



## Media Release

FOR IMMEDIATE RELEASE  
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### **ASI Staff Transitions**

Pomona, Calif. – Jeffrey Hoffman, director for Programs and Marketing and John Kim, director of Business Services have recently departed ASI to pursue other career opportunities. Following the departure of these two ASI directors, a transition plan has been put into effect to provide for new leadership and stability in operations in these departments.

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Linda Da Veiga of Business Services and Susan Ashe of Programs, Recreational Sports and Marketing, have been appointed as administrators-in-charge.

Linda DaVeiga currently serves as the accounting coordinator for ASI Business Services. In the past, she has served as administrator-in-charge in the vacancy of a Business Services director as well as the officer-in-charge in the absence of the director. On top of her 18 years of experience at ASI Business Services, Linda has a comprehensive understanding of ASI's budget, accounting and financial policies.

Susan Ashe is presently the lead program development coordinator and serves as the main advisor to the Bronco Events and Activities Team. With a master's in higher education and an emphasis in student affairs from Indiana University, Susan has three years of programming experience in addition to her year at ASI. As the administrator-in-charge for PRSM, Susan will remain the main advisor to the ASI BEAT chair, while other advisor duties will be shared with other PRSM team members.

As part of the transition, many of the ASI staff including Karlo Arenas, Yvonne Cabezas, Maria Lisa Flemington, Eugene Landers and Andy Ramirez will be assuming additional responsibilities. This will ensure adequate coverage and sustained capability for ASI to provide the necessary programs, activities and services for students and the campus community.

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