



ASI Press Release

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New Associate Director for Marketing & Programs

CONTACT:
Vince Taroc
PR Coordinator
(909) 869-2158

Associated Students, Inc. (ASI) is pleased to announce the appointment of Jeffrey (Jeff) Hoffman as the new Associate Director for Marketing and Programs. Jeff comes to ASI, Cal Poly Pomona, with a Masters of Science in Student Affairs in Higher Education and a Bachelor of Science, History, with minors in Business Administration and Political Science. Jeff also brings a broad background and combined nine years experience in programs, marketing, communications and higher education with his previous employment as Senior Program Coordinator for the Indiana Memorial Union Board at Indiana University, Marketing and Communications Coordinator at the Lory Student Center at Colorado State University and Assistant Director of Admissions/ Admissions Counselor at Eastern Mennonite University in Virginia.

Jeff will serve as the third in command senior manager for ASI overseeing the areas of programming, marketing, press relations, and recreational sports, including the soon to be constructed ASI Fitness Center. He will be working closely with the ASI student Programming Board and a full-time Programming Coordinator on the development, implementation, fiscal management and assessment of ASI programs. He will work with Claire Carreon, our Interim Marketing Coordinator and our graphic designers on the provision of marketing services to ASI and campus departments as well as all ASI publicity efforts. Jeff will also work with George Singh, our Intramural Sports Coordinator on the overall management of the program and enhanced participation in the program by players and referees.

Jeff is excitedly looking forward to relocating to California, assuming his new position in ASI and becoming a member of the Cal Poly Pomona campus. Please join ASI in extending a warm welcome to Jeff Hoffman. Jeff is expected to start with ASI on August 21, 2000.