encourage their daughters to do. She has three sisters, two older and one younger, all of whom have successful careers of their own. Tori returned to Tucson two and a half years ago because of her father's failing health. He owns a couple of businesses here in town in which she worked until his health improved enough for her to get back into culinary arts, her chosen profession.

She was hired as the Dining Service Catering Director in July, 2001 to upgrade the department as we made the transition into the new Union. After admittedly struggling with the difference between how things are done here as compared with what she was used to, Tori now feels comfortable enough to take on new challenges as the newly appointed Assistant Director of Dining Services.

An avowed fitness buff, Tori runs two miles every morning. After work she dotes on her baby, an American Bulldog she rescued from an abusive situation. She feeds her gourmet food and gives her a massage every day. She and her boyfriend of five years share a love of food and fitness. Even their vacations revolve around food, picking a destination and researching the local eateries for new and novel ideas.

Tori has adopted two words that she repeats to herself anytime she has something difficult to do, just "Do It." These two simple words have helped her through all kinds of difficult times in both her personal and professional life. Her 'can do' attitude, compassion for her employees and professional expertise have made her a very valued part of the Student Union team in a very short time. ■

EMPLOYEE NEWZ

■ Locations that do NOT provide the 50% meal discount:

- Java Jive
- Redington
- Chick-Fil-A
- Panda
- McDonald's
- Common Grounds (Social Sciences)
- Canyon Café & Bistro
- Bruegger's Bagels
- El Saguarito
- Oy Vey Cafe

50/50
meal
PLAN

Orientations & Camps

■ The Student Union Memorial Center has and will continue to be a busy place this summer hosting Freshman Orientations and numerous camps and events. Dining services and catering are busy providing meals, event services is doing numerous and multiple room and ballroom set-ups, and Union staff are doing an excellent job making sure everything runs smoothly and that our many visitors have a memorable experience.

ARE YOU WORKING?

—continued from page 1

(Request for Proposal).

Summer is also the time when Dining Services reviews the various operations and makes revisions to menus, operating hours, staffing, and implements new operational ideas.

I know every area of the Unions has a list summer projects and each project is intended to make our operation better. The excitement of Fall semester and the new and returning students is just around the corner. We hope they notice the changes we've made for them. Are we working this summer? The answer is the same every year—Yes! ■

WHAT IS MARKETING?

—continued from page 3

cussed in this column. You'll learn more about marketing and its functions, and how it impacts the way we satisfy the needs of the Arizona Student Unions' consumers. Stay tuned as in the coming months we'll talk about advertising and the four Ps. Yes, the four Ps, and they're not what you think they are! ■

CUSTOMER SERVICE TIPS

RECYCLING

Some customers ask the darnedest questions, and you may spend a lot of time and energy researching the answers. To save time in the future, record these infrequently asked questions and the answers you've come up with in a special notebook. Keep this reference handy so you can refer to it quickly the next time a customer asks a tough question.

ORGANIZE IT

Keep all the documents you use with customers well organized and within reach. Don't make customers wait while you search for your papers.

CALM GLADLY

Use a "sad, but glad" statement to calm angry customers: "I'm sorry there is a problem, but I'm glad you're bringing it to our attention so we can help you."