

American Express Hosts Annual SHFM CIC Conference

Metro New York and the nation's leading Client Liaisons, Self-Operators, Contractors and Integrated Facility Managers gathered for the annual SHFM Critical Issues Conference (CIC) last month at American Express' corporate headquarters in New York City. An all-star cast slate of presenters explored this year's conference theme.

SHFM – The Society for Hospitality and Foodservice Management – serves the needs and interests of executives in the corporate foodservice and workplace hospitality industries. SHFM hosts events across the country that enable industry professionals to come together to exchange ideas with industry professionals who share similar challenges and agendas.

The goal of the CIC is to provide a program that outlines the opening session that enabled operators to come together at this roundtable to exchange ideas with industry professionals who share similar membership classifications. This interactive session featured selected presentations on critical topics and provided a forum for open dialogue. The roundtable was facilitated by subject matter experts to maximize educational benefit and allow for conversations on issues of common

interest.

Once again the CIC hosted a Young Professionals Session & Lunch. Young professionals (40 and younger) discussed ways they deliver and retain excellence in service. In addition, industry leader and SHFM Past President, Holly Von Seggern with HRV Marketing & Communications outlined her keys to building personal brand in the workplace.

The afternoon session began with welcoming remarks by the event's host: Suzanne Heidelberger, SVP, Global Real Estate, American Express. An All-star panel featuring Flik's Adam Freed, Alan Gallo of American Express and Jones, Lang,

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(L to R) Romano Gatland's Chris Brady with Michael Shapiro and Anthony Gargiulo of Compass Group



(L to R) The Father and Son duo of Flik's Corey Silverstein and Dad Jay



(L to R) Farmshelf's Jean Paul Kyrillos and Jacobs Doland Beer's Christine Gurtler and Bob Doland



(L to R) World Bank's Gerry DiCosta and Christian Bergen



(L to R) Jim Colombaris of Compass and elite/studio e's Seth Prager



(L to R) Marc Fuchs of M. Tucker and Restaurant Associates' Michael Gallagher



(L to R) Karen DiPeri of HMG and Flik chief Scott Davis



PBAC president Larry Cantamessa



(L to R) Dan Cramer of CBRE-Credit Suisse and Sodexo's Ann McNally



Pro-Tek's Kim Bunn Minsky



LaSalle's Peter Miscovich then discussed Hospitality Is Bigger Than Ourselves. The mission panel outlined strategies for providing hospitality experiences that attract and retain top-tier talent, drive repeat customers and create value for clients.

The trio of corporate and industry executives offered perspectives on delivering and maintaining world-class service that exceeds customers' expectations through innovative experiences. The focus was on providing service to multiple generations with differing perspectives. The panel helped attendees adapt to technological advances and automation while supporting multiple service disciplines.

"Our goal for the panel was to explore how hospitality models and strategies influence customers and associates as the definition of world-class service continues to change," noted Miscovich.

The second afternoon session focused on: Measuring Customer Service For Success. Panelists Dr. Ken Fordyce of Arkieva, NYU's Dr. Jukka M. Laitamaki and Ronni Schorr of Sodexo Group focused on a theme of: If you can't measure it, you can't manage it! Measuring world-class customer service is essential to the success of any business. There are numerous ways to measure satisfaction globally and locally.

The all-star panel also explored how to measure, analyze and act on customer responses to drive world-class service. From theory to practice – academics to action, attendees discovered the latest recommendations from global experts as they address metrics for world-class customer service, data collection and how to utilize that feedback.

Moderator Becky Schilling of Food Management magazine led an afternoon panel that discussed: Creating A Customer For Life. WeWork's Julian

Clayton, Tony Johnson of Aramark and American Express' Allison Silver joined Schilling in outlining how to master world-class service.

"Service today requires an in-depth understanding of customers and the ability to anticipate needs before they are perceived," Schilling explained. Our goal was to deliver strategies on how to match those expectations and with that to build connections, loyalty and trust."

The event concluded with the opportunity for industry professionals to network. The CIC's "meet and greet" has been designed to build relationships among operators and suppliers. Guests enjoyed hors d'oeuvres and cocktails in an intimate networking environment—the perfect close to an insightful conference.

SHFM members oversee all facets of corporate foodservice and workplace hospitality from cafes and retail operations to catering, vending and even fitness centers and child care services at major corporations in Metro New York and throughout the US.



(L to R) Pecinka Ferri's Joe Ferri and Mike Raycher of Follett



Past SHFM president Victoria Vega of Unidine



(L to R) Rob Gordon of American Express, Kent Bain, John Herron of Restaurant Technologies and NYU's Owen Moore



(L to R) Eurest Dining Services' Bill Daley and elite/studio e's Raquel Fusco Weiss



(L to R) Day & Nite's Mike Berman, Kristin Lane of Parts Town and Smart Care's Kevin Sullivan



(L to R) Amy Lewis of Kitchens to Go and Barbara Kane of Ecolab



(L to R) Mark Spinelli of Sodexo, Alto Shaam's Tim Murphy and Adam Varney of USAA



(L to R) Denise McCabe of Restaurant Associates and Jessica Salero of The Bread Guy Bakery



(L to R) The Tyson Foods trio of James Marr, Dennis Ball and Mike Johnston



(L to R) Elisa Shukran of Citigroup and Flik's Arlette Jackson



(L to R) TemPositions Group's Ann Marie McGuire and Nadine Widener, and HMG's Michael Smith



(L to R) Alex Donahue of Sir Kensington's and NYU's Mike Dinuzzo