

PRESS RELEASE
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SUNY Auxiliary Services Association (SASA) Hosts Record-Breaking Annual Conference

Conference draws record attendance with two collegiate dining keynote speakers; Ken Toong, University of Massachusetts and Ted Faulkner, Virginia Tech.

BUFFALO, N.Y. – The SUNY Auxiliary Services Association (SASA) recently wrapped up their annual conference which drew record attendance for both conference participants and vendor showcase participation. The two day conference, which was held at Turning Stone in Verona, NY, saw 171 attendees from 27 SUNY schools and featured 49 industry vendors.

The University at Buffalo Campus Dining and Shops served as the host school and was responsible for the conference program which included a networking opening reception, vendor exhibits, 12 interest sessions and keynote addresses. Jeff Brady, executive director for Campus Dining and Shops and SASA Vice President, served as the Conference Chair.

The conference was highlighted by having two of the most recognized dining programs in the country serve as keynote speakers; Ken Toong, executive director of Auxiliary Enterprises at the University of Massachusetts and Ted Faulkner, director of Dining Services at Virginia Tech. Each shared their insights in developing a successful dining program at their respected schools and discussed trends that they are seeing in the service industry.



Above: Ken Toong, Jeff Brady



*Jeff Brady, Ted Faulkner,
David Sengstock – SASA President (Alfred State)*

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UB's Campus Dining & Shops' (CDS) primary purpose is to offer a variety of high quality, high value, and innovative dining options designed to fit the varied lifestyles and nutritional needs of the university community. Serving foods from local growers, striving to achieve sustainability, and expanding the availability of dining choices are ways that we enrich the dining experience. We challenge our experienced and knowledgeable employees daily to provide exemplary customer service. CDS is a multi-unit company employing over 1,200 people. In addition to providing the university's dining services, CDS also serves the UB community through management of the UB Card Office, Three Pillars Catering, Retail and Convenience Stores, and Vending. In our day-to-day operations we rely on inherent core values: quality items, value prices, environmentally friendly settings, ethical treatment of all, and conducting all phases of our business with integrity.