

# FE Business Buzz

Flyer Enterprises

February 2009

## Next CEO Announced: Jessi Neff

Senior Jessi Neff may seem like your average college-student – she works, enjoys time with friends and is part of a Greek organization. But in April, she will be in charge of a \$1.4 million business, overseeing seven divisions and 172 employees.

Neff, the Vice-president of Accounting, was selected as Flyer Enterprises' next Chief Executive Officer.

"As CEO, I'll use my talents and strengths to continue to advance Flyer Enterprises' goals," she said. "I want to ensure that this amazing learning experience is available to students for many years to come."

Neff's appointment marks the beginning of a yearly transition process, an intense training period when student executives and managers pass on their knowledge to the incoming team. Neff's first order of business as the CEO-elect is to take charge of the interviewing and hiring process for next year's leaders.

"In any student organization, succession is an obstacle people face on a yearly basis because no one stays in the same position



very long," she said. "I'm comfortable in my position and now I'm learning something new."

Her first and second years at UD, Neff worked at Stuart's Landing, the convenience store venture of Flyer Enterprises. Neff was ArtStreet Café's Financial Manager for her junior year. As Vice-president of Accounting, Neff processes financial statements for Flyer Enterprises' solely-owned divisions and oversees a team of financial managers.

"I'm basically ready to hit the ground running."

## The Galley's Relay for Life sundae



The Galley and Relay for Life are teaming up to raise funds for the American Cancer Society. The Galley is featuring a new sundae, the Relay Sundae which includes black raspberry chip ice cream, gummie bears and whipped cream topped with a cherry.

"Our goal is support a great student organization while promoting our newest topping – gummie bears," Jackie Schler, Galley marketing assistant, said. Relay for Life is a yearly 18-hour event organized to raise cancer awareness.

Relay's purple piggy banks on the Galley counters are also filling up with spare change. Within two weeks, \$25 was raised in pennies to quarters, as of Feb. 6.

So, why the combination of raspberry ice cream and gummie bears?

"We came up with it because Relay's color is purple, like black raspberry chip ice cream, and gummie bears reminded us of a lifesaver or flotation device," Schler said. "Funny, I know."

## ArtStreet Café Tweets: **twitter**

ArtStreet Café is reaching it's customers in a new way this year.

The Café is providing students with instant menu updates, event happenings and discounts via twitter.com. Twitter is a micro-blogging service that allows its users to send and read other users' updates (aka tweets) via the Web or text message. The Café joined Jan. 16 and within two weeks had 101 friends following the Café's updates.

## The Blend Bandwagon:

The Blend is taking notes from ArtStreet Café's success with Twitter. The Blend posted its first tweet on Feb. 3. Follow the Blend's new drink specials and exclusive discounts at twitter.com/TheBlendUD. As of Feb. 11, the Blend had 36 friends following its updates.

## New Corporate Web Site:



Flyer Enterprises launched its new Web site on Friday, Jan. 30. The Information Technology Group, formed in February 2008, spent months designing the modern look of the site, while the Chief Executive Officer, the Director of Marketing Communication and others worked to provide up-to-date and relevant content. Check it out at [www.flyerenterprises.com](http://www.flyerenterprises.com).

## Classroom Connections: Flyer Spirit and E-marketing



Flyer Spirit is tapping into the e-world with the help of Instructor Irene Dickey and her Internet and E-marketing class.

The class is working on marketing campaigns to boost Flyer Spirit's presence on the Web and ultimately drive sales.

"We hope the student groups can develop the stepping stones, conduct the research and create an implementation plan for Flyer Spirit's e-marketing initiatives," Matt Ferriss, Flyer Spirit's Director of Operations, said.

Students are developing three campaigns: a search engine marketing campaign with Google Analytics, a Face-

book advertising campaign, and an e-mail strategy campaign. At the end of the semester, the groups will present to the Flyer Spirit management team and implement the students' ideas.

The classroom connection started in the fall of 2008 when CEO Lauren Clarisey, who previously completed the course, suggested that Flyer Spirit team up with the class. At this point Flyer Spirit was providing patrons with e-commerce on the Web site.

At the end of the fall semester, teams presented Ferriss and the management team a search engine optimization and direct e-mail campaign. The students' suggestions were taken into consideration and a Christmas e-mail campaign was initiated. The site saw three-times as many visitors in December than November, according to Google Analytics.

"We are hoping for a long-term relationship with Irene and her classes throughout the years," Ferriss said. "E-marketing is always changing, and we want to continue to develop and adjust as necessary."

For more information, visit [www.flyerspirit.com](http://www.flyerspirit.com).

## New Executive Team to take the reigns

Chief Executive Officer	Jessi Neff '10
Chief Financial Officer	Dan Laycock '10
Chief Information Officer	Jake Weber '10
Vice-president of Accounting	Julie Besmer '10
President of Coffee	Jackie Dorsey '10
President of ArtStreet Café	Joe Guy '11
President of Flyer Spirit	Jackie Lindsey '10
President of Dining Services JVs	Nathan David '11

For questions or more information concerning this newsletter, contact Rania Shakkour, Flyer Enterprises' Director of Marketing Communication, at [rania.shakkour@flyerenterprises.com](mailto:rania.shakkour@flyerenterprises.com).



## In the Numbers:

**21** Vacancies to be filled: The number of graduating seniors holding executive or managerial positions.

**50** Résumés: The approximate number of students who applied for executive and managerial positions.

**257** Blendies: The number of smoothies sold at the Blend, located in Roesch Library's LTC, in January.

**\$1677** ArtStreet Café's highest sales this year was on Sept. 18, 2009.

**60** Dollars in donations: The amount raised by the Blend and Blend Express toward Flyer Enterprises' KIVA initiative fund.

**900** Slices of Bread: The number used to make the Café's Panini sandwiches on a weekly basis.

**0** Pizzas Left: During the Feb. 1 Super Bowl, Stuart's Landing sold out of freshly baked pizzas for the first time since pizzas were added to the menu. That's 57 pizzas sold in one day.