



HSM NEWS

Hospitality Supply Management

SPRING — SUMMER '07



Hospitality Supply Management Conferences

2007 Spring Conference

- May 16 - 18, 2007
- Lincolnshire Marriott Resort
- Lincolnshire, Illinois (Chicago area)

2007 Fall Conference

- October 9 - 11, 2007
- Hilton Atlanta Hotel
- Atlanta, Georgia

INSIDE THIS ISSUE . . .

Message from the Chair	2
Cover Story — <i>continued</i>	2
Fall Conference Agenda	3
Educational Spotlight	3
Pictures from HSM's 2006 Fall Conference	4
Sponsors	7
Board of Directors, Mission, and Purpose	8

Fall '06 Conference — Learning and Fun *Combined*



Dallas provided an authentic Southwestern backdrop for more than 80 supply management professionals, media, and sponsors gathered for ISM's Fall 2006 Hospitality Supply Management (HSM) conference at the Doubletree Dallas Campbell Center October 17th-19th.

The conference program, developed by HSM's multi-faceted Board of Directors, included thought provoking guest speakers, educational workshops, informal roundtable discussions, and casual networking opportunities with colleagues and industry suppliers plus a fabulous dinner at the Ill Forks (a renowned "Crown Jewel of American Dining").

The conference kicked off with a cocktail reception at the top of the Doubletree Hotel, overlooking the Dallas skyline. The next morning, **Karen Settlemeyer**,



2006-2007 Forum Chair, welcomed conference attendees and introduced the conference's agenda.

Philip Friedman, Chairman and CEO of McAlister's Corporation, the morning's keynote speaker, provided insights into supply management strategies that McAlister's utilized as it grew from 30 to more than 200.



Robert J. Engel, C.P.M., National Director of Client Services for Resources Global Professionals, presented a fascinating discussion of "Market Trends and



the Ten Fundamental Strategies and Best Practices of Supply Chain Organizations," and included an in-depth review

of how world-class organizations are dealing with the changing marketplace from a buyer's to a seller's market.

Bill Lapp, President, Advanced Economic Solutions, presented his assessment of current com-



modity markets and his predictions for the future. Always a perennial favorite, Lapp's forecasts are usually on target and especially helpful to the group as they develop and refine their upcoming forecasts.

Supplier Diversity was the focus of discussion during Friday morn-

(continued on page 2)

Tee Up for HSM's First Scramble Golf Tournament!



This year's May conference of the Hospitality Supply Management Forum will include a Scramble Golf Tournament before the conference begins.

The host hotel, Marriott Lincolnshire has an 18-hole, par-70 PGA championship golf course which is sure to challenge even the most experienced golfers in our group. There will be awards for

both individual and team performance. Of course, mulligans can be negotiated, if needed! So, get your clubs out, practice a few rounds, and join your HSM friends for a fun afternoon! *See page 3 for the complete Conference Agenda and golf information.*

Cover Story — “Fall ’06 Conference . . .” (continued)

ing’s general session, as **Gerry Fernandez**, President, Multicultural Foodservice & Hospitality Alliance (MFHA), **Norma Sica**, Director - Supplier Diversity, Darden Restaurants,



and **Cirabel Lardizabal Olson**, Director - Diversity & Multicultural Relations, Burger King Corporation, led the group in a panel discussion about how changing demographics are impacting our industry’s workforces, our customer base, and our communities.

Roundtable Discussions, Showcase Luncheon, & Educational Workshops



Roundtable discussions featured contemporary and fascinating topics such topics as

Conference attendees engaged in animated conversations and networked with each other as they discussed both new ideas controversial topics, including “Driving Costs out of the Supply Chain,” “Effectively Managing Product and Service Categories,”



“Negotiating and Managing Distribution,” and “Purchaser’s Responsibility in Ensuring Quality.”

The morning was capped off by a Showcase Luncheon featur-

ing the appetizing foods and other products of the conference sponsors. The luncheon



allowed attendees to sample many different

food items as well as to mingle with sponsors and learn more about their newest products.



And More Networking Opportunities

The opening reception at the top of the Doubletree hotel and a fabulous dinner at Ill Forks Restaurant gave conference attendees even more networking opportunities. Everyone enjoys these casual encounters as it’s a



very relaxing environment in which they can catch up with old friends as they develop new business relationships. All in all . . . the conference was another huge success!

Educational Spotlight



The roots of education are bitter, but the fruits are sweet.

*Aristotle
384BC - 322BC
Greek Philosopher*

Congratulations to **Cindy Harness**, C.P.M., CFPM Busch Entertainment Corp, and **Rick Zussman**, C.P.M., CFPM Vicorp Restaurants, Inc. on earning their CFPM Certifica-



Education Chair Wayne Goldman presents Cindy Harness from Busch Entertainment Group with her



Rick Zussman of Vicorp Restaurants, Inc. accepts his CFPM certificate from Education Chair Wayne Goldman.

tions. Both Cindy and Rick took the CFPM exam the afternoon prior to the start of the Fall conference, and both passed with flying colors. HSM established a

certification program designed to measure and recognize excellence in foodservice purchasing known as CFPM – Certified Foodservice Purchasing Manager. This test is offered only after the C.P.M. certification has been achieved.

If you are interested in pursuing either the C.P.M. or A.P.P., you can find additional information at the ISM web site (www.ism.ws) or contact Wayne Goldman at wgoldman@starpurchasing.com or at (414) 908-6719.

Message from the Chair, *by Karen Settlemyer*



I trust that everyone survived the roller coaster ride that 2006 delivered as we gazed into our "crystal balls" to predict just what 2007 might bring to each of our organization's plans? At our Fall 2006 Conference in Dallas,

Bill Lapp shared his predictions which, over the past many years, have been extremely "close" to reality – thanks Bill!

And, what will 2007 bring? We all know for sure that food safety education is imperative, especially after the e-coli situation with fresh produce in 2006 (and Avian flu in poultry and BSE in cattle before that). Thus, our May 2007 Conference will feature an enlightening update on food safety in the hospitality industry.

Other key sessions that we have planned include

views on the energy's impact on supply chain management, purchasing cooperatives, and limited time offers.

And now that I have "advertised" our May Conference – you are probably wondering where our conference will be this May in Chicago? If you attended our May 2006 conference, you know that we are a GROWING organization (250+ attendees!). This has resulted in our need for more hotel space than in the past — a good problem to have, except for the fact the NRA "blocks" the larger hotels for its affiliated groups' conferences held just prior to the NRA Show. Thus, through feedback from many past attendees and sponsors, HSM's Board of Directors thought it best to hold our meeting at the Lincolnshire Marriott Resort, 45 minutes from O'Hare and 45 minutes from downtown Chicago. We felt it was important that we be in a

location that offered both spacious and comfortable meeting and sleeping rooms in an environment conducive for our educational and networking purposes. The Marriott Lincolnshire is high quality resort property that provides such an environment. It's easily accessible from O'Hare and Midway airports PLUS HSM is scheduling busses to transport NRA attendees to downtown Chicago Friday afternoon. Additionally, we are excited to announce HSM's First Golf tournament to be held Wednesday afternoon prior to the opening cocktail reception — surely a "not to miss event!"

I look forward to seeing all of you in May in Lincolnshire. Moving our meeting from downtown to the "burbs" was a difficult decision for our Board, but I'm sure you'll agree that it that it is the best for our organization and our attendees. Cheers!

Karen

Spring '07 Conference — *Agenda at a Glance*

May 16-18, 2007 at the Marriott Lincolnshire Hotel — Chicago (area), IL

Wednesday, May 16, 2007

- 11:00 am - 8:00 pm **Registration**
- 12:00 noon - 4:00 pm **C.P.M. and CFPM Testing**
- 1:00 pm **Golf Tournament**
- 6:00 pm - 8:0 pm **Opening Reception**

Thursday, May 17, 2007

- 7:00 am - 5:30 pm **Registration**
- 7:00 - 8:00 am **Networking Breakfast**
- 8:00 - 8:30 am **Welcome**
(Karen Settlemyer, HSM Forum Chair)
- 8:30 - 10:00 am **General Session: Trends to Watch**
(Warren Solochek, VP - Client Development, The NPD Group)
- 10:00 - 10:30 am **Networking Break**
- 10:30 - 11:45 am **General Session: Unique Procurement Opportunities in Today's Market - Limited Time Offer and Purchasing Cooperatives**
(Panel: Iris Holloway, VP - Purchasing, McAllisters Corporation; Joyce L. Messer, Director - Business Development, Supply Chain Services, LLC; Jack Odachowski, VP - Supply Chain Management, Pizza Inn, Inc.)
- 11:45 am - 1:00 pm **Showcase Lunch**
- 1:00 - 2:00 pm **General Session: Food Safety — It's More than Checking the Expiration Date**
(Mary Anne Hogue, FADA, CFSP, VP - Food Safety Services, The Steritech Group, Inc.; Denis W. Stearns, Principal, Marler Clark, L.L.P., P.S.)



Continued on Page 6

HSM Fall '06 Meeting ...

Inspiring minds wanting to learn ...



... and network ... and have FUN!



Spring '07 Conference — *Agenda at a Glance (continued)*

May 16-18, 2007 at the Marriott Lincolnshire Hotel — Chicago (area), IL

Thursday, May 17, 2007 (continued)

2:00 - 2:15 pm

Networking Break

2:15 - 3:15 pm **Concurrent Sessions 1**

- **Using Social Responsibility as a Corporate Advantage**

(Ann Daniels, Executive Director of Purchasing, Chipotle Mexican Grill; Michelle Jost, Conservation Programs Manager, John G. Shedd Aquarium)

- **The Supply Chain: How to Ensure Accountability**

(Melany S. Jolly, VP - National Sales, Markon Cooperative; Larry C. Jordan, VP - Business Development, Distribution Market Advantage, Inc.; John Maier, Director of National Accounts, Shamrock Foods; and Ty Troy, National Account Sales, Gordon Foodservice)

- **Case Study: An e-Procurement Solution within Hilton Hotels Corporation — Using Reality as Your Guide**

(James J. O'Quinn, Jr., Director - Global Supply Management Processes & Technologies, Hilton Hotels Corporation; Doug Sanborn, President and CEO, Birch Street Systems)

3:15 - 3:45 pm **Networking Break**

3:45 - 4:45 pm **Concurrent Sessions I1**

- **The Supply Chain: How to Ensure Accountability**

(Melany S. Jolly, VP - National Sales, Markon Cooperative; Larry C. Jordan, VP - Business Development, Distribution Market Advantage, Inc.; John Maier, Director of National Accounts, Shamrock Foods; and Ty Troy, National Account Sales, Gordon Foodservice)

- **Developing a Scope of Work**

(Jim H. Haining, C.P.M., A.P.P., President, JDH Management)

- **Improving Your ROI with Lifecycle Cost Analysis**

(David Zabrowski, Sr. Engineer/Project Manager, Food Service Technology Center)

Networking Reception and Dinner at Bob Chinn's Crab House

6:15 pm

Friday, May 18, 2007

7:30 - 8:30 am

Networking Breakfast

8:30 - 9:45 am

General Session: Energy and its Impact on Supply Chain Management

(Michael E. Bush, President and CEO, Energy Vision, LLC)

9:45 - 10:00 am

Networking Break

10:00 - 11:30 am

General Session: The Economic & Commodity Outlook for the Coming Year: Herding Cats on Speed

(William Lapp, President - Advanced Economics Solutions)

11:30 am - 12:45 pm

Networking Lunch

2:00 p.m.

Conference Concludes

Pre-Arranged Bus Transportation to Downtown Chicago





HSM Gratefully Acknowledges the Sponsors for our Fall 2006 Conference



C.F. Sauer Foods, the foodservice arm of the C.F. Sauer Company products, is known as a high quality, low cost producer of mayonnaise, salad dressings, sauces, margarine, spices, seasonings, and extracts, servicing foodservice accounts & distributors nationwide.



The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, recognized as the world's most valuable brand, the company markets four of the world's top five soft drink brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light soft drinks, waters, juices and juice drinks, teas, coffees and sports drinks.



DMA is a national foodservice distribution system whose shareholders are prominent regional foodservice distributors. They provide foodservice operators with the pricing, distribution and technological advantages of a national organization, and the service priority of a local business.



Edward Don & Company is the leading distributor in foodservice equipment and supplies. In business for over 80 years, Don offers a vast product selection of more than 12,000 items. Don was also awarded the BBB of Chicago & Northern Illinois 2002 Torch award.



With worldwide sales exceeding \$4 billion, **Ecolab** is the leading global developer and marketer of premium cleaning, sanitizing, pest elimination, maintenance and repair products and services for the hospitality, institutional and industrial markets.



G.E.T. Enterprises, Inc. is a manufacturer of high quality melamine dinnerware and plastic drink ware for the foodservice industry, offering fine dinnerware patterns and drink ware that has the look of crystal but both are very durable and affordable. G.E.T. is a minority and woman-owned company.



Huhtamaki Foodservice, Inc. offers stock and customized products that help customers present their products in a manner that enhances the consumers' dining experience. They offer a full line of foodservice items in molded fiber, paperboard and plastic.



Jennie-O Turkey Store offers an array of fresh, frozen, refrigerated and deli turkey products, including ground turkey, turkey burger patties, turkey breast, turkey ham, turkey bacon, whole birds, young basted turkey, turkey sausage and turkey franks.



Since Jerome Smucker signed the label on his first crock of apple butter over 100 years ago, the **J. M. Smucker Company** has upheld a commitment to offering quality products. Their icon brands Smucker's®, Dickinson's®, Jif®, and Crisco® bring value to any foodservice operation.



Since 1888, **Lee Kum Kee**, has been providing the authenticity, quality, and consistency that can only be found with Lee Kum Kee's Asian sauces and seasonings. Learn how Lee Kum Kee can be your Asian sauce solution.



Lyons is a well-known industry leader in the processing and marketing of all things from fruit, juice, flavoring, and cocoa for the foodservice industry, serving the needs of the hospitality sector.



Ore-Cal Corp.
Your shrimp specialists

Ore-Cal Ore-Cal Corporation doing business under the brand name "Harvest of the Sea" has been supplying shrimp to all segments of the food industry for over 40 years. Their reputation is unmatched in the seafood industry. Count on Ore-Cal for reliable quality, unparalleled variety, year-round availability and competitive pricing.



Pacific Supreme Company

One of the most recognized seafood importers in the nation, **Pacific Supreme Company**, imports and distributes the highest-quality seafood from around the world and specializes in securing the finest frozen shrimp, including custom breaded and/or seasoned products for foodservice and retail customers.



A privately held, family-run business for three generations, **Perdue Farms Foodservice** offers a full line of Perdue™ further processed chicken and further processed turkey products and a complete line of deli-sliced meats under the Sandwich Builder™ brand.



S&D Coffee offers a full assortment of fine quality coffee blends and a variety of specialty coffees, cappuccinos, iced coffee, tea, condiments and more. S&D uses premium beans and processing, and puts a premium on service.



San Antonio Farms manufactures a wide variety of custom and branded Mexican sauces for leading grocery chains, club stores, restaurant chains, and broad-line foodservice distributors. They are devoted to producing top quality products that are consistently rated equal to or better than national brands.



Sargento Food Service provides custom cheese solutions to chain restaurants. Sargento capabilities include natural sliced, shredded and Italian style cheese, breaded appetizers and cheese sauces provides cheese solutions to chain restaurants.



Stampete Meat, Inc. is a Chicago-based further processor of custom beef and pork products. Ready-to-cook items include a full range of steak cuts, portion sizes, shapes, and USDA grades. Other products include chicken-fried steak and cook-in-a-bag items.



Team Four is a foodservice group purchasing company providing customized contract pricing and incentive programs, strong customer service, and a century of industry experience to give you both sales and profit growth.



TODDS manufactures superior proprietary products featuring sensational soups, sublime sauces, and superb salad dressings. Todd's deep collaboration with customers, an eye-to-eye culinary approach, and a passion for getting the job done is what sets TODDS apart from the competition.



Wing Hing Foods, a leader in manufacturing authentic Asian noodle products, produces a variety of Asian noodles and wrappers for national restaurant chains. Wing Hing's commitment to excellence is the foundation of the company's entrepreneurial spirit and the highest quality authentic Asian food.

* * * * * Sponsorship Opportunities * * * * *

For sponsorship opportunities with HSM, please contact Kathy Braase, ISM Sales, at (800) 888-6276 ext. 3061.



Board of Directors

Karen Settlemyer
Forum Chair
 California Pizza Kitchen

Donald Miller, C.P.M., CFPM
Vice Chair
 Hilton Hotels Corporation

Joseph Yacura
Forum Secretary
 Supply Chain Management, LLC

Wayne Goldman, C.P.M., CFSP, CFPM, A.P.P.
Educational Development Chair
 Star Purchasing, LLC.

Mark Avery
Treasurer
 MGM Mirage

Linda Matthies
Marketing & Communications Chair
 Hilton Hotels Corporation

Open
Membership Chair

Daniel Crimmins
Chair Emeritus
 University of Notre Dame



Hospitality Supply Management
An ISM Forum

Mission:

To be the premier education and networking forum for hospitality industry supply management

Purpose:

- A. To provide a forum and environment conducive for mutual exchange of information relative to purchasing techniques, applications, and practices as they pertain to the foodservice industry in general.
- B. To develop educational programs designed to promote and further the member's knowledge of the industry.
- C. To promote the purchasing function as a professional pursuit within the foodservice industry.
- D. To promote the ethical practices and behavior of its members and their respective companies.

We're on the web!
<http://www.ism.ws/sites/hospitalitysupplymgmt/>



Institute for Supply Management
 2055 E. Centennial Circle
 Tempe, AZ 85284
 Toll-Free: (800) 888-6276
 Phone: (480) 752-6276
 Fax: (480) 752-7890