The Hennessy/Military Traveler Program was created to promote educational opportunities for members of the U. S. Armed Forces serving in hospitality assignments. The program provides encouragement and support for those members of the U.S. Armed Forces who have an interest in pursuing career opportunities in foodservice hospitality upon their departure from military service. The partnership of civilian foodservice organizations like SHFM is invaluable to the men and women in uniform that benefit from our career mentorship and ongoing advice.

SHFM is proud to have been a part of the Hennessy/Military Traveler Program since its inception through the legacy associations who merged to create SHFM. Our first traveler participated in 1957! Today, the tour is still designed to find the best dining facility (DFAC) in the Air Force, and in the process, discover outstanding young Air men and women who the evaluation team determine to be the most deserving of special recognition. These Air men and women attend the NRA Show in Chicago for recognition and training and also attend the Armed Forces Forum for Culinary Excellence held at the CIA, Greystone in Napa each year.

Donate NOW to support the SHFM Traveler.
THE VALUE OF MEMBERSHIP WITH SHFM

Why does SHFM have a membership base that represents and includes the industry leaders for corporate foodservice and workplace hospitality? – Because the value of a membership with SHFM is uncapped. However, similar to most things in life, the membership is what you make of it.

Being a member of SHFM has a multitude of benefits. From increasing your personal, professional network to educating yourself and your colleagues on the up and coming industry trends, SHFM creates additional value for your skill set. In addition, SHFM members have access to various resources that make the day-to-day functions of your job easier.

The SHFM network represents all major global, national, and regional foodservice contract management companies and companies that are providing products and services to our industry. Whatever your role may be in the industry, you will benefit from your membership with SHFM.

In a highly competitive market, it is best to have a competitive advantage. SHFM provides you with that and more!

**Click here to see the benefits of your membership.**

Be sure to keep a lookout for the 2015 Benchmarking Study!

**Log in** using your SHFM user name and password to find the 2013 Benchmarking study.
MEMBER BENEFIT SPOTLIGHT

With your SHFM membership, employers have access to discounted rates for job postings on our job board.

It's also FREE to post your résumé if you’re a jobseeker!

UPCOMING EVENTS

CRITICAL ISSUES CONFERENCE

WHEN: Monday, April 13th | 9:00 a.m. – 7:45 p.m.
WHERE: Convene Conference Center | 32 Old Slip | New York, NY 10019
(Between Water Street and the FDR)

REGISTER NOW  MORE INFO

NRA BREAKFAST

WHEN: Monday, May 18
WHERE: JP Morgan Chase Tower | Chicago, IL

REGISTER NOW  MORE INFO

SAVE THE DATE

WHEN: Thursday, September 17
WHERE: TBD

WELCOME NEW MEMBERS!

Judy Alberga
Edwards Lifesciences

Malik Autry
Student

Mark Depiero
Convene

Karen DiPeri
HMG Plus, Inc.

Debra Gonzales
Nike

John Irving
NCCI

Carolyn Jehle
Kohlberg Kravis Roberts (KKR)

Benson Li
Association of Correctional Food Service Affiliates

Brian Little
Student

Jeff Magin
MARS Drinks

Eric Murray
Compass Group

SAVE THE DATE
The B&I Foodservice Revolution

By Thomas B. Hilton, Director of Sales, National Accounts at The CBORD Group, Inc.

Today's B&I Foodservice has certainly experienced a revolution: a large cafeteria with a couple of tray lines no longer works. Employees are much more conscious of the food, where it comes from, how it is presented, when it is available, and how they pay for it!

I am sure you are already taking care of the fresh, local, organic, artful presentations and pleasing venues. This article is about paying for it all!

You are now serving a number of generations, from Baby Boomers through Gen Y/Millennials. And you have likely heard about the idiosyncrasies of those groups. But it really is the Millennials that are transforming the landscape. In addition to embracing the local, fresh, and healthy, and their willingness to pay a premium for these concepts, most Millennials share another significant characteristic. They have been living on or near a college or university campus in recent years. That means they have been exposed to local, fresh, healthy food, as well as longer and more convenient service hours, creative concepts, immediately available foodservice, ethnic diversity, small plates, customized meals, and convenient and slick payment methods. They like online ordering, on, and off campus venues, and the ability to pay using their campus card account and/or their smart phones. Guess what? They like all this and they want to keep doing these things!

Due to the need to secure business venues most of you already have the vehicle in place to make this group happy by using your employee ID badge to establish accounts that can conveniently meet their desires.

To view the rest of this article, click here.
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.
Styles of Catering Operations

Catering operations, as either a stand-alone facility or as part of a larger hospitality-related business, exist in a wide variety of formats, or styles. Most common are those that are readily identifiable as private rooms in restaurant operations, hotel facilities, and independent catering facilities. The increased demand by the international public for private function space outside of their own homes and businesses has led the catering segment of the foodservice sector of the hospitality industry to be a leader in the continued growth of both facilities and revenue.

Forward thinking foodservice businesses from fine dining restaurants to delicatessens are incorporating catering services into their operations in recognition of the expanding market for pre-prepared foodservices. Off-premise catering and take-out services offer an excellent avenue for increasing revenue with minimal costs.

This chapter summarizes the ways in which catering services have been incorporated into foodservice operational styles, providing operators with techniques and methods for expanding the profit making potential of their businesses. The categories of foodservice operations offering catering reviewed in this chapter are:

1. FULL-SERVICE RESTAURANTS
2. HOTEL FOOD AND BEVERAGE FACILITIES
3. CATERING HALLS
4. INDEPENDENT CATERERS
5. PRIVATE CLUBS
6. CONTRACT FEEDING
7. CHARCUTERIES AND DELICATESSENS

To read more of this article, visit the SHFM E-Library & Links.
MEMBER SPOTLIGHT

Frank LaRusso │ Vice President of Business Development │ MARS Drinks

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

Many companies today truly care about being great places to work. These companies are focusing on their most valuable asset – people. With the need to attract and retain the right people, I see companies looking for solutions to help enhance the work experience and create the space for people to connect with one another and be most productive. I believe this people and productivity focus is driving a key trend in our B&I foodservice industry: creating a workplace coffee experience.

For decades, companies have provided free coffee to their employees (often as a method of keeping employees from leaving the office). Today, with the evolution of the coffee culture outside of work, employees are looking for more at work too – they are looking for an experience. We are hearing more and more that leading architectural and design firms today are designing transformational workplaces starting with creating collaboration zones that have optimal coffee shop-like solutions to create places of destination where the employees can connect, collaborate and have moments of inspiration.

To me and my business, Mars Drinks, the companies who are following this trend of serving the needs of their people, are the companies we love to collaborate with. At Mars Drinks, we aim to lead that trend and we say that “we create great tasting moments at work.” We do that through our 100% dedication to the workplace, with workplace designed technologies and products that deliver on taste and choice, through our hassle-free solutions, our commitment to sustainability, and our desire to fuel empowerment and belonging for people at work across the globe.

What advice would you share with a young professional considering the industry?

To young professionals considering joining the commercial foodservice industry, I would suggest they consider three areas to find the intersection. First, young professionals should consider what they are good at – we have all been given a unique talent and it’s our responsibility to identify what that talent is and how to make it the best it can be. Secondly, young professionals should identify the company in the commercial foodservice industry that has a need for that unique talent that you have. Finally, young professionals should not be looking for just a job they should be looking for a career and identify what they deeply want to do and enjoy doing. Finding the intersection between what a young professional is good at, wants to do, and a company that appreciates this is the foundation for an outstanding career.

I am an adjunct professor at Drexel University and teach corporate social responsibility to students today. In my class, I teach students the origin of the word company – which is the Latin “cum panis” which means “with bread.” The original companies on this earth with merchants that broke bread and discussed how they could provide back to the communities in which they lived. To young professionals I would say this is the coolest industry in the world, because we have an opportunity to help companies with optimal foodservice solutions that help them be the best versions of themselves and give back to the communities in which they work — so that we collectively give back for all that we have been given.

To view the rest of this article, click here.