

## “H” is for history ... and we’re making it!



What an exciting year to be president of SHFM. We have a strong brand, renewed energy and clear focus on the needs of all professionals in corporate foodservice and workplace hospitality. We have the relevance and resources to make a major impact in our facilities and build momentum in the American economy. That’s a tall order, but we’re up for the job!

Of course, it all starts with “embracing the H”. We’re off to a great start, following an impressive launch at conference. And what a great conference it was ... one of the best in my memory thanks to a great venue, valuable programming and an incredibly unified energy and spirit among our attendees. My gratitude to our generous sponsors and all who attended!

Now more than ever, we know who we are and we’re getting the word out there — and the media is taking notice! Our talented committees are working together to integrate hospitality into our association through our programming, tools and member benefits. These include new tools like our SHFM e-Library and Links, your virtual resource for industry advice and operational insights, as well as our Workplace Hospitality Newsroom on the homepage of our redesigned website. All of these are guided by our strategic plan, the roadmap that has led us to where we are today (thanks to the great work of Mark Freeman, his board and committee chairs) and will lead us into the future. The strategic plan guides the development of new features — our new public relations plan and integrated calendar is just one example — and guides the efforts of all our members who share their time and talent to help SHFM make a difference in the industries we serve.

On that note, I want to especially recognize all of our volunteers for their role in our growth. I was amazed by the truly outstanding participation at the committee breakfasts at conference. It’s an exciting time to be a part of SHFM, and without the dedication of our members we would not have the buildup of momentum we’re experiencing today.

That momentum is leading us to another important milestone in our history. The 35th anniversary conference is coming up next year, and I’m excited to announce it will be hosted at the beautiful Mohegan Sun resort in Connecticut, just a short distance from our members headquartered in the Northeast. Make plans now to be there — set your budget money aside and save the dates, November 4th through November 6th, 2014.

Wishing everyone the very best — and looking forward to a truly exciting year,

Sabrina Capannola | President

## CORPORATE INSIGHT: RANDALL BOYD | CEO & COO GUCKENHEIMER ENTERPRISES, INC.



### How has your marketing approach evolved within the last five years?

This is an interesting question for us. In the 50 years since Guckenheimer was founded, the business grew primarily by word-of-mouth and referrals alone. Proactive marketing was never part of the company’s business strategy. Prior to the digital era, this elusive positioning worked; it branded Guckenheimer as a premium provider that was a seamless extension of the businesses we served. Within the last few years, however, Guckenheimer has recognized the need to share our story more broadly and be present where word-of-mouth conversations and discovery are occurring, particularly online. Our approach is to not take hurried advances to broadcast our message across all platforms widely. Instead, we are taking measured and thoughtful steps to brand-build and to remain true to Guckenheimer’s focus on premium food, wellness, and sustainability.

### Sustainability and environmental responsibility have been prominent within the foodservice industry lately. What are some “green” initiatives at your company?

“Green” means many things at Guckenheimer. For one, sustainable food sourcing and environmental responsibility has always been core to Guckenheimer’s food philosophy and business model. We’re in the fortunate position to remain on the cutting-edge and improve upon our processes as innovations emerge. We make every effort to source food from local, organic and sustainable providers at each location we serve. Recycling and composting is part of our standard café operations — in some accounts, our compost even sustains gardens and greenery on location. More recently we have increased our efforts to educate the customers who dine with us on how they can be part of sustainability both in the café and at home.

### What do you think creates the greatest challenge to our industry?

I think the biggest challenge to the entire food industry is taking more responsibility for our role in helping people be healthier. The retail foodservice industry is often encouraging people to consume too much of the wrong foods as increasingly value has come to mean excessive portions for a discounted price. I believe those of us in the contract foodservice industry can work with our clients to educate and demonstrate that healthy food can be delicious.

### Where do you see the most opportunity to grow the industry?

In many industries there is a substantial challenge to attract and retain the very best talent. Real estate and human resources organizations charged with designing workplace amenities are designing environments for these employees that incorporate innovative services including delicious healthy cafes, fitness centers, and onsite medical services. We are already seeing incredible new facilities built by clients where the biggest challenge is finding superior talent to meet future growth opportunities.

### What do you consider to be the most valuable part of doing business with Guckenheimer for your customers?

Like our tagline reads, Guckenheimer makes food to come to work for. We nourish inspiration. We bring community and collaboration through the café. Guckenheimer is a partner in business and an effective tool for improving a company’s culture — a happiness equation. Our strength is listening to the needs and assessing the unique demographics of a company’s workforce, then offering specific strategies for success in tandem with our clients. We believe in connecting our programs to a company’s business metrics and jointly measure our results. We are intensely focused on proving that we can be a significant lever in driving peak performance. We research and deliver the latest developments in nutrition and technology to offer our clients solutions that are customized to their specific culture and business needs.

Randall Boyd | CEO & COO | Guckenheimer Enterprises, Inc.

## ASSOCIATION INSIGHT: CLIF BREWER | VICE PRESIDENT COMMUNICATIONS MEDIA MANAGERS ASSOCIATION



### What are your goals as the current Vice President for CMMA?

My responsibilities include oversight of our six Regional Directors and one Membership Director. Candidly, our directors do all of the work — and they do it well. As I look ahead, our goals are two-fold; our membership and keep our current members engaged. Most without exception, members speak very positively about events and activities they attend.

The challenge in today’s world of limited travel and scarce resources is to get them to attend, or rather, participate. To that end, we’re using more virtual technology during our meetings.

We hope this will force a shift in thinking from having **regional meetings** to having **CMMA meetings, hosted regionally**. By providing a live webcast or video conference we can make the meeting more broadly available. We know that face-to-face activities are the most effective but at the same time we want to recognize that sometimes that’s just not possible.

In terms of growing membership, word of mouth has been our most effective tool. That said, we recognize we can do more. As a result we recently created a committee to identify new ways of reaching potential members.

### Are there any new benefits or features CMMA has introduced lately?

In addition to our primary benefit of networking below are a few other key reasons to belong. We’ve been doing these in one form or another for years but some of them have evolved with new technologies.

- **Conferences and Meetings** — two National Conferences and Multiple Region Meetings throughout the year
- **Professional Accreditation** — exemplifies the pinnacle of achievement in corporate media management
- **Website and eLists – Membership Directory** — allows members to reach out to one or all CMMA members with challenging questions
- **CMMA Blog** — for exchanging best practices, case studies and insights

### What is a common challenge within your industry?

Three come to mind immediately:

1. **Staying current with rapidly evolving technology** — This includes managing our customers’ expectations when they are using social media, Skype, Instagram and a variety of other free communication tools at home.
2. **Differentiating our work** — The fact that high-quality tools (cameras/smartphones/editing software that now come on every new computer...) are more accessible means that we professionals have to work harder to make our work stand out. Anyone can shoot high-quality video and photos today — not everyone can tell a compelling story.
3. **Bridging the generational and diversity divide** — Historically our industry hasn’t been very diverse. As leaders we need to work hard to build diverse teams and create change within the industry.

### What is one key take-away you hope to have from your position with CMMA?

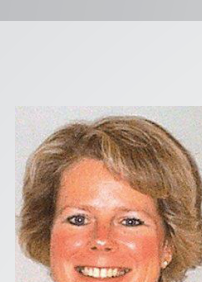
I have benefited from some terrific mentors throughout my career and within CMMA. My hope is that as I grow in this role I can also be a good role model for others in the organization.

### What is the best meal you’ve ever eaten?

I’m not the most adventurous eater but living in Florida but I can honestly say we make some of the best B-B-Q Brisket on the planet. Just sayin’!

Clif Brewer | Vice President | Communications Media Managers Association

## SFM INSIGHT: KATHY SANDERS | VP, CORPORATE PROPERTIES STRATEGIC SOURCING WELLS FARGO



### What do you see as the biggest challenge facing client liaisons in today’s business climate?

Today’s business climate is rapidly changing, in all aspects: company leadership and organization, trends in the workplace, advancing technology, and the impact of the global economy. The client liaison must keep abreast of these changes, assimilate the impact to their areas, and act accordingly. What makes this extremely challenging is the multiple areas client liaisons are now responsible for which all require this assessment.

### In what ways has the association grown/stayed consistent since your Presidency?

First and foremost, we are expanding our reach and the membership we serve. From the most recent addition of the “H” symbolizing the hospitality sector to the growth in the SHFM Local committees, the relevant research and resource materials now available to the members has increased tenfold. What has stayed consistent is the commitment to grow and evolve through networking and education, but not lose sight of our purpose.

### Looking back, is there anything you would have done differently?

I would have liked to have slowed down a bit, take a breath, and enjoy the Presidency ... it is such an honor to experience.

### How has your professional role changed since your 2007-2008 year of Presidency?

Well, my existing company at the time (Wachovia) no longer exists due to the acquisition by Wells Fargo. With that acquisition came opportunities to expand my responsibilities and experiences and that has been great. I am now responsible for a myriad of services related to our locations and have a very talented team I am privileged to work with every day.

### What is your most fond memory from that year?

Probably handing over the gavel to Owen Moore! No, seriously, I think it was looking ahead into what could be and the first board meeting of the year ... so much enthusiasm, so many great, creative ideas, and such much effort and commitment to do the right thing.

Kathy Sanders | VP, Corporate Properties Strategic Sourcing | Wells Fargo

## UPCOMING EVENTS

### NAPLES 45 NETWORKING

Monday, November 11  
New York, NY

### SHFM HOLIDAY PARTY

Monday, December 9  
New York, NY

### LEASONS OF LEADERSHIP:

#### How SHFM Shapes Personal and Professional Growth

Tuesday, December 10  
SHFM Distinguished Leadership Webinar Series

### SHFM LOCAL – CHARLOTTE HOLIDAY PARTY

Thursday, December 12  
Charlotte, NC

### SOLUTIONS 3

Friday, January 10, 2014  
Seattle, WA