



ASI Press Release

FOR IMMEDIATE RELEASE:
September 20, 2001

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Exciting New Names Chosen for ASI Programs and Services

Associated Students, Inc. has changed the names of three areas in the organization—two services and one of its boards. These changes were made to more accurately reflect the services provided by each area. In addition the name changes will accommodate for an expected growth in program offerings in the near and long-term future.

Formerly known as the ASI Marketing Department, the ASI Graphic Art Studio provides creative, high-quality design services for on and off-campus clients. Graphic Art Studio was chosen to reflect both the creative emphasis and the educational purpose of the department. The Studio is headed by a professional designer, Claire Carreon, who oversees a student staff of 10. Employed students are pursuing careers in graphic design.

The ASI Bronco Events and Activities Team (B.E.A.T.), formerly ASI Programming Board, is led by Programming Commissioner Sandra Qatami. As a member of the ASI President's cabinet, Sandra works in partnership with staff program coordinator, Sultan Salahuddin, and a group of 8 student chairs to plan diverse all-campus events. The 2000-01 Programming Board and ASI Senate voted to change the name to better communicate the purpose of the group and to help generate a greater sense of school spirit and enthusiasm among Cal Poly Pomona students.

As a way to provide an umbrella for the broad scope of programs offered through the office, ASI Intramural Sports has expanded to ASI Recreational Sports. Recreational Sports will continue to offer team intramural sports and tournaments. Additionally, new non-athletic activities will be added this year. The new name will also accommodate marketing needs of the new 11,000 sq. ft. Fitness Center, opening in Fall 2002 following the completion of the University Union Improvement Project.

"These changes are symbolic of the growth within our organization and at Cal Poly Pomona—but it's about more than that. The new names serve both a functional purpose and add more creativity and excitement," noted Jeffrey Hoffman, ASI Associate Director for Marketing and Programs. "The new names accurately reflect the services and functions of each area and allow for future growth in programs and services."