

Mark Kraner

February 5, 2017

Dear Sir/Madam,

I am responding to the posting on the Nacas website of your position opening for an Assistant Vice President, Auxiliary Services. I feel that I have the qualifications that you are looking for to move your program forward.

My career has spanned 40 years in higher education, my present position has evolved to allow me to develop the divisional sustainability program, work with entrepreneurs in three startup companies and build the dining program from retail based program to have a strong residential component.

My experience of starting my career as a food service contractor, to operating a self-op dining program, and now working as a contract administrator, has provided opportunities to be very entrepreneurial in how I have developed financially strong programs for each of the schools.

At LSU I developed the Tiger Card program to provide services across the campus and now the department provides service to several other LSU campuses and recently has taken the voluntary debit program off campus.

I have served on the National Association of College University Food Services Board of Directors for the 10 years in several roles culminating as the President for the association. I am presently on the East Regional Nacas Board of Directors, I recently completed my term president of the board.

As a City Councilman in Jefferson, Wisconsin, I served on the Zoning Commission and Finance Committees, these positions provided a wonderful experience in working to build consensus and make sure we were working toward the future of the community.

My duties at LSU included managing Laundry, ATM, Vending, Dining, Concessions, Bookstore, and miscellaneous contracts as well as the Tiger Card program.

One of the challenges that I dealt with was Hurricane Katrina and its aftermath. The campus had many opportunities to provide service to the community and state. We learned what we didn't know and found ways to overcome the challenges. From that I was a part of redesigning the campus emergency response program.

My position at George Mason University as Assistant Vice President of University Services has had duties that include oversight of University Centers, Dining Services, Bookstore, Child Development Center, and Copy & Mail Services and leasing program. I have led master planning in the dining and campus retail areas for the three campuses during the past two years. The plans are now in the implementation process.

Early in my career I had the opportunity to manage the finances for the Housing department at Dakota State University.

I would appreciate the opportunity to discuss your position opening at New Mexico State University at your convenience.

Sincerely,

Mark Kraner

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## Objectives

Forty years of varied, mission-driven, and innovative leadership experience focused on exceptional results in highly competitive environments that demand continuous improvement. Dynamic and fully-accessible executive with a proven capacity to consistently build and develop strong teams. Proven professional with consistent record of increasing revenues, decreasing costs, and establishing collaborate, productive and lasting business partnerships and relationships.

## Education

South Dakota State University

1975 BS Political Science

MBA, University of South Dakota – did not complete

## Achievements

- 2012-16 Nacas East Regional Board of Directors, Past President
- 2007-2009 Nacufs President – elect, President, Past-President
- 2003-2007 Nacufs National Secretary – Treasurer
- 2007 Mentor, Leadership Institute, Nacufs
- 2005 Mentor Human Resources Institute, Nacufs
- 2001 Facilitator, Contract Administrator Symposium
- 1999-2000 City Councilman, Jefferson Wi
- 1999 Planning Commission, Jefferson Wi
- 1995-97 St Thomas Catholic School Board President

## Experience

George Mason University | Fairfax VA

Assistant Vice President, working title Executive Director for Campus Retail Operations

February 2008 – Present

Position was developed to bring Auxiliary Enterprises under one umbrella. Responsible for developing departmental goals that provided direction to the varied organizations in the department to contribute to the university both financially and customer service.

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## Areas of Responsibility

Campus Dining Operations – Developed and implemented a new dining contract that instituted a new style of meal plan service to the campus. Anytime dining was developed to develop community as well as remove barriers from students being able to eat when, where and how they want on campus. Worked extensively with the campus stakeholders, Housing, Student Government, and University Life to gain their support and ultimately support the program with the Board of Visitors. Improved the dining service to entice 70 % of students living in campus apartments (not required to purchase a meal plan) to purchase a meal plan.

Designed and constructed two new resident dining locations to support the new dining program that are provide service 24 hours per day. Develop sustainability goals that include the operation of a greenhouse that grows 2,000 pounds of lettuce and herbs to supply the dining halls. This program also allowed for collaboration with the Office of Sustainability and the School of Nutrition.

## Campus Card Program

Developed and implemented RFP to improve the campus card program. Switched the program from Blackboard to Atrium and moved the service to the cloud. This program reduced the annual cost by \$200,000 per year and improved the disaster recovery program. This change allowed for improvement of PCI Compliance reporting requirements.

Worked with the Fairfax Economic Development Agency to increase the acceptance of the campus debit program in local businesses through cooperative agreements.

## Leased Operations

Leased space to Independent Operators, Panda Express, UPS Store, Panera Bread, Wingzone, Argo Tea and local pizza chain for service to the campus and surrounding neighborhoods.

## Other areas

Developed and implemented RFP's for Mail Services (Novitex), Copy and Print Service (Canon), Bookstore (Barnes & Noble), Vending Services (Coca Cola, Canteen), Licensing (CLC).

All of these contracts improved the services provided and either reduced operational costs or improved the financial return to the university.

During my tenure at Mason I have also had oversight of the Child Development Center, Student Centers and departmental IT Services.

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Louisiana State University | Baton Rouge Louisiana

Director of Auxiliary Services

September 2001-2008

Developed a new department as LSU transitioned from self-operated programs to contracted services. Built a team that incorporated the Dining Services, Concessions, Bookstore, Vending Services and Card Services together into a single department reporting to the Associate Vice Chancellor for Fiscal Services.

Sales in all areas of responsibility increased and profitability for both contractor and university improved.

Renovation was accomplished in all spaces during my tenure resulting in increased sales and service to the campus community. I was able to work with four of the LSU independent campuses to create a cooperative program for card services that improved service offerings to the independent campuses and reduced the expenses for the main campus.

Other Positions

Director of Auxiliary Services – University of Wisconsin – Whitewater

Director of Auxiliary Services – Dakota State University

Professional Affiliations

National Association of College and University Food Services – NACUFS

National Association of Campus Auxiliary Services – NACAS

National Association of Campus Card Users – NACCU