The Hennessy Award is the oldest Military foodservice award established in 1957 and named for the late John L. Hennessy, a hotel and restaurant executive who lead a special Hoover Commission Task Group advisory board to improve military foodservice. The John L. Hennessy Award is named in his honor promoting foodservice excellence between the military and industry experts.

**THE EXPERIENCE:**

I was fortunate to represent SHFM, then SFM, on the 50th Anniversary tour in 2006. Our team met for training at Air Force Services Headquarters in San Antonio, Texas on January 28, and returned to the U.S. from Spain on March 2; covering 28,000 miles but feeling wonderful about our country and the men and women who defend it.

Our team consisted of me and three other individuals. None of us had ever met before, and we were going to spend 18 hours a day together for the next five weeks.

“We must find time to stop and thank the people who make a difference in our lives”

– Dan Zadra

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Our first base visit was Kirtland Air Force Base in New Mexico. When we got to the baggage claim there were 20+ chef-coated staff to meet us. Our luggage was whisked away not to be seen again until we arrived on base. The trip took about 15 minutes, and every fast food restaurant we passed had “Welcome Hennessy Travelers” on their marquis signs.

When we got to the main gate, the gate guards were dressed in chef’s coats and toques (and M-14’s of course!). Once inside, we were escorted to our quarters by base fire trucks and police cars, all with the sirens blaring to lead us to our quarters where a mariachi band and traditional Spanish dancers entertained us. Wow, would it be like this at every base? For the most part, the answer was yes.

Each base does its best to impress the evaluation team, although NONE of the hoopla has an impact on the 1038 scoring system. Our tour took us to missile bases in Wyoming, numerous refueling bases, Yakota Air Base in Japan for 4 days, a central base for supplies headed to the war zone, to Andrews AFB in Virginia, a United Nations base in Spain, and the winning base in 2006 was Travis Air Force base in California.

To view more of this article, click here.

The SHFM website lists the SHFM members that served as Hennessy Traveler’s.

TO SUPPORT THIS YEAR’S HENNESSY MILITARY TRAVELER, JIM WULFORST, CLICK HERE.
MEMBER BENEFIT SPOTLIGHT
Promote your products and services to industry decision-makers at noteworthy companies by sponsoring at any of the SHFM events, taking place year-round and across the nation! Contact Director of Sponsorship & Advertising Lorraine Houghton via email, or call her at 502.574.9036 for more information.

WELCOME NEW MEMBERS!

Keelie Arneson  
Student

Allison Beers  
Aramark

Gina Brinegar  
Webb Design

Miguela Cajayon  
The World Bank Group

Alan Daehnke  
Realty USA, Inc.

Joseph Dnistrian  
CBRE – American Express

Daniel Gilmore  
Rebecca’s Cafe

Heather Halsey  
Compass Group, NAD

Danny Hamilton  
The Frosty Mug, Inc.

David Kreichelt  
Accenture

David Landgraf  
Blackstone

UPCOMING EVENTS

THE 2015 SOLUTIONS³ CONFERENCE – SEATTLE

WHEN: Friday, January 30  │ 8:00 a.m. – 7:00 p.m.
WHERE: Microsoft Conference Center  
16070 NE 36th Way  │  Redmond, WA 98052

REGISTER NOW  MORE INFO

SAVE THE DATE

WHEN: Thursday, September 17th
Graduating to Corporate Dining

By Whitney Duffey, Project Analyst at Brailsford & Dunlavey

As a foodservice management consultant, I help organizations understand and address their dining programs’ financial, operational, and facility-related challenges. Working with both business and industry (B&I) and higher education institutions, I am commonly asked how corporate dining can better appeal to the latest crop of young workers who are, often newly-graduated and entering the working world for the first time. This demographic is highly influenced by past experiences with collegiate dining, and transitioning into the workplace dining environment can sometimes come as a shock. Here are some of the lessons the Brailsford & Dunlavey team has learned through its work interviewing and surveying the Millennial demographic:

To view the rest of this article, click here.

Setting Up a Wellness Program

A Checklist for Success

By Health Advocate

Rising healthcare costs can be significantly reduced by getting employees to change unhealthy behaviors such as smoking, inactivity and excess stress. These lifestyle factors lead to absenteeism, increased claims, turnover and, most importantly, chronic — and costly — disease. But getting employees to change can be a challenge.

It is important to have a well thought-out plan with built-in elements that maximize participation and that also encourage long-lasting changes. The following steps are recommended as a foundation for developing a successful wellness program.

ASSEMBLE A TEAM:

A good starting place for instituting a successful wellness program is to establish a “wellness” team to oversee the development and implementation. The team, composed of employees and managers from all sectors and at all levels, helps promote employee buy-in, lends wellness programs a human face, and creates an opportunity for team members to serve as wellness ambassadors.

continued on next page
SET GOALS:

• **Determine the goals of your program.** Examples include: reducing healthcare costs, increasing production, decreasing absenteeism, and using wellness as a recruiting and retention benefit.

• **Tailor your goals.** What works for one company may not work for yours. Success is based on customizing programs to your specific population’s needs and interests.

• **Create manageable steps and achievable timelines.** A timeline that is either too short or too long can either stall participation or create undue stress.

• **Build in measurements.** Determine how and when outcomes — such as a number of employees who experienced weight loss — will be measured.

To view the rest of this article, [click here](#).

INDUSTRY TRENDS

**Increased Attention on Unique Menu Offerings and Flavor Profiles**

Foodservice operators always seek innovative ways to remain top-of-mind with their customers. Experimenting with new menu items can extend beyond traditional American fare as consumers have become considerably more adventurous and willing to try new things. According to Bonnie Riggs, restaurant industry analyst at The NPD Group, in 2015 there will be increased attention among restaurants on offering more unique menu items and new twists on old favorites, while at the same time retaining customer favorites. To remain competitive, Riggs also recommends foodservice operators seek to:

- Spice it up with different flavor profiles
- Use bolder flavors
- Introduce multi-cultural influences
- Try new twists on comfort foods
- Increase focus on protein offerings beyond traditional menu items
- Offer vegetarian options
- Emphasize natural and fresh
- Increase availability of portions for sharing
- Provide greater variety

The NPD Group is the industry’s leading source for foodservice trends and restaurant market research data. NPD’s CRESTM 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).
MEMBER SPOTLIGHT

Joe Ventrice │ Vice President, Hospitality Operations │ Goldman Sachs

What is the biggest challenge you face in business? How do you manage it?

Striving to be at the forefront of innovation most excites me, but also is the most challenging. The industry has evolved so much and will continue to evolve to better serve the population on a variety of common themed topics such as technology, health and wellness, food and concept trends, and exceeding the needs of changing dining habits.

You’ve been involved with SHFM since 2007 – what is your favorite aspect of being a member?

My favorite aspect is being able to hear from so many individuals and organizations across the spectrum, on so many common-themed topics.

Which hospitality and foodservice services do you oversee and how does SHFM help you balance these responsibilities?

I oversee Food Services in the Americas. SHFM has helped in introducing me or reinforcing already established relationships with other client liaisons, vendor partners, and sales professionals. Similar to my answer to the previous question, sharing and hearing from others on the various topics of challenges and successes has been a terrific avenue to staying connected and growing within the industry.

How did you get your start in the industry?

My Mother’s cousin was a successful restaurateur and sparked my interest early in high school. I began working in restaurants, doing every job possible and went to school for Hospitality Management. My senior year in college I was introduced to the world of contract food service when I landed my final internship as a food service supervisor at a higher education account. My first job after graduating was Assistant Food Service director at a large corporate dining facility.

What and where was the best meal you have ever had? (please share some of the experience)

That is a really tough question to answer, but I will say Nobu. My first visit was in the mid-late 90’s. I was overwhelmed with the creativity, the ingredients, the presentation, and preparation methods. Maybe others were doing something similar, but I wasn’t aware of anything even close to it at the time.