

FOOD & HOSPITALITY *At Work*



CONFERENCES & SPECIAL EVENTS

SHFM Local – California

Wednesday, September 15
Sunnyvale, CA

SHFM Local – Chicago

Tuesday, September 23
Chicago, IL

SHFM Local – Texas

Thursday, October 9
Houston, TX

National Conference

November 4 – 6
Mohegan Sun, CT

DIAMOND ANNUAL SPONSORS



“Recall to your mind the times that you have succeeded and try again.”

– Unknown

INSIDERS PREVIEW OF THE 2014 NATIONAL CONFERENCE

CELEBRATE SHFM'S 35TH ANNIVERSARY



To prepare for the future within an ever-changing industry, it is important to appreciate what has already been accomplished. The past can be a great teacher, the present can be easily overlooked, and the future is coming faster than expected.

The 35th Anniversary's National Conference has many exciting elements to anticipate in the near future!

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AT WORK IS PROUDLY SPONSORED BY:



WELCOME NEW MEMBERS

Harry Barger

Aramark Business Dining

Jerry DiCola

Brinks Gilson & Liono

Roger Earnheart

Hormel Foods Sales, LLC

Joanne Gadoury

MassMutual Financial

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Compass Group

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MEMBER BENEFIT SPOTLIGHT

Promote your products and services to industry decision makers at noteworthy companies by sponsoring any of the SHFM events, taking place year-round and across the nation! **For more information, contact Director of Sponsorship and Advertising, Lorraine Houghton at lhoughton@hqtrs.com or by phone at 502.574.9036.**

Client Liaisons & Self-Operators will not want to miss a day of presentations centered around:

- Media services, design and best practices
- Speaker speed-dating
- A facilitated interactive forum
- A *Meet & Greet* with a memorable culinary personality

The Opening Reception & Silent Auction will highlight a new feature — a Student Culinary Competition, held in conjunction with the SHFM Foundation.

General sessions will focus on the following:

- The Power of Hospitality, with opening keynoter Danny Meyer
- Trends in Food & Hospitality
- Space Utilization
- Technology in Health & Wellness
- Envisioning the Future

Last year's successful Partner Exchange networking tables return to showcase some of the newest products, services and solutions. In addition, the Industry Networking Event will highlight collaboration among celebrity chef Marcus Samuelsson, SHFM member chef teams and a renowned master sommelier!

SHFM's Hunger Awareness activity returns, coordinated by the Industry Advisory Board and entitled, "Hunger Games." Last year, SHFM raised \$2,500 for a local charity!

This year's Conference will culminate in a 35th Anniversary Celebration including the 25th Anniversary Time Capsule Reveal. In conjunction, there will be new twists on the celebration's evening activities, including an extended reception, shortened banquet and a Dessert After-Party!

Join SHFM in commemorating the past, present and future at Mohegan Sun in Connecticut for the 35th Anniversary on November 4-6. The legacy awaits you.

Registration Opens in August!

**COOKS EVERYTHING
BUT THE SQUEAL.**



ALTO-SHAAM.



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FOOD INTEGRITY

WHEN: Wednesday, September 17 | 2:00 p.m. – 7:00 p.m.

WHERE: LinkedIn Headquarters
580 Mary Ave | Sunnyvale, CA 94085

[REGISTER NOW](#)

[MORE INFO](#)



WHEN: Tuesday, September 23 | 4:00 – 7:00 p.m.

WHERE: Café 300 | 300 N LaSalle St | Chicago, IL 60654

[REGISTER NOW](#)

[MORE INFO](#)

SAVE THE DATE FOR THIS LOCAL EVENT



MEASURING THE IMPACT OF WELLNESS

WHEN: Thursday, October 9 | 2:00 – 6:00 p.m.

WHERE: ConocoPhillips | 600 N Dairy Ashford | Houston, TX 77079

Proactive Preventative Maintenance vs. Reactive Maintenance

By Ann McNally, Chief Operating Officer at Emcon Associates, Inc.

Do I really need to spend the money on preventive maintenance for my kitchen equipment or facility? Are there true savings realized in doing so? Many organizations are looking to save money and one of the first areas they cut is their preventive maintenance program. What is preventive maintenance and do I really need it?

Direct from Wikipedia:

“Preventive maintenance (PM) has the following meanings: The care and servicing by personnel for the purpose of maintaining equipment and facilities in satisfactory operating condition by providing for systematic inspection, detection, and correction of incipient failures either before they occur or before they develop into major defects. Maintenance, including tests, measurements, adjustments, and parts replacement, performed specifically to prevent faults from occurring.”



For any type of business such as retail stores, foodservice, healthcare, banks, hotels, and fitness centers, etc., put simply, preventive maintenance is scheduling work ahead of time before something breaks. In the best case scenario the skilled technician will catch or prevent the equipment from failing in the first place and extend the life of the equipment. Foodservice is a critical industry in which to encourage preventive maintenance programs. The day the department of health visits for their annual inspection is not the day you want your walk-in refrigerator or freezer to fail. Keeping food safe and at the right temperature at all times is critical. Ensuring your slicers are operating correctly and that all blades and guards are securely fastened will prevent a serious injury to your employees.

Circumstantial evidence suggests that preventive maintenance is valuable, although that may be difficult to prove. However, many in the restaurant industry feel by conducting PM work on a regular basis you reduce the chances of having the equipment fail, which generates a solid rate of return in terms of risk mitigation and asset protection. By servicing on a scheduled basis it also allows you to minimize overtime and emergency labor. In addition to equipment PM you need to consider an overall general carpentry PM program to handle items such as torn carpet, broken ceiling tiles, sharp edges, chipped paint or counters that are peeling which are all items that can be noted on an inspection. Some areas, such as the torn carpet, can quickly become a safety issue for your guests or employees and a liability for you. Every operator wants guests to see a pristine location. I try to tell our clients to look at it as brand protection. Do you want your guests to feel you don't notice all of these items that they notice upon entering your facility or do you want to ensure these items are completed beforehand so they can enjoy their meal or visit to your store?

In closing, a PM program is recommended for the following reasons:

- The equipment will perform better.
- Equipment life will be extended.
- Repair costs will fall.
- Downtime will be reduced.
- Client satisfaction will increase.
- The manufacturer says we need to do it!

MEMBER SPOTLIGHT — Wendy Powell

Sales Director – Northeast Territory
Guckenheimer Enterprises, Inc.



You are pretty new to SHFM but have been very involved in two of our recent Locals in Washington DC and also Boston. How has your involvement brought value to you?

Having attended many local events over the past couple of years, I was really impressed with the camaraderie, networking and warm embrace I received from the members and organization alike. It was early last winter I joined SHFM as a member and quickly hopped on two local committees. It's in my nature to raise both hands and get my feet wet, so having volunteered Guckenheimer to host both DC and Boston local events this year is not unusual. Having been a rookie member, I depended heavily on the guidance of key

fellows and received tremendous support as I learned the process of coordinating these special events. The value of joining a committee goes beyond networking; it dares you stretch beyond your comfort zone, find the leader within and just go for it! The commitment of the local chapter members is stellar and I am so proud to serve in these two regions.

How did you get your start in the industry – was it your plan or did you grow into the industry from another path?

The paths which lead me to Corporate Dining were rather unconventional. A communications student moonlighting as a caterer, I found myself an entrepreneur at 24. My organic growth as an award winning caterer in Massachusetts spanned 16 years before an intentional career shift to food styling. You may be asking yourself, 'what is a food stylist?' A food stylist is a makeup artist for food, who works closely with art directors, photographers, advertising agencies, and product owners. As a food stylist I worked with many national brands and media outlets setting the culinary stage in both print and film. I was known for my extensive collection of interesting props and a fun person to have on the set. This unique profession provided invaluable insight into today's major food manufacturers, industry influences and the integrity of these companies.

Always seeking opportunities to learn and grow, I had been introduced to Guckenheimer through a friend of a friend in early 2011. I was amazed at the core values of Guckenheimer and knew I had to be a part of this chef-centric organization. I joined Guckenheimer as a Chef Manager in February of 2011, worked as a General Manager and am currently Sales Director for the North East.

Having experienced SHFM first-hand through our events, what do you see as the biggest value of the Society?

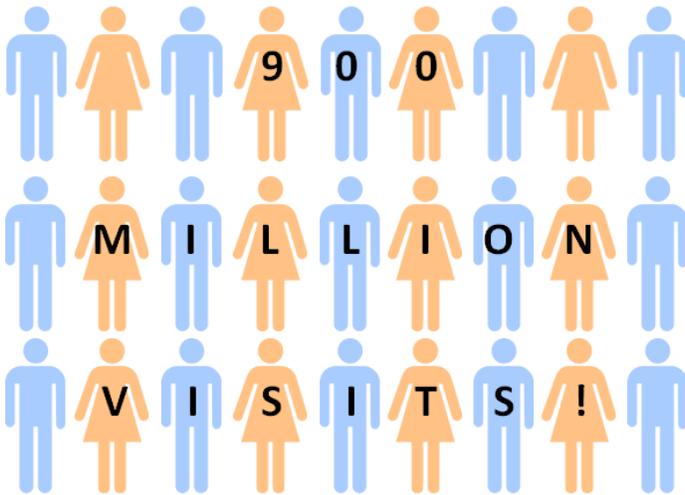
What excites me the most about SHFM events and the value of this organization are the countless opportunities to network our businesses and partnerships. At each event I witness industry professionals coming together, learning about each other's companies and capabilities in an intimate setting, and ultimately connecting on a level that leads to future business. I have experienced this first hand and walk away from each event I attend with greater knowledge and understanding of the nuances, great people and countless organizations that make up the hospitality and foodservice industry.

Read more from Wendy's interview. [Click Here!](#)

INDUSTRY TRENDS

B&I cafeterias losing morning meal visits to quick-serve restaurants

11% of Traditional QSR* **Morning Meal** visits occur when consumers are **on the way to work**



*QSR excluding Retail & Recreation
Source: The NPD Group/CREST® OnSite/YE Dec'13

Did you know that one-in-ten traditional quick-service restaurant morning meal visits occur while consumers are on the way to work? This amounts to 900 million occasions! Some of which could be sourced to B&I cafeteria. Morning meal visits to traditional QSR operators are growing and represent a lost opportunity for B&I cafeteria operators, especially if they are not providing the right menu mix. As a B&I operator or a partner to a B&I operator, are there ways that you could garner some of these visits?

Source Statewide Temperature Ranks: NOAA National Climatic Data Center Source: The NPD Group/CREST® OnSite/YE Mar'14

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.

E-LIBRARY & LINKS HIGHLIGHT

Top 10 Restaurant Management Tips

Good managers do not appear overnight, and sometimes restaurant managers need instruction and practice in order to effectively run the business, supervise employees and satisfy customers. The following top ten list suggests ways restaurant managers can improve their businesses:

1. Manage Costs Effectively

In order to run a successful business, managing costs is critical. These costs include labor, food and waste costs. Keeping an accurate record of all costs and losses will help managers budget funds for the future and protect profits.

2. Successfully Market Your Concept

Managers are responsible for promoting the brand in order to bring in more business. Learn the best ways to market to your area and implement marketing strategies whenever possible.

3. Manage Product Quality

Simply by opening their doors, restaurants are promoting the quality of their food and service. Be sure to follow through and offer the best quality products possible. Enforce food preparation procedures, food storage standards and presentation quality at all times.

For access to all of the tips, visit the [SHFM E-Library & Links](#).



THANK YOU TO OUR SPONSORS FOR THE UPCOMING SHFM NATIONAL CONFERENCE!

NOVEMBER 4-6 AT THE MOHEGAN SUN IN CONNECTICUT

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