

The logo for the Society for Foodservice Management (SFM) features the letters 'SFM' in a bold, sans-serif font, followed by a stylized circular emblem containing a crescent shape. Below the logo, the full name 'SOCIETY FOR FOODSERVICE MANAGEMENT' is written in a smaller, all-caps font.

SFM
SOCIETY FOR FOODSERVICE MANAGEMENT

2008
**National
Conference**
Austin:
Cool City, Hot Topics

A close-up photograph of a traditional Mexican dish, likely chili con carne, served in a rustic, reddish-brown clay bowl. The bowl is filled with a thick, brown sauce containing beans and topped with a generous amount of shredded yellow cheese. The bowl is set on a wooden surface, and in the background, there are fresh green and red chili peppers and a black bowl.

Save The Date

September 9-12, 2008 • Hilton Austin • Austin, Texas USA

INVITATION

by 2008 National Conference Planning Committee



It is my pleasure to invite all food service industry professionals to join SFM in Austin, Texas from September 9th - 12th for this year's National Conference. As in prior years, this conference will provide attendees with exceptional speakers and educational sessions geared to today's challenging economic environment. The Conference Planning Committee has also worked diligently to incorporate programming suggestions that attendees provided at last year's National Conference and other SFM events.

This year's conference theme "Cool City, Hot Topics" will provide everyone who attends with the most up to date information on the burning issues facing food service professionals today. The conference will also showcase the unique Texas flavor of Austin with local music and great food!

Please plan to attend the food service industry's best education and networking event of 2008.

Best regards and see you in Austin!!

A handwritten signature in black ink that reads "Ron V. Ehrhardt". The signature is fluid and cursive, with a long horizontal stroke at the end.

Ron Ehrhardt
National Conference Chair

2008 NATIONAL CONFERENCE *Planning Committee*

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EDUCATIONAL SESSIONS

Greening: Facts and Myths

Eager to “go green,” but concerned that making this transition will be too costly or difficult? Get the straight story on how your foodservice facility can support sustainability without breaking the bank.

Triple E's: Energy, Efficiency and Equipment

Energy costs are continuing to rise with no end in sight. Discover how energy and resource-efficient technologies and equipment can make designing or renovating a kitchen an economically-sound future option for your foodservice facility.

Culinary Trends/Innovations

SFM continues in their commitment to bring the latest in culinary “Hot Trends” to the National Conference. Learn the latest techniques on selecting and displaying menu items, improving food safety and increasing accessibility.

Vending 2008

Learn about the “Balanced for Life” national health and wellness initiative directly from the experts from NAMA, The National Automatic Merchandising Association. Bring back to your operations the tools and messages necessary to educate customers and properly identify and promote health oriented vending products.

Mobile Workforce

Business has changed dramatically over the years with more customers having limited time for meals. Examine the ways that today's and tomorrow's customers are becoming more mobile and the tools and learnings necessary to keep them buying from your food service operation.

Ten Ideas for less than \$20K to drive revenues

Today's hard economic climate is making more difficult than ever to increase revenues with customers having less disposable income. This session will provide attendees with various cost effective programs and ideas to implement at their food service operations.

PRELIMINARY CONFERENCE AGENDA

Tuesday, September 9, 2008

7:00 am – 2:00 pm	Golf Tournament
12:30 pm – 6:00 pm	Liaison Forum
2:00 pm – 5:00 pm	FMP Exam
5:00 pm – 6:00 pm	Member Reception

Wednesday, September 10, 2008

7:30 am – 8:30 am	Continental Breakfast
8:45 am – 10:45 am	General Session
11:00 am – 12:15 pm	Educational Sessions
12:30 pm – 2:00 pm	President's Luncheon
2:15 pm – 4:00 pm	Educational Sessions
4:00 pm – 5:30 pm	General Session

Thursday, September 11, 2008

8:00 am – 9:00 am	Continental Breakfast
8:00 am – 9:00 am	Committee Meetings
9:15 am – 11:00 am	General Session
11:15 am – 2:00 pm	Info Fair
2:15 pm – 3:45 pm	Educational Sessions
4:00 pm – 5:00 pm	General Session
6:00 pm – 7:00 pm	President's Reception
7:00 pm – 8:00 pm	Taste of SFM
7:00 pm – 8:00 pm	Silent Auction
8:00 pm – 10:00 pm	President's Banquet
10:00 pm – 2:00 am	Taste of SFM & Dessert Party

SPECIAL EVENTS & RELATIONSHIP BUILDING OPPORTUNITIES

Liaison & Self-Operator Section Forum

This year's Section Forum will encourage SFM liaisons and self-operators to unite together to exchange ideas with industry professionals who share similar membership classifications. The discussion will be facilitated in order to maximize its educational benefits and allow for critical conversations on issues of joint interest.

New Member/First Time Attendee Reception

This special event is designed to give a warm, Texas welcome to those who are new to the SFM network. The New Member reception offers the opportunity to chat with colleagues and build contacts in the industry. Get a sneak peak at what to expect at upcoming events and meet members of the Board of Directors and SFM Committees.

Opening Reception at the Long Center for the Performing Arts

Kick-off the conference at one of Austin's newest and most impressive venues—the Long Center for the Performing Arts. Savor traditional southern barbeque and some of Austin's most unique culinary creations. Gather old friends and network with new ones on the breathtaking City Terrace and enjoy striking city views and music from live entertainment. This is one event you won't want to miss!

SFM Continues Innovations Fair

Innovative and creative solutions to your most specific industry needs are displayed at this information exhibition. Vendors will be available to show you cutting-edge products and services first-hand and will demonstrate ways to affectively enhance your everyday business with a "going green" approach.

President's Awards Luncheon

SFM's elite will be recognized and honored at this special luncheon. The Director's Awards will be presented to those who have displayed exceptional community involvement, leadership, spirit, and other forms of distinguished service. Attendance to this event supports SFM's finest individuals.

The Taste of SFM is BACK!!

We are bringing back this very popular event that showcases the exceptional culinary talent that our membership has to offer. You will taste innovative and most importantly delicious appetizers and desserts made by our chefs for our members. It doesn't get any better than that!

Closing Dinner and Dessert After Party

The black-tie optional dinner is the perfect opportunity to bond with members and fellow attendees. Following dinner, mix and mingle over desert and drinks while reminiscing about the previous days' activities and events.

SFM Silent Auction



Bid often and bid high on extraordinary gift items, such as vacation packages, gift certificates, sporting event tickets, and other memorabilia, all while supporting the remarkable SFM Foundation. The SFM Foundation supports scholarships, foodservice classes, and student development. Your generous investment today helps support tomorrow's foodservice future.

EXPERIENCE SFM IN AUSTIN!

AUSTIN FACTS

- This Live Music Capitol of the World® offers nearly 200 venues of live music every night. Country, blues, rock and roll, Western swing, hip-hop, Tejano and Latin jazz defines Austin's unique music genre.
- Austin is famous for musicians such as the late Stevie Ray Vaughan and Janis Joplin, and is currently serving as home to such music legends as Willie Nelson and The Dixie Chicks.
- The year-round Austin Farmers Market, located in Republic Square Park, features local organic produce, flowers, baked goods, meats, cheeses, packaged foods and crafts, and live music.
- Austin is home to some of the best Tex-Mex and barbeque restaurants in the nation.
- Austin is one of only a few U.S. cities with professional ballet, opera, symphony and theater companies. The cultural offerings include some 20 museums, dozens of art galleries and more than 60 performance companies.
- The *Wall Street Journal* labels Austin as one of the country's "up-and-coming culinary hot spots." In the past four years, three Austin chefs have been listed among *Food & Wine* magazine's "Top 10 Young Chefs." The classical French cooking techniques of Le Cordon Bleu are even taught at Texas Culinary Academy.
- Recently named one of the world's best airports, Austin Bergstrom International Airport offers non-stop flights to 36 destinations around the United States and is served by 10 airlines. Local bands perform live music during happy hour. Some of Austin's most popular restaurants and stores can also be found at the airport.

HILTON AUSTIN

Located one block from Austin's famous Sixth Street Entertainment District, and only a short stroll to the entertainment, shopping and dining in the Warehouse Entertainment District and 2nd Street District, the Hilton Austin is in a prime setting. The downtown location is also convenient to many attractions such as the Capitol Building, Bob Bullock Texas Historical Museum and the LBJ Presidential Library. Situated only seven miles from Austin Bergstrom International Airport, the Hilton Austin is adjacent to the Austin Convention Center and is the largest hotel in the city, offering 800 rooms. The Hilton Austin also has the largest hotel ballroom in Austin and the largest, most flexible and technologically-advanced hotel meeting space.

Reserve your room now!

HOTEL INFORMATION

Hilton Austin
500 East 4th Street
Austin, TX 78701
Phone: (512) 482-8000
Fax: (512) 469 0078
Web site: www.hilton.com

Room Rates: \$189 singles/double
Deadline to book hotel room: August 15, 2008
How to make a reservation: Call the Hilton Austin's Reservation Department at (800) 236-1592 and reference SFM.

CONFERENCE SPONSORSHIP

These industry leaders have committed their support to SFM's 2008 National Conference. (As of 5/12/08)

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