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National Association of College & University Food Services Selects Georgia Southern University Employee

NOVEMBER 4, 2014



Emily Arrington, assistant manager of Dining Commons, will participate in the 2014 Marketing Institute from Dec. 2-6 in Atlanta. The Marketing Institute is one of eight professional development institutes shaped and coordinated by the National Association of College & University Food Services.

Georgia Southern University's Emily Arrington, assistant manager of [Dining Commons](#), has been selected to participate in the 2014 Marketing Institute, from Dec. 2-6 in Atlanta. The Marketing Institute is one of eight professional development institutes shaped and coordinated by the National Association of College & University Food Services (NACUFS).

More than 240 applications were received for the six institutes offered this year. Arrington, who has worked for Eagle Dining Services (EDS) for half a decade, was selected through a multi-stage process involving NACUFS leaders at both the regional and national level.

Arrington is the second EDS employee certified as a Food Service Management Professional (FMP). Her experience in event planning, management and educating staff members led to her selection as the co-facilitator and facilitator of the NACUFS Human Resource Institute for three consecutive years. The upcoming Marketing Institute will be Arrington's fifth seminar.

"I am looking forward to attending this particular Institute due to my experience working with Auxiliary Services Marketing," said Arrington. "When it comes to planning, I enjoy creating proactive strategies to contribute to the overall dining experience."

Each institute lasts four to six days and offers a robust curriculum that includes classroom instruction, appropriate sponsor and campus tours, extensive peer-to-peer interaction, and an individual or group project for immediate application of the program content.

"The eight NACUFS institutes are designed to build up a successful food service professional. Furthering our education and developing our professional skills is crucial in order to elevate campus dining and carry out the mission of NACUFS," said Cheryl Garner from University of California – Riverside, chair of the NACUFS Education Committee.

The Marketing Institute will focus on the theory and techniques of marketing a collegiate food service program. Institute participants will learn to identify and apply the components of marketing, develop a marketing plan and apply ethical marketing practices. This institute is sponsored by Coca-Cola North America.

"I am grateful for the opportunity to learn and bring back inventive information to better shape the dining experience for students," Arrington said.

About NACUFS

Founded in 1958, the National Association of College & University Food Services is the professional trade association for foodservice professionals at institutions of higher education in the United States, Canada, and abroad. NACUFS provides more than 500 institutional and 550 industry members with educational, networking, and professional development opportunities and a variety of informational publications. NACUFS is also heavily involved in industry research. The mission of NACUFS is to support and promote excellence in collegiate dining.

About Auxiliary Services

Auxiliary Services' mission is to create the best possible Georgia Southern University experience. Auxiliary Services strives to provide the highest quality products and services to the Georgia Southern community, while setting the highest operational standards possible. Auxiliary Services supports the strategic direction of the University through the delivery of extraordinary programs, products, services and facilities. Visit: <http://auxiliary.georgiasouthern.edu/>

About Georgia Southern University

Georgia Southern University, a public Carnegie Doctoral/Research University founded in 1906, offers more than 125-degree programs serving more than 20,500 students. Through eight colleges, the University offers bachelor's, master's and doctoral degree programs built on more than a century of academic achievement. Georgia Southern is recognized for its student-centered and hands-on approach to education. Visit: www.georgiasouthern.edu