



Wow, my first Presidents Quarterly!

Before I begin on association business, allow me to extend a word of condolence to all who have been impacted by Superstorm Sandy. I know many of our members have experienced property loss and prolonged power outages. Please know that our thoughts and prayers are with all of you — and for those who would like to give to disaster relief efforts, we are encouraging donations to the Red Cross.

I am pleased to report that we have accomplished quite a bit in a short period of time, due to the efforts of Past President Barbara Kane and her team. We have developed our association vision strategy around "The Community to Enhance Hospitality in the Workplace" and are poised to set our strategic plan in action. The Program Committee, under the direction of Tod Nissle, has held a tremendously successful webinar and developed a plan of action for the future that will build on this success. Both the Marketing Committee, under the leadership of Holly Von Seggern, and the Membership Committee, led by Sandy Smith and Bill Adams, have had their first meetings and are heading into a very busy period over the next year. The Industry Advisory Board (IAB), being driven by Sumi DeBenedittis, is looking at revamping the sponsorship program and will be working hard to make the structure less complicated for our sponsors. Both the Planning Committees for the Critical Issues Conference, led by Victoria Vega in NYC on April 26, 2013, and SFM National Conference, directed by Steve Norgren over September 30 – October 2, 2013, in Bonita Springs, Florida, are deep into their plans for some outstanding events. Additionally, the Board of Directors is ready to take on the tasks of developing a streamlined operations plan that reflects the three-to-five year strategic plan. We are very busy!

On another note: I have also recently had the pleasure of attending several industry events. I spoke at the Consultant's Summit, hosted by Rod Collins and Charlene Goff, and also attended a portion of the Hobart Consultant Support Symposium, hosted by Dick Hynes and Rob Geile of Hobart. At both of these events I was reminded of how large our industry is, and — at the same time — how small our industry is. When you think of the immensity of the industry which provides services, equipment, culinary, marketing, financial management, design, interiors and all that goes with our industry; it is huge. There are millions of people out there making sure the infrastructure operates, grows and evolves ... not to mention all the service provider companies and people that are a part of the huge machine known as B&I Foodservice. It is mind blowing to think about how much expertise and craftsmanship goes into allowing people to eat in the corporate environment around the world.

In contrast, the community that makes up our industry seems so small and cohesive. We all speak the same language and understand what it takes to be successful. I am amazed by the times that I go to events and see people that I recognize and respect. We are a close bunch that has built a community of professionals. We reach out to each other for support and best practice sharing. SFM is the premier association that brings all this together. We are a small community working in a large dynamic industry.

I encourage you to sit back and think about this as you go through your daily work life and consider how we can introduce others to our community. Networking is one of the keys to our success and our recent growth. If each one of you reached out to one person and shared the value of this organization — and we got just half of them to join — we would have more than 800 members. This is such a small fraction of this immense industry population to add to such a great organization. I encourage you to take this challenge and let people around you know about SFM and how we may be able to assist them in some dynamic educational programs, networking opportunities, and to share the knowledge of all the professionals in our organization!

I look forward to a great year and wish you the best for the holidays. I hope you have a safe and prosperous New Year.

Take care,

Mark Freeman | President

## CORPORATE INSIGHT: LISA LARSEN HILL, SVP OF MARKETING AND CREATIVE SERVICES, SODEXO



Who or what had the biggest impact on your career?

### Mentors

Mentoring is such an important element to have in a career and I have had several mentors. The first was my mom-she taught me how, even through difficult circumstances, to get up from a fall and to go on and thrive to embrace life, how to recognize others for their contributions, and how a handwritten letter can make all the difference. My husband, my best friend, helps me see the humor in life and laugh at myself. Will Chizmar was a mentor and a partner in creating Crossroads. My current boss, Michael Norris, helps me see the global picture and how there is always another exceptional idea to a challenge.

What do you see is the trend creating the most opportunity to our industry?

### Wellness

People are hearing conflicting messages about wellness. We in North America are launching a new consumer wellness offer that is completing our testing phase and will be debuting in January 2013. We are excited about this simple, easy-to-understand approach that will help our customers make mindful choices throughout their day. We have some new station concepts that we have developed, Oodles (Asian noodle bowls) and Green Light (Local and Fresh entrée Salads), two made-to-order concepts that offer an abundance of great choices and no matter what the combination, will be no more than 550 calories, while meeting other credible nutrition guidelines. This will be our "TotheMAX" line. We will be expanding with a Mexican station called "TotheMAX Mexican" and another food concept that offers a variety of steamed selections with savory spices, such as salmon created in a bamboo steamer, called "Steamed Fusions."

### Technology

We have a tremendous opportunity to put technology to work in new and innovative ways to better connect with, engage and delight consumers. Over 50% of all U.S. adults now own a smartphone, and that number will continue to grow rapidly. Consumers are using these connected devices to manage and assist with many aspects of their lives. Bringing added value to consumers, and for that matter, with our clients and operators through their mobile devices, is one of the most important opportunities we have.

There are so many possibilities to leverage the explosion of mobile, and we're already making inroads. Whether it is building virtual communities with our consumers through social channels like Twitter and Facebook, adding convenience through mobile ordering and payment, or delivering actionable nutrition information and wellness insights through our partnership with MyFitnessPal, all of these innovations collectively help us drive quality of life for the organizations and the people we serve each day.

The most exciting thing about this trend is that it's just getting started. Globally, the number of smartphone users reached one billion this year. It took 16 years to reach that number, but it's projected that number will double within the next three years. That represents 25% of the world's population with a connected mobile device. And with new mobile innovations coming forward almost daily, it's important for us to really understand which solutions are most relevant for our industry and our value proposition, and be in a position to move quickly, as mobile technologies continue to evolve and consumers manage more and more of their lives through their smartphones.

What do you see is the trend creating the most challenge to our industry?

### Engagement

Employee engagement is a universal concept for all businesses, but most organizations don't consider food and foodservice as a component of this concept — yet it is! When employees are not engaged in the work they do, they are not productive, they are absent more often, and the whole business suffers. However, the way we as businesses nurture our employees through the food we prepare for them is critically important—not only to the value of the organization, but to the perception of the employees as to whether the organization values them or not. There are lots of things that foodservice providers can do to enhance employee engagement. Much of it involves really understanding the people they serve — in a way beyond what we have uncovered before. Often times we only obtain food preference and food satisfaction surveys among employee populations, but we can do much more. We can start taking into account the demographics of the on-site employees, the type of work they do, their ethnic makeup, and some of their other attitudes that we might glean from organizational priorities or perceptions. For example, does the business value diversity? Social responsibility? Ethical consciousness? Once we know those details, we can tailor our food offerings much more carefully, so that they actually mean something to the employees — we want the people we serve to brag about the awesome cuisine and service they receive. In Sodexo's 2012 Workplace Trends report, the first trend we speak of is "Integration of Workplace Solutions to Create Higher Value." For SFM and our constituency, it's critical to recognize that food is a critical lifestyle piece that adds to an exemplary workplace experience. Great service and nourishment create an emotional connection to the workplace and a feeling of being nurtured. That's what employee engagement is all about — the value we can add is unbounded!

Sustainability continues to be a main focus in the foodservice industry. What are some "green" initiatives at your company?

### Better Tomorrow Plan

The Better Tomorrow Plan is Sodexo's roadmap for sustainability over the next 10 years. The Better Tomorrow Plan includes 14 commitments with measurable targets that we will work toward as a company.

**SMART:** (Sustainability Management and Reporting Tool) is Sodexo's online tool that measures a site's progress quarterly in four key areas: energy & carbon, water, waste, and sustainable & healthy food and environments. Sodexo currently has over 399 sites using the SMART tool.

**SEED:** The SEED community, Sodexo's Sustainability Education and Expert Development network, works to integrate sustainability throughout our company. SEED experts participate in regular Webinar trainings and in-person seminars, to expand their own knowledge and share best practices across divisions. This cross-divisional exposure for our members provides cross-pollination of expertise; our clients benefit in the end.

### Local Artisan

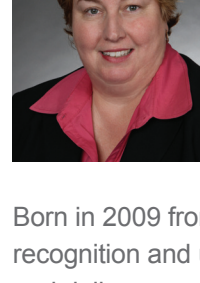
While we're trying to integrate our Better Tomorrow Plan into everything we do, into ALL our offers, across ALL divisions, there are some offers at Sodexo that really push the envelope in terms of aligning themselves with the Better Tomorrow Commitments. They are designed for clients and customers who prioritize these issues. We've just launched a new culinary offer in our Corporate division that embraces the 14 commitments of Sodexo's Better Tomorrow Plan. The five pillars of Local Artisan are: culinary, community, technology, health & wellness and sustainability.

How has your marketing approach changed with the current economic climate?

We have just launched our Retail Excellence, which is a 24/7 access Web-based YouTube training with all of our offers. We know that people don't use manuals anymore — if you want an answer on how to do something, what our simple Google a YouTube video. These videos are 5–10 minutes long and help our restaurant teams to understand what our new offers are and how to deliver an excellent service, presentation and keeping things fresh.

Lisa Larsen Hill | SVP of Marketing and Creative Services | Sodexo

## ASSOCIATION INSIGHT: BETH YESFORD, PRESIDENT, ASSOCIATION FOR HEALTHCARE FOODSERVICE



Explain a little bit about the Association for Healthcare Foodservice and what your industry focuses on.

AHF is a professional society that is dedicated to serving those in self-operated healthcare foodservice industry. These facilities keep food and nutrition at the core of the healthcare experience. We are unique in that our operators and business partners work together with equal standing to define the future of healthcare foodservice.

Born in 2009 from the consolidation of two leading healthcare organizations, AHF provides education, networking, recognition and unique programs like benchmarking to support our members as they decrease costs, increase satisfaction and deliver exemplary operating performance.

What are your goals for your Presidency?

My goal is to ensure our self-operators and business partners enjoy a return on number by belonging to AHF. I hope to grow membership and deliver programs that grow and develop future leaders. I want to ensure AHF is the leader of the pack and to deliver tools to our members that will assist these leaders demonstrate best practices in the changing landscape of healthcare and healthcare foodservice.

What do you see as the hottest trend in the Healthcare Foodservice Industry?

Foodservice is an industry that tends to be trendy. Consumers are now placing an emphasis on being health-conscious. They want high-quality ingredients and fresh products. Time is limited for everyone, so they also want convenience, variety and a spectrum of healthy options.

What current challenges does the Healthcare Foodservice Industry face?

The challenges are varied. They include hiring the right people, controlling costs, keeping abreast of current trends, increasing our focus on sustainability, anticipating changing regulations, food safety, and significant cultural shift in long-term care.

What is the one key take-a-way you have from your Presidency at AHF?

AHF members are committed and passionate about their field and those they serve. Our members want to excel and continually strive to be the best leaders in the industry.

How have you interacted with SFM in the past and how will you in the future?

There has always been networking and sharing ideas between organizations. It would be beneficial to both organizations to look at synergy and collaboration to stay abreast of the current changes in the industry. I hope our members view each organization as an ongoing mutual resource.

Beth Yesford | President | Association for Healthcare Foodservice

## SFM INSIGHT: PAST PRESIDENT RON EHRHARDT, FMP



What was your role/position during your Presidency (2003 – 2004) and what are you doing now?

During my SFM Presidency, I was Director of Food Services for Prudential Financial. Presently, I am Vice President of Operational Safety for Compass Group, NAD.

Your favorite memory of SFM?

I have had so many very memorable moments being actively involved with SFM for over 15 years. The most memorable to me was our 25th Anniversary Year Conference in Baltimore, Maryland when I was very fortunate to be President. We initiated a lot of new ideas such as the President's Awards Luncheon, Taste of the SFM, the Bench Press for Hunger Awareness, Beatlemania as entertainment and even filled a time capsule with SFM memorabilia. Having Rudy Giuliani as our Keynote speaker talking about leadership was probably the single highlight of the whole conference for me.

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

Every SFM President had their personal goals for what they wanted to accomplish during their Presidency. My main goals that year were to increase awareness of SFM and onsite foodservice in the industry and to have a strong financial year for the organization. I feel that with a lot of engagement and hard work from the entire SFM membership, we accomplished those goals.

What represents the most exciting opportunities today for SFM?

Probably now more than ever, reaching out to the new multi-faceted client liaisons in the industry today can really help to boost SFM membership in a very big way. SFM's National Conference and Critical Issues program content would be very useful and play a major role in the professional development of today's new client liaison. They can learn everything about onsite foodservice, great food, state of the art technology and industry benchmarking all by just becoming a member, not to mention the networking opportunities. I feel that with all the many recent positive changes in SFM, the future has never looked brighter.

What advice do you have to future Presidents of SFM?

My advice to future SFM Presidents would be having one or two main goals for your Presidency and follow through on them. If you set too many goals from the beginning, it could detract you from accomplishing what you really need to focus on. Also, the year really goes by very fast so get a quick start on your agenda because before you know it, your year as President will be over.

Ron Ehrhardt | Vice President of Operational Safety | Compass Group, NAD

## UPCOMING EVENTS

### 2012 HOLIDAY PARTY

Monday, December 10  
New York City - New York

### 2013 CRITICAL ISSUES CONFERENCE

Friday, April 26, 2013  
The Times Center - New York City

### 2013 NATIONAL CONFERENCE

Monday, September 30, 2013 - Wednesday, October 02, 2013  
Bonita Springs - Florida