Greetings, Harrisburg Campus colleagues!

In last month’s issue of the VIBE, I addressed the changing landscape of higher education and the challenges facing institutions of higher education throughout our nation. I also stressed the importance of our collective resolve to serving those students and families who deserve our very best effort, despite these challenges for they are counting on us!

Over the past month, I have witnessed (and participated in) numerous events on campus and in the community that illuminated HACC’s culture that features resilience, positivity and embraces the pursuit of excellence. Some highlights include:

**All-PA Academic Awards Banquet:** For 25 years, the PA Commission for Community Colleges has joined Phi Theta Kappa to honor students who have been nominated by their colleges to the All-PA Academic Team. This year, seven HACC students were honored for their scholastic achievements. Among them was Sharonda Diggs, a student at the Harrisburg Campus in the Web Development and Design Program! #HACCProud

**Paxton Gift:** The nearly $1.3 million gift established the John E. Paxton and Gloria W. Paxton Fund for Excellence in Science, Technology, Engineering, Arts and Mathematics (STEAM). This new fund will advance high-impact initiatives that will enhance STEAM programs! Please take time to visit www.hacc.edu/paxtongift to learn more about the donors and this historic moment in HACC history.

**2019 Day of Giving:** This annual event reflects the culmination of many months’ worth of planning and preparation as we collectively celebrate the transformational power of philanthropy and its impact on our learning community. From the Food Truck Frenzy, to silent auctions, to a bake sale, to restaurant nights, to chair massages, to a car show and more, there was fun and excitement abound. The biggest highlight for me was the $30,000 in tuition giveaways that were awarded to students on the Day of Giving by generous donors, individuals who either graduated from HACC or are supporters of our mission! There was even a mother and daughter who both received tuition gifts in different drawings!

This exciting annual event relies on the contributions of many of our colleagues and departments on campus whose efforts make the difference! Please check out page 5 for a list of individuals and help celebrate and acknowledge them next time you see them!

Mother and daughter both win a tuition giveaway at the Day of Giving on April 11! From Left: Lurlei Rutkowski, student, Noah Roufos-Ashby, vice president, Harrisburg Campus and Hailey Rutkowski, student.

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VICE PRESIDENT’S MESSAGE Cont.

Admissions and Recruitment Events: The Art Experience Day and Spring Open House brought our colleagues from the Offices of Academic Affairs and Student Affairs to showcase the College’s many high-quality offerings and inject a dose of excitement for prospective students! Thank you to all employees who helped make the events a success for potential students. Read more on Page 15.

Thank you!

Noah

2019 DAY OF GIVING
On April 13, HACC Harrisburg Campus hosted the 2019 Day of Giving Car Show! Fifty participants from all over came to participate and show off their prize vehicles! Our very own HACC Welding team designed and created the seven trophies that the winners took home! We had food trucks, music from Wink 104, Harrisburg City Fire and HACC’s Public Safety Department vehicles for everyone to see and explore! Thank you to all of the volunteers who made this day a success!
Thank you to our generous HACC Harrisburg Campus Day of Giving sponsors!

**Presenting Sponsor:**
Capital Blue Cross

**HACC YEAH! Sponsor:**
Geisinger Holy Spirit

**HAWK Sponsors:**
First National Bank
M&T Bank
Phoenix Contact

**Harrisburg Campus Tuition Giveaway Sponsors:**
Belco Community Credit Union
Boyer & Ritter, CPAs and Consultants
Capital View Wealth Management
Fulton Bank
Gannett Fleming, Inc.
Jim and Jean Grandon
John K. Hummel
Patty Kim
Greg and Jean King
John and Colleen Kubeika
McClure Company
McNees, Wallace & Nurick, LLC.
Myles Miller
Murray Associates Architects, P.C.

**PP&L Electric Utilities**
**River Wealth Advisors**
**Dan and Patty Schwab**
**Donna and David Schankweiler**
**Smith, Elliott, Kerns & Company**
**S&T Wealth Management**
**Sun Motor Cars Automotive Group**
**TE Connectivity**
**Jonathan and Diane Williams**

**I GAVE Sponsor:**
Skelly & Loy Engineering, Environmental Consultants
Thank you to our HACC Harrisburg Campus Day of Giving volunteers!

WE APPRECIATE YOU!

Rick Albright  
Kimberly Aldinger  
Jennie Baar  
Alexis Baker  
Vadim Basov  
Larry Berger  
Susan Bingaman  
Leslie Boon  
Randall Campbell  
Rich Cardamone  
Sharon Chase  
Brian Cigic  
Gina Crance  
Vito Damone  
Jamie Eckrode  
Luann Englehart  
Beth Evitts  
Maria Fortini  
Chris Fox  
Chris Gable  
Jeff Gieniec  
Ron Givler  
Andrew Groff  
Eric Hansburg  
Chris Holtzinger  
Thelma Kleckner  
Brenda Krebs  
Cynthia Kuntz  
Jessica Layton  
Mary Lee Lefever  
Christina Leslie  
Jay Lohman  
Chef Tom Long  
Gretchen McDonel  
Davis Mehaffie  
Rose Miller  
Heather Pragel  
Angela Sandeen  
Brandon Sheppard  
Cindy Shirk  
Mandy Six  
Bob Stakem  
Nolan Straub  
Don Stull  
John Todd  
John Williamson

“Alone we can do so little; together we can do so much.”

~ Helen Keller
Thank YOU for Supporting Our Students on Our Day of Giving!

To those who gave on April 11, thank you for supporting YOUR favorite community college and our students! Hopefully, you also participated in some of the fun activities at our campuses.

To view Day of Giving photos, videos and updates, please visit hacc.edu/HeartHACC.

Fundraising totals are still being calculated. However, our students are grateful for your gifts at any time throughout the year. If you missed the opportunity to give on April 11, please consider making a gift today.

With YOUR generosity, HACC is able to help its students by:

- Providing renovated spaces for student engagement and support
- Improving services and accessibility
- Supporting innovative projects
- Providing money for those facing unexpected financial burdens

Your investment in HACC students is an investment in our communities.

HACC is grateful to the many donors who gave on April 11 and to our 2019 sponsors, including WHTM abc27 (media sponsor) and Barley Snyder and Capital BlueCross (presenting sponsors).

Together, we CAN make a difference!

Thank you!
NEW HACC FOUNDATION BOARD MEMBERS

HACC Foundation Welcomes New Board Members

We are pleased to announce that the HACC Foundation welcomed the following new members to the HACC Foundation Board. With each new Board member, we gain a fresh perspective and dedicated ambassador for HACC and the HACC Foundation.

Jamie Berrier is the president of RSR Realtors and has worked for more than 20 years in the real estate industry. She holds an associate degree in business administration from HACC and a bachelor’s degree in information systems from Penn State University. The HACC alumna joined the Board for the opportunity to promote the value and benefits that HACC has to offer to members of the community.

La-Verna Fountain retired as the vice president for strategic communications and construction business initiatives at Columbia University. The HACC alumna served as a military police specialist in the U.S. Army until 1978, when she received an honorable discharge. She holds multiple credentials, including a master’s degree in negotiation and conflict resolution from Columbia University, a bachelor’s degree in public policy from Penn State University and an associate’s degree in police administration from HACC.

Tuan-Linh Nguyen formerly served as the chromatography and laboratory chemicals sales specialist for VWR International, LLC. The HACC alumnus serves on many organizations, including the HACC Alumni Committee. Nguyen holds a bachelor’s degree in natural science/mathematics from Thomas Edison State College and two associate degrees in communications and the arts and life science from HACC.

Aaysha Noor serves as president of Asian American Pakistani Heritage. She strongly believes education should be accessible and inclusive, and supports HACC and the HACC Foundation’s push for inclusion and diversity. Noor holds a bachelor’s degree from the College of Home Economics and a professional diploma from the National College of Arts. She is currently active in many organizations, including Race Against Racism of YWCA Greater Harrisburg.

Join us in welcoming our new members to the HACC Foundation Board!

#HACCsurprise

HACC Receives Nearly $1.3 Million Gift for STEAM Programs

What would you do with a gift of nearly $1.3 million? On April 10, 2019, HACC leaders announced a transformational gift of $1,295,305.30 from the estate of Mrs. Gloria W. Paxton. In accordance with Mrs. Paxton’s wishes in her last will and testament, the gift was used to establish the John E. Paxton and Gloria W. Paxton Fund for Excellence in STEAM.

Dr. Ski, HACC’s president, said, “It is the largest single contribution to HACC and the HACC Foundation in the College’s 55-year history and will impact all HACC campuses, Central Pennsylvania and the world. Mrs. Paxton left 70 percent of her estate to HACC. We received the gift last month. While the Paxtons did not have children of their own, the impact they will have on approximately 18,000 students at HACC cannot be overstated.”

We appreciate the Paxtons more than words can express and will never forget their life-changing generosity.

For more information, please visit http://newsroom.hacc.edu/article_display.cfm?article_id=2867.
Marketing HACC’s Programs to Increase Enrollment

Several years ago, HACC debuted the “YOURS” campaign to build brand awareness of the College in our community. Now that we have general awareness, we have begun to focus on one of the key factors in a students’ decision to attend a college – awareness of our academic programming. We know that we need to promote the key points of pride of our programs and share compelling student and faculty stories to grab prospective students’ attention. Our strategy dedicates one-college marketing resources to high-profile marketing campaigns while improving marketing materials for all of our programs.

In 2017, the Office of College Advancement (OCA) and Office of Academic Affairs developed a comprehensive strategy to promote programs that are low enrolled and forecast to have the highest job growth in south central Pennsylvania. So far, OCA has developed marketing campaigns for our trades and technology programs (including automotive and HVAC) and our Administrative Office Management Program. This year, we are working on our dental

These campaigns have seen great results!
- Read how our applications more than doubled after our Administrative Office Management Program campaign.
- Read how our click-through rates for the online display advertising in the trades and technology programs campaign were the highest a vendor had ever seen.

While working on these comprehensive marketing campaigns, OCA has also provided tools to promote every academic program with a high-quality program flyer. OCA’s program flyer guide, available on myHACC in the OCA channel under Publications Tools, helps you gather the information that will set your program apart from our competition! So far, we have developed program flyers for the following programs:
- Automotive Technology
- Business Administration
- Early Care and Education
- Early Childhood Care and Education
- Early Childhood-Elementary Education
- Gerontology
- Heating, Ventilation, & Air Conditioning/ Refrigeration
- Human Services
- Mechatronics
- Medical Assisting
Department chairs are provided with the final flyers. Our Office of Student Affairs and Enrollment Management colleagues also share the flyers with admissions counselors. Faculty are encouraged to work with their department chairs to develop a new program flyer or revise an existing one. You may apply for IMC funds to pay for the printing.

We are also revamping the cluster brochures for our programs: Business, Computer Technology, Culinary and Hospitality, Education, Engineering, Liberal Arts, Math and Science, Trades, and Visual and Performing Arts. Marketing materials for our programs are visually attractive and show students what they can do with a HACC credential.

Our next step in promoting programs is to include faculty testimonials on our program webpages. This is a way to highlight our excellent faculty. We encourage faculty to submit story bank submissions to include a quote and a photo. The faculty can be the best promoters of our high quality academic programs.

Want to learn more about HACC’s marketing and advertising efforts? Read the following articles in past issues of OCA Today and our previous marketing assessment reports!

Marketing-Related Articles in OCA Today:

<table>
<thead>
<tr>
<th>Title</th>
<th>Issue</th>
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<tbody>
<tr>
<td>Administrative Office Management Certificate Program Increases Its Applicants by 109 Percent</td>
<td>February/March 2018</td>
</tr>
<tr>
<td>HACC Advertising Beats National Averages</td>
<td>February/March 2018</td>
</tr>
<tr>
<td>OCA’s Progress with YOUR HACC Program Webpages</td>
<td>February/March 2018</td>
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<td>Changing the Perception of HACC</td>
<td>August 2018</td>
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<td>Using Superpowers to Change Lives</td>
<td>October 2018</td>
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<td>Has HACC’s Marketing Improved?</td>
<td>December 2018</td>
</tr>
<tr>
<td>HACC’s Marketing Efforts Impact Student Recruitment and Success</td>
<td>December 2018</td>
</tr>
</tbody>
</table>

Marketing-Related Items on myHACC:

- Collegewide Marketing Plan for 2018-19
- Collegewide Marketing Plan for 2017-18
- 2017-18 Assessment of Collegewide Marketing
- 2016-17 Assessment of Collegewide Marketing
- 2015-16 Assessment of Collegewide Marketing
Greetings from the Facilities Management Department (FMD)! With the end of the spring semester and graduation quickly approaching, we encourage you to submit any work orders for items that need addressed during the summer months by May 10, 2019. The busiest time of the year for FMD are the summer months, so please let us know what work you need done and what date it needs to be completed so that we can plan accordingly. Please note, work orders submitted upon your return to campus for the fall semester may not be able to be completed immediately or within a short amount of time due to the volume of work orders FMD may have at that time. Thank you for your cooperation.

CDI - ONE BUTTON STUDIO

One Button Studio

What is it?
The One Button Studio allows users to record lectures while using the interactive whiteboard. To get started using the One Button Studio, all you need is a little bit of training and a properly formatted flash drive.

Where is it?
The One Button Studio is located in Whitaker 126-O. To reserve time in the One Button Studio, you can use the walk up reservation feature or Microsoft Outlook. Students do not have the ability to reserve this space due to the campus’s security policy.

How does CDI provide training?
The Center for Design and Instruction offers monthly 1:1 and small group trainings. To view and register for training, click here. If you would like to learn more, please feel free to contact Joe Tubioli, Harrisburg Campus Instructional Designer.

What can I create using the One Button Studio?
Users can create recordings of live lectures instead of the traditional narrated PowerPoint recordings.
AAA Central Penn Proud HACC Supporter!

Commencement is a tremendous milestone for our students and their family members and friends.

AAA Central Penn has been a proud Commencement sponsor for the last three ceremonies! Once again, they are a sponsor for our spring 2019 Commencement ceremony!

We cannot think of a better way for an organization to show their commitment to education and our future leaders than by supporting this type of event.

SECURITY’S TIPS FOR RIDE SHARING

Tips to stay safe while ridesharing

Here are some safety tips for passengers when using a rideshare service:

Plan ahead.
Before you request a ride, think about where you’re headed and review the safety features in the app so you know how to use them.

Request your ride inside.
Avoid spending unnecessary time outside alone with your phone in your hand. Instead, wait indoors until the app shows your driver has arrived.

Get in the right car.
Before you get in the car, check that license plate, driver photo, and driver name all match what’s listed in the app. Ridesharing services can only be requested through the app, so never get in a car with a driver who claims to be with Uber of Lyft and offers a ride.

Be a backseat rider.
If you’re riding alone, sit in the backseat. This ensures you can safely exit on either side of the vehicle to avoid moving traffic, and it gives you and your driver some personal space.

Buckle up.
The Centers for Disease Control reports that seatbelt use is the most effective way to save lives and reduce injuries related to car accidents.

Share your trip details with a friend.
While enroute, tap “Share status” in the app to share your driver’s name, photo, license plate, and location with a friend or family member. They can track your trip and see your ETA without downloading the Uber app.

Protect your personal information.
There’s no need to share your phone number or other contact information with your driver. If a rider and driver need to contact each other, the Uber app automatically anonymizes both phone numbers to protect everyone’s privacy.

Follow your intuition.
Trust your instincts and use your best judgement when riding with Uber or Lyft. And if you ever feel you’re in an emergency situation, call 911 immediately.
ALL ARE WELCOME

JOIN US FOR OUR NEXT HARRISBURG DIVERSITY COMMITTEE MEETING

THURS. MAY 16, 2019 AT 2:30 P.M. ARTS 103

Thirty faculty, staff and students participated in Safe Zone training on April 24 led by Ann Burris, professor, Counseling, Lebanon Campus. Safe Zone training is an opportunity to learn about LGBTQ+ identities, gender, sexuality and examine prejudice, assumptions and privilege.

The mission of the HACC Harrisburg Campus Diversity Committee is to actively promote a campus culture that embraces diversity and inclusivity as core values intrinsic to our organizational success while respecting individuals’ unique backgrounds and experiences.

SPRING STUDENT SYMPOSIUM

On April 16, 2019 the Annual Spring Student Symposium was held at Midtown 2 Building.

The focus of the day was to provide a public presentation of student work both in and out of the classroom. Students, faculty and staff had the opportunity to learn about topics studied at HACC and application of theory learned.
GOOD VIBES

Kudos to **Aziza Kasmi**, who was the keynote speaker for the spring naturalization ceremony at Dauphin County Courthouse. Aziza is an administrative program specialist in the Nursing Department at Harrisburg campus. A native of Morocco, Aziza was naturalized in 2009, and since coming to the United States, she has earned her Bachelor’s and Master’s degrees. She addressed the 84 new American citizens and assembled guests, who included Senator Bob Casey, in Arabic, French, and English. Her story of personal triumph over adversity was an inspiration to all.

**ALL PA Academic Team Awards Banquet** on April 8.

From Left: **Ricole Jaymen**, associate dean, Student Success; **Radeka Appliah-Pade**, dean, Student & Academic Success; **Kathleen Heidecker**, assistant professor, Library, Gettysburg Campus; **Shannon Harvey**, Gettysburg Campus vice president; **Corinne Crushong**, student, Gettysburg Campus; **Dr. John J. “Ski” Sygielski**, president, Dr. Hector Ortiz, HACC Trustee, **Gibson Theobald**, student, Lancaster Campus; **Victor Ramos**, Lancaster Campus, vice president; **Corinne Crushong**, Lebanon Campus, vice president; **Nicole McCartan**, adjunct professor, Business; **Noah Roufos-Arrey**, Harrisburg Campus, vice president; Front Row: **Blasia Drumm**, student, Gettysburg Campus. Harrisburg winner, **Sharonda Diggs** (not pictured), Web Development & Design

On April 10, HACC Harrisburg Campus faculty and staff wait as they receive the news of the #HACCSurprise that more than $1,295,000 was received to establish the John E. Paxton and Gloria W. Paxton Fund for Excellence in STEAM!

**Harrisburg Business Club** was recognized at the Student Life Banquet and received the following awards:

- Community Service Award
- Club of the Year
- Emerging Student Leader- Victoria Diller
- Advisor of the Year- Nicole McCartan

Spring has SPRUNG on the Harrisburg Campus. Take a moment during your busy days to stop and take in the beauty all around you!
COLORFULLY RELEIVING STRESS ON CAMPUS

Angela Campbell, professor, Counseling, hosted a Color and Sip stress free event. Thank you to Monica Smith, sr. professor, Art, who offered the art room and coloring supplies for the event! Students enjoyed jazz music, refreshments and conversation starters. The students spent an hour together where everyone got to speak and share something about themselves that others did not know. Of course they all colored and laughed.

Some of the takeaways from the conversation starters...

- Two students spent a year in France and are fluent speaker
- One student is an introvert but enjoys doing things that are social
- One student dropped out of Art school in York because she was discouraged and came to HACC for business (she hadn’t done anything with art since dropping out of school)
- One student worked for a company that provides princess parties
- One student liked playing instruments and has posted music on YouTube
April featured several admissions and recruitment events that are helping to drive enrollment. Among them were the Art Experience Day and the Spring Open House. In both instances, academic affairs and student affairs worked collaboratively to enhance the efficacy of these programs, showcase the College’s many high-quality offerings and inject a dose of excitement for prospective students! Thank you to the faculty and staff involved for your commitment and leadership as we continually refine new standards of excellence.
**#OnFire4HACC Update**

**Tim DeFoor Benefits HACC’s Bruce E. Cooper**

On April 9, Tim DeFoor, HACC Foundation Board chair, camped out on the roof of HACC’s Drill Tower as part of his #OnFire4HACC campaign. On April 10, Tim climbed down from the 50-foot building using the 79-foot ladder our Fire Training Program students use!

The #OnFire4HACC crowdfunding campaign raised more than $1,000 to support the Bruce E. Cooper Student Center – the heart of the Harrisburg Campus. HACC students look to the Cooper Student Center as a community gathering space that enriches their academic experience, provides social offerings and extends the College atmosphere beyond the walls of the classroom.

Please consider an investment in the Cooper Student Center by visiting hacc.edu/GiveNow or www.hacc.edu/namingopportunities.

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**PURCHASE YOUR BRICK TODAY**

The Harrisburg Campus has launched the Community For Cooper Brick Paver Program! The bricks will be featured prominently in the center of HACC’s Harrisburg Campus surrounding the newly renovated and expanded Cooper Student Center! For more information or to purchase YOUR brick today visit the Brick Paver webpage!

#HeartHACC
Congratulations to the following faculty!

Faculty recommended for tenure effective July 1, 2019 (12-month) or August 19, 2019 (9.5 month):

Autumn Patti  
Eric Born  
Carole Knisely

Faculty recommended for promotion in rank effective July 1, 2019 (12-month) or August 19, 2019 (9.5 month):

Jane Bordner  Eric Born  Paul Gleed  Leisa McAlicher  
Megan Brightbill  Lois Colpo  Geri Gutwein  Linda Mininger  
Kathy Doherty  Ken DeNisco  Sandra Kroft  Kathy Murren  
Sue Gugoff  Brena Eppley  Mark Lieb  Marie Reardon  
Mihajlo Balic  Rachel Gifford  Forrest Lysinger  Rosa Seyfried  
Jenn Billman  Tamara Girardi  Michelle Macera  Amy Raugh  
             Carole Knisely  Rob Schanke  Karen Woodring
HACC’s Phi Beta Lambda (PBL) just completed a busy weekend of workshops, networking and competing. PBL competed in eight business categories at the State Leadership Conference and came home with three winning categories.

1st Place Business Presentation
1st Place Web Design
2nd Place Web Design
Club Award: 3rd place Gold Merit award out of 31
#HACCproud
Raise a glass! Students in HACC’s Brewing Science Program released SMASH No. 55, the new HACC Brew, on April 13, 2019!

SMASH no. 55, a single malt and single hop beer, was created by students in the 10-month Brewing Science Program. The 13 students in the program completed the entire brewing process themselves – from developing the recipe and name to creating the packaging. The name honors HACC’s 55 years of service to Central Pennsylvania and its 95,000 alumni.

Check out more pictures from the release here.
About HACC, Central Pennsylvania’s Community College

HACC was founded in 1964 as one of the first community colleges in Pennsylvania. Over the past 50 years, the College has expanded to include five beautiful campus locations and a robust Virtual Learning program.

About HACC

HACC, Central Pennsylvania’s Community College, is the first and largest of Pennsylvania’s 14 community colleges. HACC offers over 100 career and transfer associate degree, certificate and diploma programs to approximately 19,000 students. Also, the College serves students at its Gettysburg, Harrisburg, Lancaster, Lebanon and York campuses; through virtual learning; and via workforce development and continuing education training. For more information on how HACC is uniquely YOURS, visit hacc.edu. Also, follow us on Twitter (@HACC_info), like us on Facebook (Facebook.com/HACC64) and use #HACCNews.

BOOKSTORE SPRING SAVINGS

Spring it on!

<table>
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<tr>
<th>Sunday</th>
<th>Monday</th>
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<tr>
<td>5</td>
<td>8</td>
<td>25% off HACC Imprinted Long Sleeve T-Shirts</td>
<td>7</td>
<td>25% off HACC Sweatpants</td>
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<td>25% off HACC Sweatshirts</td>
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<td>12</td>
<td>13</td>
<td>25% off HACC Plush Animals</td>
<td>14</td>
<td>25% off HACC Decals and Magnets</td>
<td>15</td>
<td>25% off HACC Polo Shirts</td>
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<tr>
<td>19</td>
<td>20</td>
<td>25% off HACC Pet Merchandise</td>
<td>21</td>
<td>25% off Sherpa Fleece Jackets &amp; Vests</td>
<td>22</td>
<td>25% off HACC Coffee Mugs</td>
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<tr>
<td>26</td>
<td>27</td>
<td>CLOSED Memorial Day</td>
<td>28</td>
<td>30% off ALL Clearance Merchandise</td>
<td>29</td>
<td>30% off ALL Clearance Merchandise</td>
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</tbody>
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* Sale excludes SNO Merchandise * No further discount applied * Discount applied at register