



## MEDIA RELEASE

FOR IMMEDIATE RELEASE  
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### ASI APPOINTS ASSOCIATE DIRECTOR OF NEW RECREATION CENTER

POMONA, Calif. – January 6, 2014 – Associated Students Incorporated (ASI) has announced that Shelbi Long, former ASI coordinator of recreation, has been selected for the role of associate director of recreation at the Bronco Recreation and Intramural Complex (BRIC). Long has 11 years of experience in management and supervision of campus recreation programs, over six years which were spent in working for ASI's Campus Recreation and Bronco Fitness Center.

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“Shelbi undoubtedly brings quality recreation experience and a deep sense of commitment to the position. She will be a key player as ASI prepares to open and administer the BRIC by Fall 2014,” ASI Executive Director Cora Culla said.

Long received a Master of Science in liberal arts and a Bachelor of Science in health and physical education with an emphasis in sports administration with a minor in coaching at Lock Haven University in Lock Haven, Pennsylvania. Prior to her employment with ASI, Long served as the assistant director of campus recreation at Penn State University. As the coordinator of recreation for ASI, Long had the responsibility of the oversight and development of numerous programs including intramurals, fitness programs, outdoor excursions and membership services. Long has been in recreation since 2002, involved with the National Intramural Recreation Sports Association (NIRSA) since 2004, and is currently serving her second year as the NIRSA southern California state director.

“Shelbi brings to this position a wealth of talent and experience in student development and recreation programming which are fueled by her endless enthusiasm. She is committed to attracting and engaging the Cal Poly Pomona (CPP) campus community through an array of recreation programs and services focused on education, accessibility and inclusivity,” said ASI Director of Recreation Krista Smith.

cc: Christine Hall  
Cora Culla

In her position as associate director of recreation, Long will be responsible for the development and administration of recreation programs, including fitness/wellness, intramural sports, climbing wall/adventure program, special events, and extramural sports as well as oversee the development and implementation of sport clubs and collaborative programs.

"This is an awesome time for our campus and I'm extremely excited to be a part of this change. It's a great opportunity for ASI and CPP. The BRIC will allow us to bring fun, cutting edge, innovative programs and equipment to the students. It's a place where 'everybody fits.' I'm honored to have been asked to be a part of it and to work with such great Campus Rec professionals," Long said.

Smith adds "Shelbi's passion and skills as well as her love for ASI and CPP provide the strong foundation for amazing things to come."

ASI is a non-profit corporation that provides programs and services to students as well as student representation at the campus level and the California State University system-wide level. ASI is made up of student leaders, student staff and non-student staff. A majority of ASI programs and services are run by students and guided by professional staff, fulfilling the motto of "students serving students."

For more information about ASI, visit [asi.csupomona.edu](http://asi.csupomona.edu). For more information about the BRIC, visit [asi.csupomona.edu/bric](http://asi.csupomona.edu/bric).

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