

B&I/CONTRACT MANAGEMENT

## SFM Taps Kane, Looks Ahead

At its 2011 National Conference in historic Philadelphia, SFM recalled its past but planned its future.

Over October 3-5, members of the Society for Foodservice Management gathered in Philadelphia to explore the latest trends in B&I and contract management while looking ahead to advance the group's strategic plans.

Incoming President Barbara Kane challenged members to "leave personal agendas behind and focus on doing what is right for SFM."

Expanding membership is a top priority, she said, adding that "We don't want members to join SFM out of a sense of obligation—we want them to join because it matters, because the organization listens to its members, helps them advance their careers and offers industry support unavailable anywhere else."

In related news, SFM's board

### Effective Leaders Focus on Values

Building a strong management team requires an established set of values that is the basis for strategy, decision-making and customer and employee relations, said Dunkin' Brands Chairman Jon Luther in SFM's opening keynote address.

"Leadership is not about power, control or status," he said. "It's about taking responsibility and owning the outcomes of your actions, good and bad." Other attributes he cited included:

**HONESTY and TRANSPARENCY:** "Be honest with employees and customers, even when you make mistakes. You can always recover from the truth."

**INTEGRITY:** "Your personality shows when everyone is looking, but your character shows when no one is looking. Leaders seek to always do the right thing, even when it's difficult."

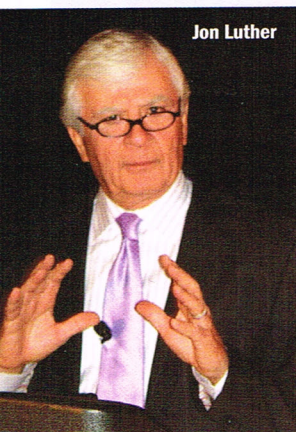
**RESPECTFULNESS:** "Good leaders have the respect of others, but it doesn't come with the job title—it is earned. People matter, and if you give other people their dignity, you will gain their respect."

**HUMILITY:** "No one achieves success alone," Luther said. "It's always about the team. Never lose sight of those who helped along the way, or those who are less fortunate and who are also part of our communities."

Luther recalled attending the first SFM conference in 1979 and the mentoring influence of early members including Richard Ysmael, Dick Cattani and Neil Reyer.

"Look for nuggets of advice from people you admire," Luther concluded. "Always ask yourself, How can I adapt this to help my own leadership style. How can I make this work for me?"

Great leaders "innovate and learn to be adventurous," he said. "They set incredible targets for themselves but know full well they will exceed those targets. Aim high, and see your ideas through to the end."



Jon Luther



Kent Bain, principal of Kent Bain Associates, accepts SFM's Lifetime Achievement Award from outgoing president Carol Bracken Tilley.



Above: Tom Newcomb, Corporate Dining Inc., accepts the Richard Ysmael Distinguished Service Award; Damian Monticello, Blue Cross and Blue Shield of FL, receives SFM's Spirit Award; and Andrew Shakman, CEO of Lean Path, is recognized with SFM's Leadership Award.

of directors announced in late October that it has selected FSA Management Group, to oversee the organization's headquarters operations, with the transition beginning immediately and completed by January 1 (for more details, go to [food-management.com](http://food-management.com))

In awards ceremonies, SFM recognized **Kent Bain**, of Kent-Bain Associates, with its Lifetime Achievement Award; **Tom Newcomb**, of Corporate Dining, Inc., with its Richard Ysmael Distinguished Service Award; **Gerald White** with the Robert Pacifico Above & Beyond Award; **Damian Monticello**, of

Blue Cross and Blue Shield of Florida, with its Spirit Award; and **Andrew Shakman**, of Lean-Path, Inc., with its Leadership Award. Presidents' Awards went to **Tony Kaszuba** of Restaurant Marketing Associates, Inc.; **Kathy Sanders** of Wells Fargo; and **Ron Ehrhardt** of Canteen Vending Services, Inc.



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