

Don Penrod

Re: Assistant VP, Auxiliary Service
Job # 17000235

To Whom It May Concern:

Please accept this letter of interest and resume for consideration regarding the Assistant VP, Auxiliary Services job opening. I am a university auxiliary professional with over 16 years of college and university leadership experience, and a motivated team leader who can get the best out of people by setting clear expectations, holding employees accountable, and recognizing achievements. I am familiar with generally accepted accounting practices and have a working knowledge of university auxiliary operations. After spending a number of years on the west coast, I am looking to relocate closer to my family who live in the Midwest and the East Coast.

My work experience includes companies that are service leaders in their industries, and I bring a wealth of experience in organizational development, change management, and continuous improvement. I seek to engage stakeholders at all levels of the organization and develop positive relations with all campus stakeholders.

Noteable achievements include:

- The Shops are one of the largest employers of students on campus, and our students gain work experience and training that lead to high paying jobs upon graduation.
- The National Association of College Stores recognized the university bookstore as the "National Retailer of the Year" in 2013.
- Our corporation was recognized as a "Best Workplace" in a regional survey of employers in 2014.
- Our Bowling for Books tournament raised over \$105,000 in net proceeds for textbook scholarships last year, and along with the tournament founded in St. Louis, we have collectively raised over \$1 million since inception.
- The Shops support the campus Emergency Intervention Program by providing over 1,000 meals for students with food insecurity every semester, by raising donations for the campus pantry, and by donating \$10,000 annually to the student emergency fund.
- The Shops worked with student groups to develop an urban garden and a farmer's market on campus, and our dining service utilizes those sources to provide sustainably grown produce in the campus dining operations.
- The Shops co-sponsored the campus Zero Waste Initiative in conjunction with the campus recycling center.
- The Shops recently committed significant investments for the Affordable Learning Solution, the Accessible Technology Initiative, Athletic facilities, and the planned Alumni Center.

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- The Shops are partnering with the University Student Union to develop a campus master plan for dining services that includes a \$100 million plus renovation of the student union and the university dining plaza.

Despite challenging economic conditions, our corporation continues to support the mission of the university and contributes necessary funding to the campus. During my tenure, the Shops generated record net contributions and turned around an underperforming dining service division. Those achievements were attained despite an overall price reduction of course materials, the introduction of textbook rentals, and having the some of the most affordable meal plan rates in the California State University system. CSU Long Beach is considered one of the best values in higher education, and it is a Hispanic and Asian serving institution reflecting the diversity of our student population.

Our internal departments are measured by their ability to achieve mutually agreed upon performance outcomes, and employees are engaged at all levels of the organization to deliver outstanding results. We set clear expectations at new employee orientation and reinforce those expectations at new leader training. On-the-job training occurs continuously to ensure peak performance.

If you would like to understand more about the culture of the Forty Niner Shops, please visit our website at www.shopthebeach.com where you can find a description of our organization as well as the mission, vision, and values that guide our efforts. I would greatly appreciate the chance to describe my abilities in greater details, and I hope that you will consider my application for employment. I can be reached at the above phone number and address, and I look forward to meeting with your selection committee in the near future.

Best Regards,

Don Penrod, CASP

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Specialties: University Auxiliary Services, Organizational Development, Non-profit Board Governance, Financial Management, Bookstore Operations, Dining Services, Vending, ID Card Services, Copy and Printing Services, Graphic Design, Licensing and Trademarks

General Manager and Chief Executive Officer October 2005 - present
Forty Niner Shops, Inc., California State University, Long Beach

The Forty Niner Shops are a non-profit auxiliary corporation of California State University, Long Beach. The Shops oversee 25 locations on campus including retail operations, dining services, copy and print services, ID card office and trademark licensing. During my tenure the Shops have improved customer service, upgraded or remodeled all our facilities, added brands like Starbucks and Amazon to existing self-operated locations, and reduced the average cost of course materials while improving overall financial performance. The Shops maintain positive business relationships with numerous campus departments including Housing, Student Affairs, ASI, Athletics, College of Business Administration, College of the Arts, Engineering, College of Health and Human Services, the library, campus printing, and many other departments on campus.

Director of Auxiliary Services October 2000 - October 2005
St. Louis Community College

Responsibilities included bookstores, food services, vending, and copy centers at three campus locations. Additional responsibilities included a printing plant, shipping/receiving, and mail service at the district administration center. Provided leadership for the newly organized Auxiliary Services division, improved financial performance and renovated facilities at all campus locations.

Guest Satisfaction/Cast Excellence Coach February 1997 - April 2000
Walt Disney World

Organizational development consultant for internal departments at Walt Disney World focused on improving guest satisfaction, cast excellence and financial results. Clients included Sports and Recreation, Reedy Creek Utility Services, Horticulture, Accounting, Central Shops, Transportation, Laundry Services, and Information Technology.

Division Controller October 1994 - August 1995
Americrown Service Corporation

Accounting Manager October 1990 - October 1994
Marriott Corporation

Owner/Operator December 1987 - October 1990
Penrod's Nursery, Inc.

Marketing Supervisor February 1979 - April 1988
Avco Financial Services

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Education:

St. Joseph's College of Indiana

BS Political Science, minor Economics

Student Senate President, Soccer Team Captain, Resident Assistant, Newspaper Editor

Professional and Community Engagement:

2014 – present Monitoring Committee Member

Fair Labor Association

2013 Chair of the National Conference Host Committee

National Association of College Auxiliary Services

2012 Certified Auxiliary Services Professional

National Association of College Auxiliary Services

2012 Collegiate Retailer of the Year

National Association of College Stores

Bowling for Books

Founder and Organizer

2012 – 2014 Vice President and Board Member

Bixby Riviera Condominium Association

Association and Committee Membership:

National Association of College Auxiliary Services

National Association of College Stores

National Association of College and University Food Services

CSU Auxiliary Organization Association

CSULB Sustainability Task Force

CSULB Athletic Advisory Board

CSULB Hospitality Advisory Board

CSULB Alcohol, Tobacco, and other Drugs Committee

Institute of Management Accountants