

# FAST FACTS



## SFM TRANSITION UPDATE

We're happy to report the transition to FSA has gone well. Most notably, the website has been successfully transitioned and our new member database system has been fully integrated.

Please note that, to protect your privacy, your web password was not converted over. **This requires you to reset your password on the new SFM website.** Please login with your e-mail address and follow the prompts for your password reset. We apologize for any inconvenience and hope you enjoy the new site!

## CONFERENCES & SPECIAL EVENTS

### *Critical Issues Conference*

April 17, 2012  
JP Morgan Chase | New York, NY

### *NRA Networking Breakfast*

May 07, 2012  
JP Morgan Chase | Chicago

### *Foundation Golf Tournament*

May 14, 2012  
Salem Golf Course | Salem, NY

### *SFM National Conference*

Conquering Myths, Defining Realities  
September 11-13, 2012  
Caesars Palace | Las Vegas

*"Willingness to change is a strength, even if it means plunging part of the company into total confusion for a while."*

— Jack Welch



## ***Looking to grow in a crowded market? Look no further than SFM***

Register today for our first interactive webinar of 2012, the first of four in our **SFM Distinguished Leadership Series**, a series of insightful discussions with key leaders in our industry. Our first webinar features foodservice leaders who've built success "from the ground up."

Our presenters will explore how they grew their enterprises in an industry already crowded with stiff competition—their roots, their experiences and their projections for the future of our industry. Specific topics will address:

- Ways to differentiate your brand in crowded markets.
- Tips for attracting and retaining talented staff.
- Insights on the next big trends in the industry.
- Skills and qualities that have nurtured long-term success.

## **Don't Miss These Valuable Insights from Your Panel of Inspirational Entrepreneurs**

*From Whitsons Culinary Group – Bob Whitcomb, FMP in the New York Metro Area*  
*From Food for Thought – Nancy Sharp in the Chicago Metro Area*  
*From the Epicurean Group – Mary Clark-Bartlett in the San Francisco Bay Area*

**Act Fast - the first webinar of the series is February 7, 2012. Have YOU registered yet?**

### **Event Details**

**Date:** Tuesday, February 7, 2012  
**Time:** 4:00 pm – 5:00 pm ET

**Member:** FREE  
**Non-Member:** \$20.00

[\*Please click here to register\*](#)

## **MEMBER RENEWAL CAMPAIGN**

It's that time of year! If your membership is due for renewal, your member renewal notice has been e-mailed to you this week so you can conveniently renew your membership online. Please follow the link on the e-mail or simply go to the [\*SFM website\*](#) and log-in to view your member profile to renew your membership.

Don't miss out on all the great new member benefits in 2012, like our complimentary leadership webinar series and a client liaison roundtable pre-conference session at the *Critical Issues Conference* (in New York City on April 17th), so [\*please renew your membership today!\*](#)

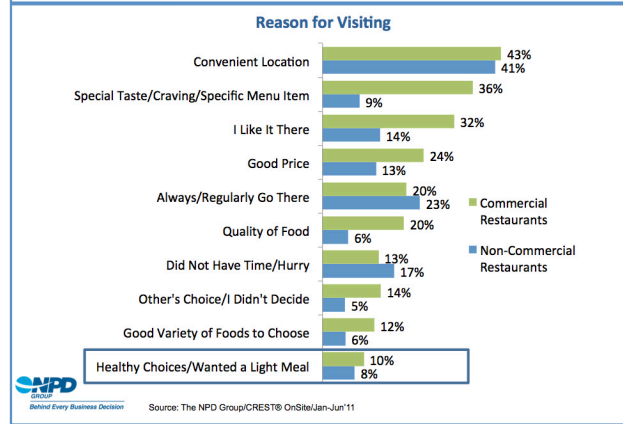


## INDUSTRY TRENDS

### WELCOME NEW MEMBERS

Ernesto Casas  
 James Cullinan  
 Nan Ede  
 Robert Gebhardt  
 Richard Geerdes  
 Robert Gordon  
 Frances Lang  
 George Lavas  
 Eric Montell  
 Jennifer Moore  
 Meredith Parks  
 Seth Prager  
 Kimber Riggs  
 Claudia Rodas  
 Laurie Rohen  
 Daniel Severance  
 Don Sheneman III  
 Warren Solochek  
 Mboone Umbima  
 Aaron Weiss  
 Suzanne Woodruff

Consumer motivation for healthy/light meals ranks among the lowest drivers of foodservice traffic



The new year often brings a renewed focus on health for consumers. According to the Center for Disease Control, the U.S. obesity rate (Body Mass Index > 29.9) was 28% in 2010, up from 16% in 1995. Despite all of the effort and educational resources, much of America is overweight or obese. Yet “health” seems to be everywhere these days – from TV shows, like the Biggest Loser, to celebrities promoting special diet programs, to books on health and food sourcing, to school menu and physical activity program reform, to commercial restaurants promoting lower calorie/better-for-you menu items. However, consumer motivation for healthy/light meals is among the lowest drivers of foodservice traffic. Visiting a commercial restaurant because a healthy/light meal was desired occurs in only 10% of restaurant occasions; and is even lower for non-commercial outlets. Rather, convenience of the location reigns as the top driver of foodservice usage. What will be the impact of this renewed focus on health in foodservice, especially given the continued uncertainty of the economy and job market?

The NPD Group is the industry’s leading source for foodservice trends and restaurant market research data. NPD’s CREST® service, which continually tracks consumers’ use of commercial and non-commercial foodservice, assists foodservice manufacturers, foodservice operators, and other foodservice organizations with strategic planning and positioning, product/menu development, and consumer targeting. For more information visit our website at [www.restaurantindustrytrends.com](http://www.restaurantindustrytrends.com).

## CONSULTANT’S CORNER

### What’s Your Story?: By Charlene Goff, Edgewater Marketing

Storytelling is as ancient as man. Before the advent of written language, societies would pass down their histories in the form of stories. Good marketing is about storytelling. In our lives today, stories play a critical role in successful marketing.

Stories draw people in and create an emotional response to a business, service or even a person -- remember the concept of a personal brand? A good story is passed along; it builds awareness for a brand, defines the business and can generate consumer support.

*“Identify the most critical point of difference you have. Then, evaluate angles to express it.”*

So, what kind of stories are we talking about here? One of the most famous brand stories is the one about Nordstrom and their return policy. This brand story has passed into legend. *A man walked into a Nordstrom with two new tires. He told the salesperson that he wanted to return them. The Nordstrom employee looked at the side of the tires, saw the price, and promptly handed over the money. Nordstrom doesn’t sell tires, but they have an unsurpassed return policy.*

[Please click on this link to access the complete article:](#)

## BOK FEATURED HIGHLIGHTS



### FOOD SAFETY

**Food safety** is a scientific discipline describing handling, preparation, and storage of food in ways that prevent food borne illness. The most critical responsibility you have to your patrons is serving safe food. This means food that is wholesome, fresh and properly handled, using all the steps in the H.A.C.C.P. (Hazard Analysis Critical Control Point) system and all the principles of ServSafe and/or your local governing health codes.

We are all aware of cross contamination, food contact surfaces, and temperature danger zones. But how many of us understand the difference between a foodborne illness, foodborne infection and foodborne intoxication?

The Body of Knowledge is a great tool offered to SFM Members Only on our website. Please follow the link below for the full list of Food Safety Definitions as well as other helpful Food Safety educational tools. *Are you protected?*

[\*Please click on this link to access the complete article:\*](#)

## MEMBER SPOTLIGHT – VICTORIA E. VEGA



**What is the biggest challenge you face on the contractor side of the business?**

*After more than 20 years in operations, transitioning to business development brought to light a challenge that will continue to impact our industry – the commoditizing of foodservice. Onsite dining is no longer a segment in which decision-making is impacted by the senses. We are being governed by price and evaluated by purchasing or*

*procurement departments without benefit of the multidimensional relationships we foster with our clients and customers.*

*As culinary service professionals, we all strive to deliver a unique dining experience to the discerning populations we serve. The sensory impact of sight, sound, touch, smell and undeniably taste cannot be sold on the basis of price alone. There is no accounting line item for passion on a balance sheet. It is our responsibility to differentiate our products and services by highlighting the strategic value hospitality programs bring to corporate culture and the unique selling points that differentiate our organizations in the competitive onsite arena.*

**What do you see as the most important trend in the industry?**

*Globalization, thinking globally while acting locally, will become part of the foodservice lexicon and continue to impact our industry. From ingredient origin to carbon footprint considerations, foodservice managers will need to balance universal operating standards with local considerations. By getting involved in our communities and adapting to the conditions of the local environment, we can continue to positively impact the guests we serve.*

*The “average” customer no longer exists and homogenized menus will not translate to increased participation. We need to deliver customized solutions to match the demographic preferences in each market. Our sensitivity to understanding diversity in the corporate workforce can infuse our culinary concepts with local flair. By researching lifestyle nuances within regions, operators can deliver authenticity while respecting the integrity of the source and honoring the heritage of our guests by providing the food choices our customers enjoy.*

**How do you maintain balance between keeping your client’s customers happy, your client happy, and your parent organization happy?**

*I attribute much of my career success to a simple, but critical, action when discussing customer satisfaction, client retention or career longevity. My primary objective is to listen with purpose. Every few years, I tend to sharpen the saw and re-read Stephen Covey’s “The Seven Habits of Highly Effective People.” It is always Chapter 5 on empathic communication that hits home with the Zen-like recommendation to “seek first to understand; then to be understood.” Being a good listener is akin to harnessing power and is essential to creating positive relationships. When you have good information and accurate data, you can respond, resolve, refute or influence others through effective communication.*

**What advice do you have for young foodservice professionals considering entering the onsite/foodservice realm?**

*The best advice I ever received was from my executive coach, former SFM President Debi Benedetti. Her transformational recommendation was to always have your own personal board of directors. By creating a network of a half-dozen or more powerful people who provide candid feedback and constructive criticism, I was able to see my success and failures from an objective vantage point.*

*When casting that net, I didn’t recruit people who were all “like me” to my circle. I sought out mentors at different organizational levels internally and externally to my position as well as industry leaders whose careers and executive charisma inspired me. I talked to clients, vendors, subordinates and peers to find my own executive board. In the end, this exercise served as a personal 360-degree appraisal, providing first-hand knowledge of how others perceived me. It was truly an unofficial validation of my capabilities and a great tool for anyone growing up in our industry.*

*(Continued on Page 4)*



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## MEMBER SPOTLIGHT CONTINUED

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You've been a member of SFM for quite a while. How has the association changed since you first joined?

*I joined SFM in 1992 and what a difference 20 years makes! The biggest change impacting our association and industry is consolidation. Mergers and acquisitions have reduced the number of competitive foodservice management companies. Corporate downsizing has impacted the role of the client liaison, as other ancillary services are combined with general and facility-related administration. And in our personal and professional lives we are all doing more with reduced funding, fewer resources and less time.*

*I find it ironic that consolidation can be defined positively as combining or unifying, but also negatively as in discarding unused items. As members of SFM, we all need to be sensitive to the fact that consolidation breeds change and if we fail to react to the evolution of our industry, then we will find ourselves defined by the negative connotation. I prefer my glass half-full. We need to face the challenges brought on from consolidation by solidifying and strengthening our position as the pre-eminent national association serving the needs and interests of the onsite foodservice industry. I encourage all fellow members to volunteer, give back and get involved with SFM.*

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## THANK YOU FOR YOUR INVOLVEMENT IN SFM FOR 2012!

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### Annual Sponsors:

*Diamond - Coca-Cola Refreshments*

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*If you wish to participate in an SFM event, contact Lorraine Houghton, Director of Sponsorship Sales – 502-574-9036 or [lhoughton@hqtrs.com](mailto:lhoughton@hqtrs.com)*