INTRODUCTION

This report contains information on all aspects of the EcoMug and EcoJug Program of 2014. The reports from the past will help in understanding the program and explain the EcoMug Coordinator’s responsibilities. A lot of the activities happen all at once, and this report will help to explain the priorities.

ECOMUG AND ECOLUG PURCHASE

The first step is to purchase the EcoMugs and EcoJugs for the fall. This section addresses the purchasing process, including a guide to purchasing, timeline, and the 2104 results.

Methodology:

A. Decide on the number of Mugs and Jugs to order based on previous data. Look at past purchase requisition forms as well as the current inventory and work with the supervisor to gauge number accordingly.

B. Go to the Logistical Services website to find the purchase order form. Refer to Appendix A for the completed Fall 2014 Purchase Request form. Fill out the sections with the proper information. Supervisor may guide you on how to fill out the form. State the quantity, description of mug/jug you are looking for and provide suggested vendors. Form must be approved by EcoMug Coordinator Supervisor and the Office for Sustainability Administrative Assistant then sent to the Purchasing Department at Logistical Services. The bid package is forwarded to the vendors for the best price and the chosen vendor is then contacted by the EcoMug Coordinator to discuss design layout and delivery methods.

C. The graphic design may be from the previous year. Design as needed if new sponsors are added to the list. Work with the Graphic Designer to create design and have it approved by EcoMug Coordinator Supervisor.

D. Work with vendor to get mugs/jugs created. This includes delivery dates, how many pallets the mugs will be on and figuring out the exact amount on the invoice for payment.

Results:

For 2014, 2,250 mugs and 2,000 jugs were ordered. We decided on these numbers because this was our first year introducing the new bottle, therefore, the number of jugs is less than mugs. Normally, Consumers Credit Union purchases EcoMugs for their staff and community events, though this year, they did not ask for any EcoMugs/EcoJugs.

We did bid out the vendors unlike last year where the same vendor was used. The winning bid for 2014 went to Quality Logo Products. They were timely and we had no issues with the creation of both the mugs and jugs. From their site, we ordered the 14oz tumbler called Laguna Stainless Steel Tumbler for the EcoMugs. The EcoJug was the 17oz stainless steel water bottle, brushed silver.
The logo that was used was the same as last year; no changes were made. For the EcoJug, we had no issues with using the same design as the EcoMug. In June, we approved the design and the bottles arrived in July to be sent to MRC for stuffing with Consumers Credit Union information.

When the EcoMugs and EcoJugs were delivered to the Office for Sustainability, there was a miscommunication between Logistical Services and the office. They set aside 250 mugs and 250 jugs for Consumers Credit Union, assuming they were going to purchase them again. We received only partial mugs and jugs; the rest arrived the next day when the situation was resolved that Consumers Credit Union was not going to purchase them this year.

ECOJUG APPROVAL

Before distributing the EcoJugs, we needed to get approval from the Head of Dining Services, Judy Gipper and the Health Department. This section explains the process of how the EcoJug was approved for the Fall 2014.

Results:

We met with Judy and discussed the bottle we wanted to use for the EcoJug and resolve the health concerns about it. She liked the idea, but needed confirmation from the Health Department to approve the EcoJugs for use in the cafeterias. She and the department were worried about the lip of the jug contaminating the pop dispenser nozzles, causing the spread of germs. We discussed that there would be minimal chance of contamination due to the size of the opening and the fact that people drink from the lip of the mug. In February, Judy told us that EcoJugs were not allowed due to the health concerns.

In April, we had a meeting with Dr. Glasser about marketing ideas for the EcoMug and we discussed how the EcoJug was not allowed in the cafeterias. Dr. Glasser suggested purchasing the EcoJugs anyways, and telling students that they are not allowed in the cafeterias. Judy would be able to handle the situation if the jugs were brought to the cafes.

The EcoMug Coordinators and Supervisor contacted Judy again later in the summer after the jugs were purchased and asked her to talk to the Health Department. After the discussion, the Health Department approved the EcoJug into the cafeterias. As a compromise to allowing them in, we individually stuff the jugs and mugs with a slip explaining how to handle them in the cafeteria and how to wash them. Appendix B shows the individual slips placed in the EcoMugs and EcoJugs.

ECOMUG SPONSORS

Even though the main goal of the EcoMug program is to reduce waste on WMU's campus, community involvement is another important component. Dr. Glasser came up with the idea to get sponsors from the community in 2012. Sponsorships were created in order to better fund the program while also helping the business by
putting their name on the mug and their insert inside the mug. Past practices have suggested that we seek sponsors from sustainably minded businesses. This is not required in our sponsorship contract but it is appreciated.

Methodology:
A. Our first and current sponsor is Consumers Credit Union. In 2012, a three-year contract was signed with them. We received the last $8,000 payment in November 2014. We look to continue this sponsorship with them in the future.
B. The sponsorship contract was revised to reflect the 2015-2016 fiscal year and sent to Consumers in October of 2014. We are still waiting for a response.
C. Since the sponsorship contract was in the process of revision for the summer of 2014, new sponsors were not actively sought out. Starting January of 2015, we will begin looking for new sponsors.
D. The first step will be attending different community events whether that be Green Drinks, Southwest Michigan Sustainable Business Forum meetings, or even city town hall meetings. From there were will create a list of potential sponsors.
E. Once our list is created we will acquire contact information for those companies. We will either email or make phone calls to set up meetings with prospective sponsors.
F. Once sponsors are acquired, handwritten thank you notes are a must. Also, add their information to the website and their name to the exterior of the EcoMug when the next order is placed.

Results:
Unfortunately, no new sponsors were obtained in 2014. This was because the sponsorship contract took a while to revise. If we change it in the future, we need a marketing professor to look over it. We also need to be stricter on our deadlines to ensure we get documents similar to the sponsorship contract done in a timely manner. At the start of the new year, Callie and I will begin our search for sponsors once again.

PARTICIPANTS
In order to encourage students to eliminate waste, the EcoMug Program partners with local businesses to provide students with discounts when they use their EcoMug or EcoJug. The majority of the participants are found in the summer. During the summer of 2014, three participants were added to the list. The only limitation when looking for participants is that they are appropriate for students of all ages.

Here is a current list of all of the participants and the discounts they provide:

**Bagel Beanery** (40 cent off brewed coffee) 812 S Westnedge Ave, (269) 385-4400
Big Apple Bagels (25% off all items) 3205 S Westnedge Ave, (269) 226-4277

Caffe Casa (25% off any coffee or espresso drink with EcoMug) 128 S Kalamazoo Mall, (269) 385-1026

The Den Party Store (50¢ refills on EcoMug) 2917 Howard St, (269) 381-5857

Fourth Coast Cafe (discounted beverage refill) 816 S Westnedge Ave, (269) 383-0202

The Grind Cafe (20% off beverages with EcoMug) 2728 W Michigan Ave, (269) 459-8401

Kalamazoo Nature Center ($4 admission w/student ID and EcoMug) 7000 N Westnedge Ave, (269) 381-1574

Pita Pit (free beverage for EcoMug with purchase of a pita) 2913 Howard St, (269) 343-7482

Roma’s Pizza (free drink in EcoMug with purchase of $5 or more) 1401 S Drake Rd, (269) 372-7662

Shawarma House (50% off all beverages) 912 Buckout Ave, (269) 388-7000

Shawarma House (20% off EVERYTHING) 1441 S Drake, (269) 375-3900

Something’s Brewing (select discounts on brewed coffee and lattes) 120 W South St, (269) 349-1295

Waterstreet Coffee Joint (20% any beverage in EcoMug) 315 E Water St, (269) 373-2840 3037 Oakland Dr, (269) 488-0018

Methodology:
A. EcoMug participants are much easier to obtain that EcoMug sponsors. If you present the information correctly to the manager, they will see how becoming a participant will benefit both them and us.
B. The first step is to create an excel chart of restaurants in the area that you think would be interested. Sort this table by location or neighborhood so when you can make your trips looking for participants as efficient as possible.
C. Plan ahead and have all of your brochures and papers printed ahead of time. When you arrive at the business, you want to appear organized and well prepared.

D. Think about if you will tackle the day alone or with a partner. Bringing a partner along can make things run more smoothly. For example, if you’re driving the electric vehicle, your partner can navigate. A partner might also make you feel more confident and can interject if you are at a loss for words.

E. Tackle many businesses in one day. I believe it is easier to tackle entire areas at a time rather than approaching just a few businesses each day. This way you can use your down time at the office organizing and creating documents about who you have spoken with.

F. Refer to Appendix C to see what you should say to potential participants.

G. Once a participant is acquired, be sure to give them an EcoMug sticker so they can inform their customers they provide discounts to EcoMug users.

H. Have the new participant fill out a sign up sheet and be sure both you and the manager or owner have one another’s contact information.

I. When returning to the office, add the new participant and their discount to the website immediately.

Results:
Finding participants is not terribly difficult, but you must plan accordingly and be prepared. Practice what you will say before you get to the business so you can present the information without referring to any written information. Also, do not go to any restaurant during lunch hour. The last and biggest piece of advice is that you act nice, personable, and do not forget to smile! If this advice is followed, there will be no problem getting new participants.

SWIPE SYSTEM

Last year, we had problems with the swipe system where some students were not recognized by the system. We sought help from Jacob Lonc from Auxiliary Enterprises to help resolve these issues and redesign the site to allow EcoJugs to be an option for students.

Results:
Jacob Lonc has been helping us since December of 2013 to resolve this issue, and we were able to have a system usable by the time Fall Welcome started. The EcoMug Coordinator and Supervisor explained to him that last year the system indicated that graduate students, international students and some freshmen were ineligible or they had already received an EcoMug when they clearly did not have one when their cards were swiped. There was also an issue with the pop-up that shows the confirmation the student was able to receive a mug. It would either pop-up then go away quickly or it would not show at all. We also wanted an option for students to be able to choose between an EcoMug and EcoJug.
Jacob was able to create a check box that allowed the distributor using the swipe system to select if the student would like either a mug or jug. It was simple for people to understand and was not confusing. There is an Override button the distributor can push if there is an issue with the student's ID. For the Fall 2014, we did have to override many students because some of the ID's would say that the student was ineligible or already received one.

Jacob was also able to fix the pop-up confirmation problem by adjusting the programing of it. It now shows “Congratulations, you've received your free EcoMug or EcoJug”, “You are ineligible to receive an EcoMug or EcoJug”, or “You have already received a free EcoMug or EcoJug”.

There were some students who were not going through the system. Jacob discovered that this system is updated everyday after 6pm, which accommodates for any new student admitted to WMU. Throughout Fall Welcome, we still had difficulty with international students and freshmen. For these students we had to override the system or explain to them that they were ineligible to receive an EcoMug and EcoJug. This will need to be further explored, and possibly create a whole new swipe system.

**DISTRIBUTION**

Distribution is the most important part of this project. We distribute to all new freshman, transfer, and graduate students across campus. This section describes how to distribute the EcoMugs and EcoJugs and the logistics that are included.

**Methodology:**

A. Meet with Judy Gipper, Director of Dining Services to discuss if EcoMugs and EcoJugs can still be used in the dining halls as well as promotion. Information for these posters and napkin holders should be updated each year. Talk to her in early May in order to get promotional items ready in time for Fall Welcome.

B. You may want to contact Laura Darrah the Head of Residence Life to discuss promotion ideas in the residence halls. We did not contact her for Fall 2014.

C. Contact the Fall Welcome Coordinator to discuss the logistics for Fall Welcome Events. These events tend to change, so be flexible and prepared.

D. Fall Welcome planning takes a lot of time. EcoMug and EcoJug distribution takes a lot of man-hours and occurs during the same time as recycling days. Outside volunteers are needed. Sources to use are the Lee Honors College, various high schools, and other RSO’s on campus. Ask the EcoMug Supervisor for more information. *Appendix D is the layout for sign up used during Fall Welcome for volunteers.*

E. During Fall Welcome distribution, be sure to set the tables up with the appropriate materials: white table cloth, EcoMug/WeSustain banner with binder clips, sliver stands with laminated signs describing proper use of mug/jug, laptop, card swipe, clipboard with manual fill-out of student ID’s.
a. Appendix E shows the contents of bag materials to take to distribution site. Goodie bags were created with these contents for people to take with them. It is an easy way to make sure distributors have all items needed.

F. Refer to Appendix F for the number of mugs and jugs taken to each event for Fall 2014 as well as the total distributed for each day. Plan accordingly based on previous numbers and EcoMug Supervisor's consent.

G. Also prepare for Bronco Bash, which is another large event. Use the sign up list to plan when volunteers will show.

H. After the Bronco Bash, EcoMugs and EcoJugs are available at the front desk of the Office for Sustainability. Be sure to update any things about distribution in the front desk manual.

Results:

Like last year, we distributed at the Hospitality tent the first two days of Fall Welcome. We were able to target many students walking by as well as inform parents on the project and the Office for Sustainability in general. I would recommend continuing distribution at this event. You need approximately 2-3 people at the table to allow 2 people to swipe and 1 to use the cargo bike for more mugs/jugs if needed. This year, we used both the laptops and the iPad for swiping student ID's. We purchased an adapter that allows us to connect the scanner to the iPad. This worked out nicely for Stadium Night when many students were coming to receive their mug/jug. We did have an issue with one iPad where the keyboard would not come up, but other than this difficulty, I would recommend to use iPads when distributing for Fall Welcome. Be sure to have all the electronics fully charged for each event. Plug them in when finished with each event so they are prepared for the next day.

For Stadium Night, we relocated to a new location. Last year we had difficulty getting a Wi-Fi signal for the swipe system to work at the stadium. We moved between the Student Rec Center and the Read Fieldhouse under the bridge-crosswalk. This location provided a good signal and students flowed through easily. There were two lines set up, with 2 tables on each side, across from one another to help move the students. Stadium Night is normally our biggest event, but many students this year did not get their mug/jug here due to the need to carry it during their time at the stadium. Many students waited until the next day when we were located at the flagpoles for Class Tours, which was very successful for only being there for three hours. The Fall Welcome Ambassadors brought their students to the flagpoles to have each freshmen get their mug/jug before going to their next event.

During Buster's Buffet the Wi-Fi signal was weak which resulted in the distributors handwriting all the WIN numbers and whether the student wanted an EcoMug or an EcoJug. After Fall Welcome and Bronco Bash was over, the WIN numbers were manually entered. We also had music playing by the tables, which attracted more students. I would recommend moving to inside Miller Auditorium that way more students will be targeted when they are done with their program before Buster's Buffet and there will be a stronger Wi-Fi signal.
Bronco Bash went smoothly until the weather caused it to shut down early. Not many mugs and jugs were distributed this year compared to last year. This may be due to the weather, and students receiving their mugs/jugs during Fall Welcome. I would recommend placing signs that state “Only one throughout your college career” and the prices of the EcoMugs ($7 for students and $9 others) and EcoJugs ($5 for students and $7 for others). Many students did not understand they only receive one while they are here at Western. With the swipe system, we still encountered issues with international students, even when we tried to override the system. Jake was contacted about the issue.

FUTURE RECOMMENDATIONS

This section explains future recommendations the EcoMug Coordinator may want to consider for the following years.

Fall Welcome Recommendations:
A. When the students receive their keys for their dorm room, we will have a table set up with mugs/jugs to pass out. This would allow us to be able to get all the freshmen and transfer students moving into residence halls and limit the events we need to go to during Fall Welcome.
B. Move Buster’s Buffet to inside Miller for better Wi-Fi. Talk to Fall Welcome Coordinator and EcoMug Supervisor to begin process of switching locations.
C. Have mugs/jugs available in cafeterias if student forgot/lost/never received one for late night carryout to purchase; possibly use dinning dollars or cash to buy; encourages students to use bottle and helps to limit number of water bottles not EcoMug/Jug entering the cafeterias.

Swipe System
A. Create a new swipe system to accommodate all students including internationals to be in system.

EcoMug and EcoJug Sponsors and Design
A. Find more sponsors for the mug/jug
B. Put website on bottles instead of QR code: inoperable QR if there’s no website, not used, more beneficial with a website

Miscellaneous
A. Create a simples survey to ask students if they have a mug/jug, if they are using it at the cafeterias, and if not, why don’t they have them/use it. This will help give us data about the usage of the EcoMugs and EcoJugs and if they are beneficial to the new students. This may begin at the start of the Spring semester.
Appendix
### APPENDIX A

**WESTERN MICHIGAN UNIVERSITY**

**Clear Form**

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<th>DEPARTMENT</th>
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<td>1903 W. Michigan Ave</td>
<td>MS 5282</td>
<td>23</td>
<td>0018910</td>
<td>4881</td>
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**DATE REQUIRED** (mm/dd/yyyy): 07/15/2014

**CONTACT PERSON**

Anne Copeland

**TELEPHONE NUMBER** 387-0947

**PREVIOUS PO. AND DATE**

**DEPARTMENT HEAD SIGNATURE**

**APPROVED BY**

**DATE**

**AUDIT BY**

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<th>ITEM NO.</th>
<th>QUANTITY AND UNIT</th>
<th>DESCRIPTION</th>
<th>UNIT PRICE</th>
<th>AMOUNT</th>
</tr>
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<td>2250</td>
<td></td>
<td>14oz tumbler, double walled stainless steel tumbler, foam insulated, threaded snap-fit lid, 2 color printing (see Laguna Stainless Steel Tumbler for example)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td></td>
<td>17 oz aluminum water bottle, brushed silver- Quality Logo Products SUGGESTED VENDORS</td>
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<td></td>
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<tr>
<td></td>
<td></td>
<td><strong>Personalized Lazer Designs LLC</strong>: 11811 Upham St. Unit 2 Broomfield, CO 80020</td>
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<tr>
<td></td>
<td></td>
<td><strong>Quality Logo Products Inc.</strong>: 724 North Highland Ave Aurora, IL 60506 (any other vendors that purchasing sees fit)</td>
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**INSTALLATION APPROVED BY PHYSICAL PLANT** [ ] YES [ ] NO

**PURCHASING USE ONLY**

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<th>F.O.B.</th>
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<th>QUOTATION</th>
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<tr>
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The Wesustain EcoMug and EcoJug are the only accepted reusable drink containers in WMU Dining Services, in support of the Office for Sustainability and student sustainability initiatives at WMU. By using this container in Dining Service locations (both dining halls and for a 15% discount on a 16 oz. beverage purchase in the WMU Dining Service Campus Cafes) you agree to the following:

1. The EcoMug or EcoJug will be washed with soap and rinsed with water before each use of this container to obtain a beverage in WMU Dining Services.

2. The top rim of the EcoMug or EcoJug is not to come in direct contact with the beverage-dispensing nozzle to ensure you do not contaminate the beverage-dispensing nozzle with germs from your mouth.

If you have any concerns about the EcoJug or EcoMug program, please contact the Office for Sustainability at (269) 387-0943.

WMU Dining Service locations that accept the EcoMug/EcoJug:
http://www.wmich.edu/dining/locations.html
APPENDIX C

To Whom It May Concern:

My name is _________. I am an intern at Western Michigan University's Office for Sustainability. I am contacting you regarding sponsorship opportunities for our EcoMug program.

In 2009 WMU's Office for Sustainability implemented an innovative waste reduction initiative called the EcoMug. The EcoMug is a free, high-quality, ISO-certified, stainless steel mug that is distributed to approximately 4500 new students annually.

To provide new students with great service and connections to the community we need your help. Attached, you will find a description of the sponsorship opportunities and advertising benefits for your organization.

If you are interested in joining the EcoMug program, I would enjoy sitting down with you to discuss the options further. Please feel free to contact me at any time with questions or to set up a meeting. If I am not able to answer the phone, leave a message and I will be sure to contact you as soon as I can. If I do not hear from you within two weeks, I will try contacting you again. Also, if you are not the appropriate person, would you please provide me with their contact information? I look forward to hearing from you soon! Thank you!

Sincerely,

__________
Wesustain Intern
Office for Sustainability
Western Michigan University
Phone: (269) 387-8543
<table>
<thead>
<tr>
<th>CONTENTS:</th>
</tr>
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<td>BAG 2</td>
</tr>
<tr>
<td>BAG 3</td>
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<td>BAG 4</td>
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**Appendix E**

Please make sure you check out the number of:

- Check out a laptop
- Pen
- "Say", paper
- 1 clipboard with sheets and "Wheat To"
- 2 Silver Stands for Warnings
- 1 Swipe Warning and 1 Acceptability
- 2 Large Binder Clips
- Card Swipe
- White Table Cloth
- Foamigue Banner
### APPENDIX F

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