A Report to Members of the UCLA Faculty Center: Where We Are, Where We Are Going, and What Is Needed - An Important Appeal!

From Patricia Greenfield, President, 2016-2017, UCLA Faculty Center Board of Governors

Dear Members,

As I end my year as President of the Faculty Center Board of Governors, the most challenging assignment of my career at UCLA, I want to report to the membership where we are, where we are going, and what is needed, finishing with an important appeal.

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The Year’s Accomplishments: Thanks to our General Manager, Luciano Sautto, in place for only a year, we now have rooms revealing beautiful views (no more curtains!) and a completely remodeled South wing. We also have a full breakfast and a tapas menu, augmented by Taco Tuesdays, in the Playa Lounge. During the Summer, we have had beautiful al fresco barbecues on the Rose Patio every Thursday evening. The Faculty Center now provides take-out dinners, ordered online or in person, and new conference lunch services, including lunch purchase for those attending conferences in classroom buildings. Guests at the UCLA Guest House can purchase meals at the Faculty Center. We have reached out to the broader campus, instituting, with crucial help from the Registrar and his staff, graduation dinners for students and their families with a new online ticketing system.

With help from Campus Human Resources, we have also begun to address the problem of a large career staff in a seasonal business. Campus Human Resources has helped us to have more flexible staffing while preserving the jobs of our valued career staff.

Relationship to the University: The UCLA Faculty Center is a nonprofit corporation run by an elected Board of Governors. Currently it receives no operating funds from the University, but is subject to every charge that university departments pay out of the operating funds they receive from the Administration. Hence our business plan is of utmost importance. While the University had no problem when the Luskin Center lost more than three million dollars last year, the Faculty Center must pay all its bills to the University, our principal creditor, every month, under implicit threat of takeover if we fall behind. Because we are part of UCLA, some of these bills would be unheard of outside a university context. For example, the Faculty Center is charged every time a UCLA police car drives by our building. Not only that, but the policing fees, already unreasonably high last year ($800/month) has now doubled to more than $1600 per month! This kind of charge is both unreasonable and unaffordable for an entity that is receiving no financial support from the University.

At the same time, the Faculty Center has lost the financial partnership with the University that began decades ago when UCLA Faculty and the University split the cost of constructing our beloved mid-century modern building. This year the Board of Governors reached out to the Administration to develop the first-ever formal agreement with the University, hoping to reinstate the Faculty Center-University partnership. So far the response has been disappointing. One can only conclude that the Board and Faculty Center members are on our own to make the Faculty Center a financially thriving enterprise. The Board has therefore taken the following steps:
A Report to Members of the UCLA Faculty Center

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A New Financial Model
In the face of high labor costs, many if not most faculty clubs around the country have gone out of business. We have decided to follow the path of the few that have survived. That path is to open membership to a much broader community. Our main model in this has been the Harvard Faculty Club; that club has successfully gone from unlimited financial support from Harvard to zero financial support from Harvard. I visited, dined at, and interviewed the General Manager of the Harvard Faculty Club to see how they had made this financial transition. They had successfully done so by opening up their membership to the broader community. Most important, I observed that, despite this new community focus, the club still has the same ambiance as when their membership was exclusively faculty. Based on the steps Harvard has taken, our Board of Governors has modified its bylaws to greatly expand eligible membership categories; membership is now open to all staff, all retirees, all alumni/ae, parents of students and alums, local residents, and local business people. Like UCLA departments, college alumni clubs in the Los Angeles area will now be able to purchase membership for their alumni/ae clubs. At the same time, all current member categories remain in effect. In taking this path, we are also following the lead of the most successful faculty club in the Los Angeles area, the Cal Tech Athenaeum, which has had community memberships for many years.

Democratizing membership and opening up to the community are very much in line with UCLA's overall mission. In terms of financial survival, we are confident that reaching out in this way will increase our income through new membership fees and new business. Indeed, since the Board took this important step in June, we have already seen an uptick in new members.

Financial Situation
The Faculty Center has been losing money every year for the last nine years. It has also suffered from mismanagement on the part of the prior General Manager and inadequate financial oversight from a number of previous Boards. For the last year and a half, the Board has been making a diligent and successful effort to reverse this situation. We hired a wonderful new General Manager, Luciano Sautto, who has taken many measures to improve our financial situation. All controllable expenses are down, while long-deferred maintenance has been completed and long-deferred bills have been paid. New revenue sources are also in the works. Luciano's efforts, supported by the Board, have cut our loss in half this year. Nonetheless, it is still a significant loss: financial turnaround takes time. We are on track to meet the goal of breaking even and starting to replenish our reserve fund in a 3- to 5-year window. But we need our members' help in making this transition to fiscal health.
Introducing the New President

The Faculty Center welcomes our incoming Board of Governors President, M. Belinda Tucker, Professor of Psychiatry and Biobehavioral Sciences.

Tucker came to UCLA in 1978, and, in addition to teaching and research, has served the campus in a variety of administrative capacities. Most recently, she was the inaugural Vice Provost of the Institute of American Cultures, which oversees the ethnic studies research centers.

Through her long career at UCLA, she has hosted countless events at the Faculty Center, including conferences, banquets, meetings, and social gatherings. She is especially appreciative of the very critical role the Faculty Center has played in enriching the intellectual and social environment at UCLA.

Among her goals as president is to make the broader campus and affiliated communities more aware of the Center’s unique suitability for gatherings of all sorts across generations and disciplines. She also intends to work with our key campus partners to ensure that the Faculty Center’s storied centrality to campus life continues.

2017-2018 Board Election Results

Congratulations to our newly elected colleagues. We look forward to their invaluable contributions to intellectual and social life at UCLA continue and to enrich the Faculty Center experience for all.

Officers
President-Elect: Kathleen McHugh
Secretary: R. Michael Rich
Treasurer: Jane Szutu Permaul

Members-At-Large
Elizabeth Brooks
Claudia Mitchell-Kernan
2017-2018 Board of Governors Roster

**PRESIDENT**
M. Belinda Tucker  
*Psychiatry & Biobehavioral Sciences*

**PRESIDENT-ELECT**
Kathleen McHugh  
*Film, Television & Digital Media*

**PAST PRESIDENT**
Patricia Greenfield  
*Psychology*

**TREASURER**
Jane Szutu Permaul  
*Student Affairs*

**SECRETARY**
R. Michael Rich  
*Physics and Astronomy*

**MEMBERS-AT-LARGE**
- Elizabeth Brooks  
  *UCLA Extension*
- Kym Faull  
  *Psychiatry & Biobehavioral Sciences*
- Carlos Haro  
  *Chicano Studies Research Center*
- Subramanian Iyer  
  *Electrical Engineering*
- Christine Lanoie-Newman  
  *School of Arts & Architecture*
- Claudia Mitchell-Kernan  
  *Anthropology*

**FOUNDING GROUPS**

**EMERITI ASSOCIATION REP**
Bruce Miller  
*Anderson School*

**FACULTY WOMEN’S CLUB REP**
Marjorie Friedlander  
*Faculty Women’s Club*

**GENERAL MANAGER**
Luciano Sautto  
*UCLA Faculty Center*
New Staff Introductions

You may have seen some new faces around the Faculty Center, and we are pleased to welcome these three new members to our team.

Juan Weissenberg, our Customer Relations Coordinator, has a background in the Arts as well as office and property management. He was born in a town high in the mountains of Guatemala. In 1991, he was very lucky to win the lottery to become a U.S. Resident. He thinks his first concert was either Madonna or Depeche Mode, but the one he remembers the most was Grace Jones.

Elizabeth K. Gilmour Astles, is our new Sales and Marketing Coordinator. A recent UCLA Extension Business and Marketing Certificate graduate, she has called Los Angeles her home for the past two years. Having lived in the northern climates of Europe and Canada as a teacher and graduate student in French Linguistics and Literature, she enjoys the fabulous weather that Los Angeles affords. She enjoys mountain biking, travel, and cooking.

Juelle Cummins hails from Boston, Massachusetts, and is our new Catering Sales Coordinator. She graduated in 2010 from the Culinary Institute of America. Some trivia: Her favorite season is Fall. She loves to cook, but enjoys baking more. Her favorite item to make is crème brûlée.

Happenings Around The Campus

Opening Sunday September 24th
At the Fowler Museum at UCLA
Axé Bahia: The Power of Art in an Afro-Brazilian Metropolis. Exhibit of works on the art and culture of Salvador, the coastal capital of the Brazilian state of Bahia.

Saturday September 23rd
Cardinal hosts Bruins @ Stanford
Contact Central Ticket Office for tickets

Closing Sunday October 15th
Hammer Contemporary Collection
Film: Flooded McDonald’s, by the artist collective SUPERFLEX. This film poses questions about consumer culture and the fast food industry.
Feature Story: The Great UCLA Eclipse of 2017

On Monday August 21, 2017 UCLA held its own viewing party for the Great American Eclipse, drawing an excited crowd of nearly 3,000 people to the Court of Sciences on the south campus.

The event was sponsored by the Department of Earth, Planetary, and Space Sciences (EPSS), with support from Physics/Engineering student groups Astronomy Live! and the Optical Society of America.

Visitors began lining up at 7am for a pair of free eclipse glasses and a chance to see the sun up close through specially filtered telescopes. The line grew quickly as more people kept arriving, though a layer of low clouds still obscured the sun.

Thankfully by 9:00 a.m., the clouds had mostly dissipated and there was a collective gasp as the first hint of the moon became visible. Hundreds of people crowded around the “eclipse selfie” photo booth where an image of the sun was projected onto a white screen, posting images on social media with the hashtag #UCLAeclipse.

Throughout the event volunteers were on hand to represent various EPSS NASA missions and cutting-edge solar, lunar, and space weather research, including students building UCLA’s first satellite, ELFIN (scheduled for launch in Fall 2018).

By 10:21am at the time of maximal eclipse, the mood was jubilant and inspired with normal sunlight noticeably dimmed and a cool breeze. Students, staff, faculty, children, and even dogs filled the plaza beyond capacity, with strangers happily sharing viewing glasses and snapping photos of the celestial spectacle. Although not a total eclipse, this was an unforgettable experience for the Bruin community, celebrating the dance of our star and moon!

Reported by E. Masongsong, EPSS Project Specialist at UCLA

(R) Henry Gonzalez, EPSS Director of the Modeling and Educational Demonstration Laboratory (MEDL), who produced a large scale eclipse mockup of the sun, moon and Earth, and (L) Emmanuel Masongsong, EPSS Project Specialist

Photos courtesy of E. Masongsong
Meet Your Service Team: An Ongoing Series

The Faculty Center takes great pride in its team of servers whose focus is to provide excellent service to its members and guests. Here is a profile of three of our long-standing employees.

You may have seen Rudy preparing sandwiches to order on the lunch line. Rudy has been with the Faculty Center for nearly 10 years, and has been in the food industry for 23 years.

He comes from a family of bakers in Oaxaca, Mexico, and he is a panadero by profession. In his free time, he enjoys playing soccer with his three boys.

Rodolfo has been serving members and guests at the Faculty Center for 25 years. He works in the Playa Lounge, and serves one mean cappuccino. Like Rudy, he is a real soccer fan, and he plays soccer every week with his friends and his five boys. He also has a daughter who lives in Los Angeles.

He enjoys working at the Faculty Center because of the special guests and members, which he has grown close to as family.

Betty can often be seen serving guests at the Coral Grill. She will be celebrating her 20th year of work at the Faculty Center. Devoted and dedicated to her job, she describes her work at the Faculty Center as her passion. Customer service is her focus.

She came to the U.S. to provide a better future for her family. She values her work as an example to her children of the value of hard work. She is so proud of both her children: Her oldest works for the Police Department, and her youngest is graduating with honors from high school this year.
Recipe of the Month: Japanese Cucumber Salad

Elegant and simple, this salad will leave you refreshed and invigorated. Try this easy and delicious recipe as a side to other Asian-inspired flavors.

WHAT YOU’LL NEED

* 3 Persian cucumbers, or 1 large English cucumber
* 1/4 cup rice vinegar
* 1 tsp sugar
* 1/4 tsp salt
* 2 tbsps. toasted sesame seeds
⇒ Optional: 1 tsp of shredded ginger

METHOD

1. Peel cucumbers to leave alternating green stripes. Slice the cucumbers in half lengthwise; scrape the seeds out with a spoon. Using a food processor or sharp knife, cut into very thin slices. Place in a double layer of paper towel and squeeze gently to remove any excess moisture.

2. Combine vinegar, sugar and salt in a medium bowl, stirring to dissolve. Add the cucumbers and sesame seeds; toss well to combine. Serve immediately.

Tip: To toast sesame seeds, heat a small dry skillet over low heat. Add sesame seeds and stir constantly until golden and fragrant, about 2 minutes. Transfer to a small bowl and let cool.
New Dining Hours at the Faculty Center

Starting September 27th

SERVED DAILY

PLAYA LOUNGE
A LA CARTE BREAKFAST 7-10:30
SMALL BITES 3-7
DINNER 5-7
TACO TUESDAYS 3-7

CORAL GRILL
A LA CARTE LUNCH
11:30-2:30

MAIN DINING ROOM
BUFFET LUNCH
11:30-2:00

TAKEOUT ORDERS FOR LUNCH & DINNER
Appeal
We have raised over $100,000, thanks to member donations during this last fiscal year. The Emeriti led the way with a successful matching fund of $12,000. Now it is time for active Faculty to step up to the plate! I am donating a fund of $25,000, to be matched on a one-to-one basis by active faculty, with a time limit for the match through the end of 2017. I hope we will get some large donations from active faculty -- as well as from all other categories of members. But small gifts from many people are equally important: If we could average $150 from each of our 2000+ members, we would be in a much stronger and stable financial position, giving us the time needed to succeed!

There are three great ways to donate: The Faculty Center has two funds at the UCLA Foundation, one for modernizing our facility, the other for operational expenses; donations to these funds are tax deductible; but the Foundation also keeps a percentage of your donation. To donate through the Foundation, please go online here: https://giving.ucla.edu/Standard/NetDonate.aspx?SiteNum=461

If you are an active faculty member or researcher, write that information in the comments section, so that your donation is eligible to be matched. If you prefer to mail or bring a check to the Faculty Center, please make it out to the UCLA Foundation, specifying Modernization Fund or Faculty Center Fund (the fund for operational expenses) on the notation line.

The third way is to donate directly by mailing or bringing over a check made out to the UCLA Faculty Center; this donation will not be eligible for a tax deduction, but the Faculty Center will get 100% of your donation.

Conclusion
In a time when the social bonding created by face-to-face interaction has greatly decreased, due to the pervasiveness of electronic communication, the Faculty Center is needed more than ever to create and maintain a sense of community. The UCLA Faculty Center has been the members' club for the last 60 years; it is the responsibility of all of us to make sure it thrives for the next 60!

Sincerely,

Patricia M. Greenfield
Distinguished Professor, Department of Psychology
President, 2016-2017, UCLA Faculty Center Board of Governors
Meetings of the Play Readers are preceded by dinner at the Faculty Center at 5:30 pm, with the director and members of the cast. Each person pays for his or her own dinner. Please contact Marjorie Friedlander (friedlander.marjorie@gmail.com) if you’d like to reserve a place for dinner before a performance. If you’re coming just for the performance, no reservation is required, but they would appreciate knowing so they can plan accordingly.

Contributed by Marjorie Friedlander, Member of the Faculty Women’s Club

Faculty Women’s Club News

Our first general meeting on Tuesday, October 17, 2017, will feature a special guest, Lieutenant Emada E. Tingirides, nationally recognized and lauded for her community-based police work in East Los Angeles, South Los Angeles, and Watts.

Come meet Lieutenant Tingirides, on Tuesday, October 17, 2017, at 1:30 PM at the UCLA Faculty Center, and hear her story, and you will understand why Los Angeles magazine named her one of LA’s most influential women, why Michelle Obama invited her to the 2015 State of the Union address, and why she’s our FWC Woman of Distinction!

For more information, please contact bettebillet@ucla.edu, or visit the UCLA Faculty Women’s Club at uclafacultywomensclub.wordpress.com/