



Dear friends and colleagues,

Six months into my term as SFM President, I'm happy to report that—through the hard work of our volunteers, members and staff—SFM is thriving. With many thanks for your continued support, I'd like to take this opportunity to update members on all that has been accomplished in our 2nd quarter of 2012.

As most of you know, on January 1, 2012 FSA Management Group took over the role of managing SFM. It can be difficult changing management companies, but the transition went off without a hitch. Thank you to the SFM Board of Directors and FSA staff for making a potentially challenging task a truly seamless operation.

The change in management companies came with some great new changes for SFM. Our focus on raising the profile of SFM in the industry has been a huge success.

In March, *Foodservice Equipment Magazine* featured SFM Members Russ Benson, Mark Freeman and Damian Monticello in the article "It's Back to Business for B&I." If you missed the article, [click here](#) to explore them—and congratulations to all.

We also made some changes to the SFM LinkedIn page, launched a new Facebook timeline featuring photos from SFM past events and are using Twitter to communicate current events to our SFM followers. Don't miss out on all that these social media sites have to offer, including a great photo retrospective on Facebook featuring members and moments all the way back to 1979!

Effective January 1, 2012, SFM launched our new Distinguished Leadership Webinar Series. Each quarter focuses on a different leadership topic featuring executives from the B&I industry. Our first webinar, *From the Ground Up: Pathways to Entrepreneurial Success*, focused on entrepreneurial leadership and featured Bob Whitcomb, CEO of Whitson's Culinary Group, Nancy Sharp, CEO of Food for Thought and Mary Clark-Bartlett, CEO of Epicurean Group. The webinar was a huge success with over 50 attendees.

The Leadership Series are complimentary to members, so make sure to save the date for our next event, ***From the Kitchen to the C-Suite: How Culinary Experience Shapes Executive Perspectives*** featuring Gary Crompton, President of Aramark Business Dining, Scott Davis, President Flik International and Mark Bickford, President Business & Industry Solutions on June 12, 2012. [Click here to block the date in your calendar.](#)

Our member renewal campaign was delayed due to the change over from AH to FSA, but the Membership Committee, along with the SFM Staff and Board, are working hard to contact members that have not renewed their membership for 2012. If you need to renew, please visit the SFM website (you'll need to reset your password for member confidentiality) and renew online or contact Candice Zavatsky, our membership coordinator, at czavatsky@hqftrs.com.

Lastly, I'd like to congratulate SFM President-elect Mark Freeman for winning the IFMA Silver Plate Award for Foodservice Management Category. Mark, we'll all be rooting for you to take home the Gold!

Enjoy the rest of this issue's SFM interviews with other Industry Presidents and best wishes for a safe and successful summer!

Barbara Kane

Barbara Kane | President

CORPORATE INSIGHT: GARY CROMPTON, PRESIDENT, ARAMARK BUSINESS DINING



Who or what had the biggest impact on your career?

I have had the good fortune of having many mentors throughout my career. Harry Knowles, a famous restaurateur and owner of the Manor, Highlawn Pavilion and Ram's Head Inn, among others in New Jersey instilled a great deal of confidence in me as a young restaurant manager. He taught me to only accept the highest level of quality in every aspect of operations and the importance of a strong work ethic and the fundamentals of being a good leader. ARAMARK Chairman and CEO Joe Neubauer had the biggest impact on my career in my current role.

While many people at the company have played a role in helping me succeed, his unyielding commitment to doing the right thing and maintaining extremely high ethical standards is something that will stay with me forever.

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

The trend that I am most focused on currently is how we are fundamentally affecting the way our industry supports our guests and clients to build a workplace culture of wellness.

We are excited about helping our guests achieve their wellness goals in a way that continues to have all the elements a great meal at work should. I believe we are uniquely positioned to help workforces stay energized, engaged, and to work within a culture of positive wellness, rather feeling like they are sacrificing or turning lunch into a clinical, restrictive experience. Historically, the industry may have looked at wellness as a challenge but we're seeing unique opportunities to take our partnerships to the next level. We see our role as being much larger than simply a food provider in this space.

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

Increasing costs of commodities creates challenges. As part of our partnership, we work hard to maintain strong value for our guests and clients. We've been able to operate tightly to mitigate having to pass costs along, but it continues to be a focus area. Where the restaurant and fast casual world has simply increased prices, we're doing all we can to minimize that need.

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

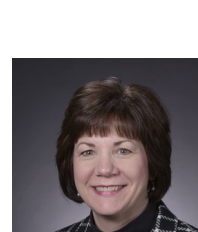
Over the last few years "green" initiatives have evolved quickly and we are partnering with clients to continually add sophisticated elements. On a purchasing side, we have widely supported organic and local purchasing from vendors we have identified as using safe practices. We've partnered with the Monterey Bay Aquarium moving our fish purchases to support their "best choices" designation. From a conservation stand point, we're focused on eliminating waste and reducing energy consumption. As it relates to waste reduction, we are recycling, composting, turning cooking oil into bio-fuel and measuring waste to continually manage it down at the operating level. We're supporting LEED certified buildings, as well as obtaining Green Restaurant Certification. I would add that while we continue to find innovative ways to include "green" practices, we found that a cost-neutral or positive first step that many overlook is to really dig in to ways to reduce packaging use. The old basics of reduce; reuse and recycle continue to guide us, along with measuring progress to create positive momentum.

You are a trained culinarian, what's your favorite meal to cook at home?

I really enjoy cooking for my family. For the past few years, I have been trying to expand the palates of my 15 year old son, Troy, and my 12 year old daughter, Riley. So, when I am not traveling and have the opportunity to cook at home, I will often prepare new dishes for them to try. In addition to the classic dishes from my days in culinary school, I have introduced them to a myriad of ethnic dishes, seafood and vegetarian options. It's not unusual now for Troy to order grilled octopus and medium rare salmon or Riley to order raw oysters and Sushi.

Gary Crompton | President | ARAMARK Business Dining

ASSOCIATION INSIGHT: CAROL PETERSON, PRESIDENT, NACUFS MIDWEST REGION



What are your goals for your Presidency of NACUFS Midwest Region?

When I started my term as the President of the NACUFS Midwest Region in July of 2010, my goals were:

- Learn how NACUFS can best assist the schools in the Midwest Region and provide the assistance.
- Identify and implement tactics on the regional level to support the NACUFS Strategic Plan.
- Match volunteer opportunities with members to engage as many members as possible.
- Increase educational opportunities by holding additional sub-regionals in the region. Use technology when possible to provide the education in order to minimize costs.
- Implement successful regional conferences at Iowa State University in Ames, IA in 2011 and the French Lick Resort in French Lick, IN, in 2012.

One of my goals was also to increase school membership in the region, which has declined along with the budgets at our member schools. One of our tactics is to start a Student Advisory Committee and begin to promote NACUFS student membership to students in hospitality programs at member schools and at schools who may decide to join NACUFS.

What do you see as the hottest trend in Colleges & Universities foodservice?

In my opinion, the hottest trend today is healthy eating and serving authentic ethnic and regional cuisine. Doing more with less, sustainability and using technology to communicate with customers, as well as in all aspects of providing dining services on a college campus are also still top trends.

What challenges does your industry face in 2012?

Probably the number one challenge will continue to be our budgets. Most schools are faced with the pressure of returning more income to their college or university while faced with increased costs for just about everything and a more demanding student population. Students want multiple food choices available 24/7, customized how they want it, locally sourced with authentic regional or ethnic flavors with excellent customer service.

Are there any new member benefits or new features NACUFS has introduced this year? If so, how will they benefit your members?

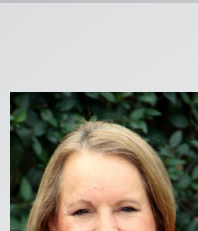
- NACUFS has a new member website with many excellent features for our membership. Once a member profile is created on the website, you are able to communicate directly with other members through shared libraries, an e-community, Facebook pages and Twitter.
- Also this year, NACUFS will be releasing the latest and greatest edition of the Contract Administrators' Handbook. It will be a new book entitled, "Developing and Managing Dining Service Contracts: A Guide for College and University Administrators." The information is much more extensive and different from previous editions.
- At our July national conference in Boston, the first awards for the inaugural "Sustainability Awards Program" will be presented to schools in five different categories, acknowledging those schools who are utilizing the best sustainability programs in the country.

What is the best meal you've ever eaten?

Tough question, I've had many great meals at famous restaurants, but I'd have to say comfort food is my favorite. The macaroni and cheese at Mother's Bistro in downtown Portland is a mother's best comfort food. Also, if you are ever in New Orleans, don't leave without trying the Bread Pudding Souffle with warm whiskey cream at Commander's Palace.

Carol Petersen | Director of Dining | University of Northern Iowa | President | NACUFS Midwest Region

SFM INSIGHT: PAST PRESIDENT DEBI BENEDETTI



What was your role during your Presidency (1996-1997) and what are you doing now?

I was Vice President of Operations and Corporate Officer at Bon Appétit Management Company. Now, I am an Executive Coach and Strategist serving the Hospitality Industry. I specialize in assisting executives, leaders and entrepreneurs in exploring unrealized goals and personal strategic plans focusing on communication effectiveness and leadership attributes.

Your favorite memory of SFM?

Now that is tough! I was involved for over 25 years ... so many wonderful people and great times. From a personal growth perspective, it was probably our work with the European Catering Association which gave me global insight. From a friendship perspective, it would have to be the dozens of people who have taught me life lessons and professional skill sets. I do not want to offend anyone by not mentioning everyone and yet I must always honor Richard Y., Gus, Neil, Beryl, Bob, Richard K. and those who took time to mentor me and teach me how to be a constant learner. I am always thankful for the energy of Amy, Sally, Charlene, Laura, Maggie and Barbara who took on the work of the Woman's Council to ensure an inclusive and supportive environment. And, if I had to point to one moment it would be when Owen and the Board presented me with the Lifetime Achievement. It was an opportunity to thank the organization and people for all the possibilities and opportunities that were a major part of my career and development.

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

I would have questioned our strategy to move to a multi-segment association. We should have stayed focused on understanding the B&I segment and how we could have developed alliances to strengthen the future.

What do you see as the biggest challenge facing the B&I industry today?

Our biggest challenge in B&I is finding and serving the large majority of B&I locations who are not represented by SFM. We have finally made some headway in becoming a resource to the "other" IFMA and will continue to provide value to the membership by establishing a deep and wide level of expertise. We need to understand our value proposition and then deliver on it. We also need to face the changing environment in the segment itself.

What advice do you have to future Presidents of SFM?

Follow Barbara's momentum and example. She has been one of the strongest leaders through pivoting, clarity, focus, inclusivity and unlimited energy and time. Her dedication and execution has been pivotal in refocusing SFM for the future.

Debi Benedetti | Executive Coach and Strategist | Beyond the Possible

NRA Networking Breakfast

Monday, May 07, 2012
JP Morgan Chase | Chicago

SFM Foundation Golf Outing

Monday, May 14, 2012
Salem Golf Course | North Salem, NY

SFM Local Washington DC

Tuesday, May 22, 2012
The World Bank | Washington, DC

SFM Local Philadelphia

Tuesday, June 5, 2012
PNC Bank | Philadelphia, PA

Distinguished Leadership Series Webinar III

From the Kitchen to the C-Suite: How Culinary Experience Shapes Executive Perspectives

Tuesday, June 12, 2012

SFM Local Charlotte

Thursday, June 14, 2012
taste | Charlotte, NC

SFM Foundation Schmooze Cruise

Monday, June 18, 2012
Chelsea Piers | New York City