



What an exciting time for SFM!

This year is shaping up to be a truly historic one for our association. By now I'm sure you've heard about our brand enhancement, which reflects the many ways the workplace responsibilities of our Client Liaison and Self-Operator members have evolved. Beginning on October 1, 2013, the Society for Foodservice Management will become the Society for Hospitality and Foodservice Management. We will be officially unveiling a new logo at this year's national conference. Don't miss it!

You don't have to look very far to understand the importance of this strategic shift. Every day I interact with our Liaison community members who have titles like Hospitality Manager; Employee Services Manager; Manager, Food and Conference Services; Global Workplace and Environments – Dining and Amenities; and Senior Project Manager – Food and Conference Services. All of these drive our strategies and the decision to enhance our brand by including Hospitality in our name.

Certainly, all these members still have foodservice at the core of their duties. But their job now encompasses so much more than foodservice: vending, conference and events support, fitness centers, health and wellness, childcare and many other responsibilities. We've known recently that industry responsibilities have been shifting. This is the critical moment to shift with it.

The goal of the Board of Directors is to keep our brand fresh, relevant and responsive. We want to expand into new markets and members segments and to build on the talent and energy our members bring to the industry. And we want to assure that SFM's position as the primary resource for foodservice expertise in the B&I industry is augmented, never compromised. With foodservice expertise at our core, our collective knowledge will influence innovation and growth across our industry.

Look for a continued shift within SFM toward educational, networking and community activities that focus on hospitality topics. You'll see these at our Client Liaison Day at the National conference this year, in our upcoming webinars, at SFM Locals and in new tools we will offer online.

I look forward to sharing more news about this brand enhancement between now and the National Conference. I hope to see all of you in Florida this year for the unveiling of our new logo... a very exciting event... and I hope you'll join me at the NRA Breakfast on May 20th, and that you will participate in the Foundation's upcoming Schmooze Cruise on June 18. We have a lot going on during these exciting times so —don't miss any of it!

Take care all and I look forward to seeing you soon.

Mark Freeman | President

P.S. I also want to recognize Jay Silverstein for being the 2013 IFMA Silver Plate award winner. This is a great honor for a valued SFM member who is leading the industry. Congratulations, Jay!

CORPORATE INSIGHT: JAY LEYDEN, EVP – B&I, S&E, P&D, ARAMARK BUSINESS DINING



How has your marketing approach evolved within the last ten years?

Historically in the contract foodservice industry, the marketing function was synonymous with in-café promotions and new product introduction. The industry was not fully leveraging the marketing function to drive better client and consumer outcomes. We have made this shift and are seeing extremely strong results.

We have amassed an exceptionally talented marketing team which has evolved to more resemble that of a multi-unit restaurant or fast-casual organization. The team leads menu and product, consumer engagement, brand management, new media and social strategies, marketing communications, insights and analytics and with this approach is driving our outstanding innovation.

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

We have focused our initiatives around supporting LEED and Green Restaurant Association certification in the areas of waste reduction, recycling and composting, green cleaning, and reducing energy use. We've made tremendous change in our packaging purchases in favor of recycled content and compostable options. We've worked with vendors to move our purchases to sustainable products and supported organizations with best practices. We're measuring and holding ourselves accountable for ever-improving waste reduction by training 100% of our staff on waste elimination in the food production process.

An exciting program we've put in place is an Environmental Stewardship Internship program. We're bringing in students in environmental majors from universities around the world to work with our teams as coaches and trainers and assist in execution of initiatives. The collaboration has been great for all parties, and we've created a pipeline of expert talent.

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

Two facts that will challenge not only our industry but our client's industry:

1. Almost half the world's population is under the age of 25.
2. 91% of millennials expect to stay in a job for less than 3 years.

At ARAMARK, we create a culture and an environment that supports attracting and retaining the best talent not only for us but for our clients as well.

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

There are many examples of where historically our industry has provided food for people out of the home, at work, in education, in care, or at leisure. Specifically in Business & Industry there seems to be a shift in employers focus from limiting cost to the investment in employee amenities that contribute to enhancing the workplace experience. Of which food can and should play a major part.

We see this shift being beyond the obvious high profile technology sector and their inherent and well documented war for talent. This enlightened approach has spread to other market sectors in the recognition that engagement, collaboration and participation has a direct link to productivity, profitability and ultimately corporate performance. This provides a potentially significant shift and opportunity to grow traditional business.

In the wake of this apparent mind shift, there is the growing need for smaller companies to compete and provide similar amenities to their larger competitors. These may be smaller sites or businesses without the appetite to invest capital in building kitchens. Those organizations that have solutions to provide a quality food offer at a manageable cost to employers and that remain attractive to employees represent opportunities for growth.

This tier of potential opportunities can represent opportunities for industry growth beyond traditional solutions such as vending, self-serve markets and break room services.

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

Our people are our greatest asset. We understand customer needs and align with client goals to successfully deliver innovative, customized solutions. ARAMARK is committed to excellence in developing our people to deliver successful experiences that enrich and nourish lives. We make the workplace an environment where employees are motivated, passionate and productive.

Jay Leyden | EVP – B&I, S&E, P&D | ARAMARK Business Dining

ASSOCIATION INSIGHT: JIM PETERSEN, CHAIR FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL – THE AMERICAS DIVISION



What are your goals as the current Chair for FCSI?

Internally, we are coordinating our division's policies and procedures with FCSI Worldwide as they continue through this transitional year of reorganization to make membership in all divisions of FCSI as valuable as possible. We are also going through a year-long review and assessment of our own Board and Divisional Committees and Task Forces to insure that we are all operating as efficiently and effectively as possible, and continuing our commitment to being good stewards of the dues and resources we receive from our consultant and allied members, as well as other industry supporters.

Are there any new benefits or features FCSI has introduced lately?

Our most ambitious current project is our new publication, *The Foodservice Consultant*, which is a quarterly global magazine customized for the needs and interests of each of our three divisions. The first edition came out just before the NAFEM show and was very well received, and we're looking forward to the arrival of the next one. We're also producing our own *Project Showcase* magazine, a high-quality annual "coffee table" product directed toward our design-oriented members clients, which will be introduced so as to coincide with the NRA show. Beyond that, we are continuing to provide and develop our programs of direct benefit to our members such as educational events, e-newsletter, forum topics on our website, employment opportunities, and client referrals.

What is a common challenge within your industry?

Many of our members have been frustrated by government and jurisdictional issues having to do not only with the long-standing difficulties of inconsistent codes and interpretations, but more recently with regulations in regard to third-party certification of contract documents and efforts by out-of-industry special interest groups attempting to have themselves designated as the only source of services that, to our mind, they are not qualified to provide. Beyond that, many of our members feel that Building Information Management design software has not yet evolved to integrate properly with the specific challenges of the design of foodservice facilities, and we are working with experienced users both within our membership and in the construction industry in general to make this relatively new technology one that our members will be able to technically and financially embrace.

What is one key take-a-way you hope to have from your position with FCSI?

From the perspective of our members, I hope that during my service we will have made significant strides to make FCSI recognized and accepted within and without the industry as the best source for foodservice design and management services consulting. From the perspective of our industry, it is my hope that foodservice design consultants and foodservice equipment dealers can cooperatively define our respective roles not only for the benefit of both of those groups, but more importantly to better serve the end users. Personally, I would like to be able to follow the examples of former FCSI Chairs to exploit the contacts and experiences I have had to become an ambassador of FCSI to the foodservice design, operations, and construction communities.

What is the best meal you've ever eaten?

I confess I am probably better described as a gourmand than a gourmet, and frequently enjoy a large chili and chocolate Frosty from Wendy's. In regard to higher-end dining, a meal that comes to mind is what I think is the best filet I've ever had, at Don Shula's in Miami a number of years ago. Not just the filet, but all the appetizers, accompaniments, and service that came with it. More important than the food, however, is who I'm sharing it with. The company can make a mediocre meal good and a good meal great.

Jim Petersen | Chair | Foodservice Consultants Society International – The Americas Division

SFM INSIGHT: PAST PRESIDENT ANN McNALLY, VICE PRESIDENT, AMENITIES MORGAN STANLEY



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

The biggest challenge most of us face is constantly proving the value onsite services brings to our firm. Our firm's core business is not facility or foodservice related so it can be difficult to demonstrate the true value. With so much focus on expense and cost management amenities and everything we do stands out at times and many questions come our way. Most of my job is educating senior executives, peers, and internal clients on how the costs work and what is included in each area from a service level perspective.

In what ways has SFM grown/stayed consistent since your Presidency?

SFM has grown tremendously. I am so impressed with the marketing and the webinars offered last year. Also the push to partner with other similar associations is fantastic. The growth of the local chapters is excellent. SFM is still the solo onsite foodservice association to join. Driving membership has always been important and will continue to be in the future.

Looking back on your Presidency, is there anything you would have done differently?

It's such a funny thing (hindsight) to look at things after the fact. The way the founding board members set up the path to the Presidency was well thought out. You serve as a board member, treasurer, president elect and all prior to serving as president! Most of the planning for your goals is done in the president elect year. Having a better idea on timelines for each goal and working with the board of directors and committees in more of a project management/timeline manner can help keep things moving along on plan. My biggest goal was to launch the Body of Knowledge. It was a huge undertaking that the entire Program Committee did a fantastic job with and I am so proud of the outcome and continued work going on with it today.

How has your professional role changed since your 2009 – 2010 year of Presidency?

My role has stayed similar but I have taken on other responsibilities. I manage all of the Americas for my firm and align with our global teams often.

What is your most fond memory from that year?

I have so many but I would have to say working with my first Conference Planning Committee was the fondest. I enjoyed the team so much and we just clicked on our very first meeting. We had so much fun working together. A marriage was even born from two people who met on my committee. How cool is that!

Ann McNally | Vice President, Amenities | Morgan Stanley

UPCOMING EVENTS

NRA BREAKFAST

Monday, May 20
Chicago, IL

SFM LOCAL – DC

Tuesday June 4
Washington, DC

SFM LOCAL – CHARLOTTE

Thursday, June 6
Charlotte, NC

FOUNDATION SCHMOOZE CRUISE

Tuesday, June 18
Chelsea Piers | Atlantica, NY

2013 NATIONAL CONFERENCE

Monday, September 30 – Wednesday, October 2
Bonita Springs, FL

SFM LOCAL – BOSTON

Monday, October 21
Framingham, MA