

FOOD & HOSPITALITY *At Work*



CONFERENCES & SPECIAL EVENTS

Holiday Networking Party

December 9
New York City

Charlotte Local Holiday Event

December 10
Charlotte, NC

Solutions³

January 30
Redmond, WA

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*"You really can change the world
if you care enough."*

— Marian W. Edelman

WRAPPING UP THE 35TH ANNIVERSARY

"WHAT A YEAR!"



ENVISION THE FUTURE

CELEBRATING OUR LEGACY
CRAFTING OUR DESTINY

NOVEMBER 4-6, 2014

MOHEGAN SUN HOTEL & SPA | UNCASVILLE, CT

The 35th Anniversary SHFM National Conference was one that will go down in the history books as a huge success. With over 400 attendees for the first time in recent years, SHFM featured a variety of speakers that delivered exceptional content to our diverse group of attendees. Much was learned, many laughs were shared and business cards were exchanged. SHFM celebrated the 35th Anniversary by not only looking back but also looking forward to the future of the industry. Please continue reading for highlights from this year's National Conference.

Continued on page 2

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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.

THE 2014 AWARD WINNERS

Community Service Award: Marcia Austero

Spirit Award: Nahum Goldberg

Spirit Award: Tod Nissle

Leadership Award: Chris Ivens-Brown

Richard Ysmael Distinguished Service Award: Victoria Vega

Lifetime Achievement Award: John Lawn

Robert Pacifico Award: Eric Von Kaenel

President's Award: Sharon Eliatamby



Sabrina Capannola, Eric Von Kaenel
& Barbara Kane



Sabrina Capannola & Sharon Eliatamby

25TH ANNIVERSARY TIME CAPSULE REVEAL



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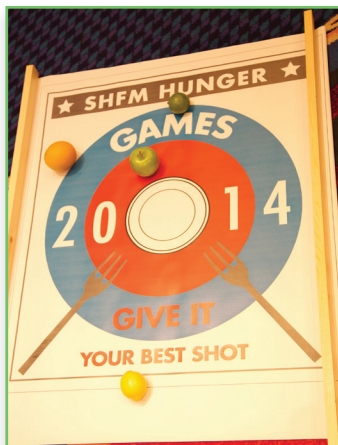
ENVISION THE FUTURE

CELEBRATING OUR LEGACY: CRAFTING OUR DESTINY

THE SHFM SCHOLARSHIP SHOWDOWN



THE SHFM HUNGER GAMES; which raised over \$8,000 for the Connecticut Food Bank.



Finally, we would like to say a special thank you to our sponsors. Without each of you, the 35th Anniversary would not have been possible. We greatly appreciate your partnership, and look forward to seeing you in New Orleans.

To view speaker presentations, [click here](#). Like us on Facebook! To view the SHFM Facebook page, [click here](#).

Until next year... Join us in October at the Sheraton New Orleans for the 2015 SHFM National Conference. We hope you will come network with us!

MEMBER SPOTLIGHT

Past President's Edition

The following quotes are excerpts from the Past President videos that were submitted for the 35th Anniversary Celebration.

"I was much more valuable to my employer as a member of SHFM."

– Douglas Hawthorne, 1999 – 2000

"Congratulations SHFM on 35 years of great networking, education, but most importantly building great relationships over 35 years."

– Barbara Kane, 2011 – 2012

"We represent the best and the brightest."

– Jay B. Silverstein, 2002 – 2003

"One of the best memories I have, came at one of our darkest times because it was amazing how the foodservice industry, first in New York City, rallied around the rescue and recovery efforts at the World Trade Center site."

– Kent R. Bain, 2000 – 2001

"SHFM has done wonderful things for my career."

– Sally Minier, 2006 – 2007

"Happy birthday SHFM, and to another GREAT 35 years."

– Carol Bracken-Tilley, 2010-2011

"SFM... wow. There's so many stories, and they are so much fun."

– Ann McNally 2009 – 2010

"The Society for me was the most important part of my business. It created Neil Reyer. It gave me my identity"

– Neil Reyer, 1988 – 1989

"What a wonderful association SHFM has been for me in my career."

– Russ Benson, 2005-2006

"Memories of SFM, now SHFM, are deep and long-endured."

– Richard "Dick" Kresky, 1995-1996

"While on the Hennessey Traveler Tour, I got the opportunity to see and meet many of our airmen and women that are passionate about foodservice."

– Ronald Ehrhardt, 2003-2004

"I'm very happy about the opportunities SHFM has given me; educational opportunities, travel opportunities around the US, and really networking opportunities, as well, that has really helped my career."

– Mark Freeman, 2012 – 2013

"When I joined SHFM, it was about 18 years ago. I met a lot of really good people that were willing to share really good ideas."

– Kathy Sanders, 2007 – 2008

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UPCOMING EVENTS



HOLIDAY NETWORKING PARTY

WHEN: Tuesday, December 9 | 5:30 – 8:30 p.m.

WHERE: McGraw Hill Building – McGraw Hall
1221 Avenue of the Americas | New York, New York
(Between 48th & 49th Streets)

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SHFM CHARLOTTE LOCAL HOLIDAY EVENT

WHEN: Wednesday, December 10 | 5:30 – 8:30 p.m.

WHERE: The Liberty | 1812 South Boulevard | Charlotte, NC

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THE 2015 SOLUTIONS³ CONFERENCE – SEATTLE

WHEN: Friday, January 30 | 8:00 a.m. – 7:00 p.m.

WHERE: Microsoft Conference Center
6070 NE 36th Way | Redmond, WA 98052

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CONSULTANT'S CORNER

Why Staying at the Four Seasons Ruins Everything Else

By Lynne Schultz, President at Tri-State Marketing Associates, Inc.



I was recently fortunate enough to have an invitation to stay at a Four Seasons Hotel. From what I had heard about the chain I expected a lot — and was not disappointed. In fact, it pretty much tainted the rest of the trip after I moved on to other establishments. It would be difficult to sum up all the things that the Four Seasons does to make a stay memorable — daily greetings by our names, supplying umbrellas on a rainy day, remembering we like milk instead of cream with our coffee, and the icing on the cake — changing the flat on our car. Summing up what they did wrong is easy — absolutely not one thing. Someone reading this might say, “Sure, for the money they charge they *should be* exceptional.” And I would say yes — but the thing is most everything that left us feeling good didn’t cost one cent.

Somehow the rest of the hotels we stayed at just couldn’t match that experience. The concierges didn’t look quite as happy to see us, our waiters at breakfast seemed rushed and inattentive, and on most days the staff was too busy to acknowledge us when we walked in. Let me add that these were also very nice hotels — just not the Four Seasons.

So when I listened to Danny Meyer speak at the national convention I was delighted to hear him sum up what is so difficult to capture — the essence of hospitality. If we were to have to squeeze that essence into one word — I would have to say it would be to *care*. Danny Meyer’s restaurants hire people that go above and beyond. It’s not a job — it’s a career. And if Danny Meyer can make do it in New York, making it work elsewhere should be that much easier.

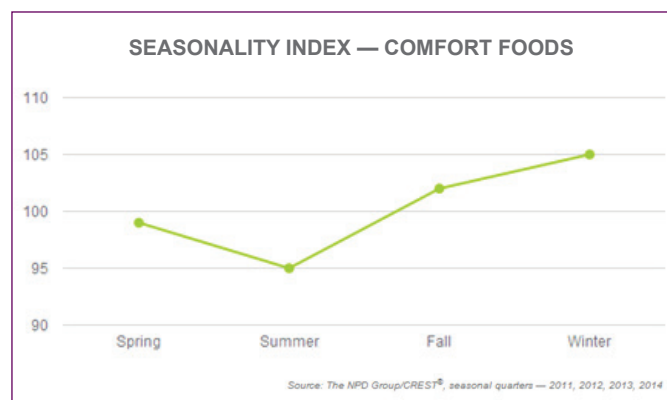
In the fifteen years we have run our company, we’ve had the pleasure (and occasional displeasure) of representing many factories and working with a diverse collage of people. I believe the single factor in how a company operates can be narrowed down to one simple thing — who is running it. I can hear a customer service person speak and tie it directly back to the person steering the ship. So during the conference when an attendee asked Danny Meyer, “How can I make a difference in my workplace where things are not as leisurely as one of your restaurants?” He wisely responded, “A smile, look someone in the eye, acknowledge them.” Yes that little thing that costs nothing but means so much. And as we try to instill this into our staff, we must also understand that success hinges on practicing what we preach.

Each one of us should be our own Four Seasons. We should strive to achieve a better standard than the norm, to recognize and reward excellence in hospitality and finally, each day find a way to encourage people to be the very best they can.

As we go forward in the quest to conquer hospitality, consider a smile, a handwritten thank you note on the restaurant check, remembering someone’s birthday — remembering their child’s birthday. Send a handwritten note telling someone how much they’ve made a difference in your life, surprise a friend with a bouquet of flowers for no reason at all, and don’t forget to send a copy of Danny Meyer’s *Setting the Table* to a colleague that wasn’t fortunate enough to experience his magic of transforming an ordinary session at the SHFM conference into an extraordinary experience.

INDUSTRY TRENDS

Comfort Foods — A New Twist on Some Old Favorites



Many of the foods Americans consider “comfort foods” seem to be making a comeback, but in a different way. Some of the hottest chefs in America are taking these old favorites and infusing them with high-end ingredients.

What types of comfort foods are finding their way onto restaurant menus? The list of foods thought of as comfort food is wide and varied. But there is one thing almost everyone can agree on: everyone has at least one favorite comfort food dish. From a main dish standpoint, roast beef with root vegetables, meatloaf, baked chicken, pastas, chili, stews, pot pies, and certain vegetarian entrees all fit into the comfort category, and this list could easily be expanded. Many side dishes also make the comfort food list, including macaroni and cheese, followed by others like mashed or baked potatoes and sweet potatoes, non-fried vegetables, and soups. There’s no shortage of options when Americans crave comfort foods.

Why are foods from the past making a comeback? With all of the stress of day-to-day living, economic pressures, and more, consumers are taking a trip down memory lane with the nostalgic items seen on menus. Many times these comfort foods offer reminders of the good old days. They are full of memories, and they’re usually relatively inexpensive. This is particularly important at a time of protracted economic concern. Consumers want to visit restaurants, but they also want to watch how much they spend on restaurant-prepared meals.

At summer’s end, thoughts turn to comfort foods. Fall and winter are the seasons when we’re most likely to hear people talk about eating comfort food, and with good reason. These warming, comforting foods help consumers cope with having less daylight and a return to colder temperatures. Rarely during the summer months does someone say “I’m headed home to make some

comfort food.” There definitely is a season when people are more inclined to eat comfort food. Additionally, as we move into the fall season, there’s an abundance of fruits and vegetables that have been growing all summer.

List of foods considered “comfort foods” included in the seasonality index

Chicken Fried Steak	Beans — Non-Refried
Roast Beef/Prime Rib	Mashed Potatoes
Meatloaf	Baked/Stuffed Potatoes
Ham	Sweet Potatoes/Yams
Pork	Soup
Fried Chicken	Non-Fried Vegetables
Baked/Rotisserie Chicken	Fried Vegetables
Turkey	Biscuits
Chili	Corn Bread
Lasagna	Cobblers/Crisps
Macaroni & Cheese	Pies
Spaghetti	
Pot Pies	

Now is the time to start thinking about making comfort foods available to your customers. With cooler temperatures in much of the country and fall arriving, what comfort foods are you planning to offer? To generate excitement and interest in your brand, consider adding a limited time offer to your promotion initiatives. Promote daily specials. Creating excitement around a product that will be available for only a short period of time creates a sense of urgency around it — consumers want to get it before it’s gone.

In today’s marketplace, consumer demand for variety, product quality, freshness, and healthier options is on the increase. Consumers are not inclined to prepare comfort food dishes at home. Making them aware they can count on your brand for comfort foods with high-end ingredients, or with a new twist, will help drive traffic through the doors and make premium pricing a possibility.

To learn more, please contact your client service representative or Bonnie Riggs at bonnie.riggs@npd.com.

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

E-LIBRARY & LINKS HIGHLIGHT

Surviving a Tough Economy

By Lisa Bote

In May, my restaurant, Bistro 101 in Mt. Horeb, WI, turned five. We opened in 2008 just as the economy was starting its downward spiral. At that point, we were too far in not to move forward with the business. So, we charged ahead.

I operate a small independent restaurant in a small town. We did a lot of things wrong and we did a lot of things right. I was our chef and I cooked good food. I did a lot of table visits, I listened to our guests' comments and worked a lot of their feedback into our operations. We adapted and kept at it.

We're located in a town of 7,000 people just west of Madison, WI. We don't have office buildings that release hundreds or thousands of workers at the end of each day, and without that pool of potential guests streaming into our doors, we were determined to make ourselves a destination restaurant.

We leveraged an e-mail list that we built, did a lot of local advertising and used word of mouth to build our business. We send out a personalized e-mail each week via Constant Contact that contains details of our weekly features and news about upcoming events, staff birthdays/babies, etc. We have a 30-35 percent open rate on these emails which, to me, is amazing. And, I love it when a guest calls me over and says, "Lisa, we came in tonight because you wrote about scallops in the e-mail," or, "Lisa, we read the email and couldn't wait to come in."

Below are some tips on what we did to make our business work in a tough economy. Of course, they'll work in a more healthy economy as well.

Hours of operation: When we opened, we were open seven days a week from 10 a.m. to midnight. This gave us a lot of down time. After a busy and successful four months, our sales started to suffer so we looked at our hours of operation, staffing and menu. We changed our hours of operation to 4 p.m. to closing five nights a week. This move automatically scaled back our staffing. As for our menu, we opened serving paninis and tapas. Within six months of opening, we added entrees.

Good bar manager: My business partner liked to eat at a nearby restaurant because he enjoyed the service and the experience there. After 12 years, it closed. So we contacted its bar manager about coming to work for us and he did. He had a huge following of loyal guests, many of whom now eat with us, have company parties with us and celebrate their anniversaries and birthdays with us. He was also instrumental in bringing over handpicked servers and cooks.

Consistent staffing: We have consistent staffing five nights a week. Unless he's sick or on vacation, my bar manager is here every night we're open. People come in specifically to see him. Turnover for servers is very low, as is cook turnover.

Information obtained from [Restaurant Hospitality](#). To read more articles similar to this, visit the [SHFM E-Library & Links](#).

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NOVEMBER 4-6 AT THE MOHEGAN SUN IN CONNECTICUT

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