CONFERENCES & SPECIAL EVENTS

2015 Critical Issues Conference  
Monday, April 13 | New York, NY

NRA Breakfast  
Monday, May 18 | Chicago, IL

SHFM Local Charlotte  
Thursday, June 11 | Charlotte, NC

SHFM Local Texas  
Thursday, August 20 | Dallas, TX

SHFM Local Boston  
Thursday, September 17 | Boston, MA

SHFM National Conference  
Wednesday, October 28–30 | New Orleans, LA

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“Kind words can be short and easy to speak, but their echoes are truly endless.”  
– Mother Teresa

2015 CRITICAL ISSUES CONFERENCE
Creating the Ultimate Experience

MEETING OF THE MINDS

APRIL 13, 2015 | CONVENE | 32 OLD SLIP | NEW YORK, NY

APRIL IN MANHATTAN:  
MEETINGS THAT GENERATE BUZZ

Join us in New York City on Monday, April 13 for the 2015 SHFM Critical Issues Conference.

The conference isn’t just talk. The tools, strategies and technologies presented will be fully deployed, in action, driving the experience. Hear from the leading companies and experts including:

• Convene – Joyce Bromberg and Christopher Kelly  
• Google – Tanuja Gupta  
• Microsoft – Mark Taylor  
• Touch Worldwide – Brad Mace  
• Wellness Concepts™ – Franceen Friefeld

Continued on next page
This fast-paced, half-day conference will focus on the essential elements of successful meetings in the 21st century:

- Enhancing the meeting experience including the five steps of the Human Centered Design process
- Environmental concepts for improving meeting effectiveness
- Tools that support global and remote meetings
- Mobile, streaming and other platforms to expand audience involvement
- Meal timing, menus and service styles that maximize productivity
- Food’s impact on focus, sleep and cognitive function

You’ll come away with a fresh understanding of how you can orchestrate an extraordinary meeting experience that will result in the highest level of customer satisfaction.

CLICK HERE TO REGISTER NOW!
MEMBER BENEFIT SPOTLIGHT

Keep in touch with new contacts from SHFM events with the Member Directory!

Your SHFM membership allows you to search by various fields in our database – title, company, city, state, member type, or name – and displays full contact information for individuals who fit the criteria.

Click Here to explore it now.

WELCOME NEW MEMBERS!

Katie Badeusz
EPAY Systems

Debbie Barnes
Party Rental, Ltd.

Daniel Cramer
Bank of America

June Colon
Bank of America

Arienne Esposito
Goldman Sachs

Laura Faust
Visa, Inc.

Brian Gangemi
Jafco Foods

Joseph Hessling
365 Retail Markets

Randy Hollifield
Compass Group

Yunjin Kim

Amanda McCroskey
Bank of America

UPCOMING EVENTS

2015 CRITICAL ISSUES CONFERENCE

WHEN: Monday, April 13th | 1:00 p.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 | 7:00 a.m. – 9:00 a.m.
WHERE: JP Morgan Chase Tower | 10 S. Dearborn St | Chicago, IL

REGISTER NOW  MORE INFO

SAVE THE DATE

SHFM LOCAL CHARLOTTE

WHEN: Thursday, June 11
WHERE: MetLife | Charlotte, NC

SHFM LOCAL DALLAS/TXAS

WHEN: Thursday, August 20
WHERE: Dallas, TX

PRODUCTS THAT IMPRESS

www.lambweston.com

AX508 Alexia Oven Roasted Medley of sweet, purple, rose and gold potatoes.
**Supplier Diversity**

*What is Supplier Diversity and what is a Diversity Supplier?*

Supplier Diversity — is defined as a pro-active business process that seeks to provide all suppliers equal access to purchasing opportunities. It promotes supplier participation reflective of the diverse business community and encourages economic development.

Diversity Supplier — Within the United States, Diversity Suppliers are companies that are majority owned (51%) and operated by a member or members of an ethnic minority group, Native American, African American, Hispanic, etc., Disabled Veterans, or Women.

Minority owned and women owned business enterprises (MWBEs) are one of fastest-growing segments in our economy.

*Why Supplier Diversity?*

Supplier Diversity gives corporations a competitive advantage in a global marketplace. Supplier Diversity programs provide business opportunities for minorities, women and small-business enterprises that offer quality product and services on a competitive bases.

Prime suppliers are encouraged to develop business relationships with qualified diverse suppliers. Prime suppliers who subcontract to minorities, women or small business enterprises are viewed as providing added value to a corporate client.

To read more of this article, visit the [SHFM E-Library & Links](#).
I must admit that my first reaction to being invited to write an article for “The Consultant’s Corner” was one of surprise and hesitation. This is based on the fact that as a “Manufacturer’s Representative”, I have a deep appreciation and profound respect for the role of Consultants in our industry; those most commonly identified as “Foodservice Consultants.” I certainly am not a Foodservice Consultant as my company does not design foodservice facilities nor do we implement management systems.

On the other hand, after a quick click onto Wikipedia, I do note that a consultant in general is a professional who provides expert advice. On that basis, I am flattered with this invitation to provide “advice” to my fellow SHFM members.

For openers, let’s define what a “Manufacturer’s Representative” actually does. We are independent sales agents that exclusively sell manufacturer’s products to Food Service Dealers and Distributors within a defined territory. I am President and Co-Founder of Posternak Bauer Aitkenhead Cantamessa (PBAC and Associates). We formed PBAC from scratch in 1988 after successfully building the sales of New York City based, Traulsen and Company, Inc. for many years. Today, our 13 member firm represents 15 leading manufacturers of Equipment and Supplies in New York, New Jersey, and Connecticut. Given our specialization on only 15 distinct brands, we are highly qualified to assist SHFM members in selecting the proper products to meet their operational needs or to solve a problem and to direct them to an efficient procurement channel.

Just as corporate foodservice and hospitality executives rely on the trade association, SHFM, to enhance objectives; manufacturer’s reps bind together and support MAFSI as our resource for professional enhancement. As a Past President of MAFSI, I know just how critically important our trade associations are to our success and I encourage you to step up your support and involvement in SHFM.

There are three major similarities between MAFSI and SHFM as follows:

1) The ability to network with the “movers and shakers” of your industry.
2) The creation of a direct pipeline to the best practices of your peers. You can be sure that a fellow member has already solved that problem that is perplexing you.
3) Our associations are advocates for our professions and provide the educational tools to “raise the bar” for all.

Being just a member of your trade associations is not quite enough. You must strive to be a contributor and ultimately a leader. The more active you become, the more inter-active your relationships will be. My closest mentors, confidants, and “think-tankers” are almost all a result of my involvement with SHFM, the Partridge Scholarship Foundation, AHF, FCSI, FEDA, and MAFSI on both the local and national level.

In New York, we are quite fortunate to have the opportunity for constant interaction given this huge marketplace confined to a tight geography. Through SHFM and MAFSI, we can make good things happen for one another.
The Threat of Warmer Weather Motivates More Dieters

With New Year’s Day behind us and people attempting to keep their resolutions, gyms might seem a little more crowded than normal. When it comes to eating, however, don’t expect consumers to make healthier decisions for a few months.

Dieting has been a declining trend for many years but there appears to be a cyclical nature to this behavior during the year. Our Dieting Monitor shows the percent of adults reporting to be on a diet tends to be lowest during the December holiday period; it increases through summertime before falling once more. Conventional wisdom would say that based on the sheer number of people promising themselves to eat better in the new year, January should be the peak time for dieting. But it appears a stronger force is at play: the threat of warmer weather. In the cooler winter climates in particular, consumers apparently sense less urgency to lose weight or control their diets until the warmer weather makes them realize that less, and often more revealing, clothing will soon be worn — getting in shape for summer can’t be delayed any longer.

Dieting behavior is rarely consistent. The top reported diet among consumers is “my own diet.” Consumers decide for themselves what to include and exclude from their intake, making it difficult for operators to reach consumers with the correct messaging. The latest trend in the food industry is Americans’ focus on getting more protein in their diets. More consumers look for protein on the Nutrition Facts label compared to five years ago, in contrast to nearly every other line on the label. More than half of U.S. adults say they’re trying to get more protein into their diets.

Timing is everything when it comes to the foodservice industry. It is important to maintain images of health and well-being in your messaging at the start of a new year, in order to keep your products top-of-mind just as consumers make their resolutions. It is also important to sustain that messaging as well as healthy menu options into the second quarter of the year, since this is when intentions start to translate into behaviors.

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.
What is the biggest challenge you face in business (as the Foodservice Director for AIG), and how do you manage it?

My biggest challenge here, at AIG, is managing space as it relates to our café seating. We frequently have to use the café as a multi function space for town halls, meetings and conferences. Operating within a very limited real estate footprint consistently creates challenges for customer seating in our café and utilizing the space for multiple events. We manage the space when seating is unavailable by offering take-out service only along with delayed opening and closing times based on events. We will also offer grab and go menu items in our lobby Starbucks kiosk for our customers.

What is the most valuable benefit from your membership with SHFM?

Networking with colleagues in similar client roles and responsibilities is very beneficial in the sharing of information and industry trends.

Why did you join SHFM?

I joined SHFM to be able to expand my knowledge in all areas of our industry and meet fellow foodservice professionals to discuss food trends, vendor management, sustainability, and space planning.

How did you get your start in the industry?

My first job after graduating Johnson & Wales in 1990 was a kitchen manager position at TGI Fridays where I met my wife. I then soon began my corporate dining career in a chef/manager position with a New Jersey based shipping company. In 1997, I began my career here at AIG as a chef, unit manager, assistant director and now my current foodservice director role.

What and where was the best meal you have ever had?

The best meal I ever had was on my honeymoon in Disney’s Grand Floridian signature restaurant (Victoria & Albert’s). Whenever and wherever I can find a good spot my passion has been and will always be good BBQ.