



NACUFS 101

Dave Annis, President

Mark Kraner, President-Elect

Russ Meyer, Past-President

NACUFS

National

Association of

College &

University

Food

Services

Presentation Overview

- Part 1: What is NACUFS?
- Part 2: Structure and Support of NACUFS
- Part 3: Getting Involved



Part 1: What is NACUFS?

Who belongs to NACUFS?

- Self-operated foodservices at colleges and universities.
- Contracted-operated foodservices at colleges and universities.
- Academies, military, culinary schools, teaching hospitals.
- More than 500 businesses that support the foodservice industry (with products and services); referred to as industry members.

Facts about NACUFS

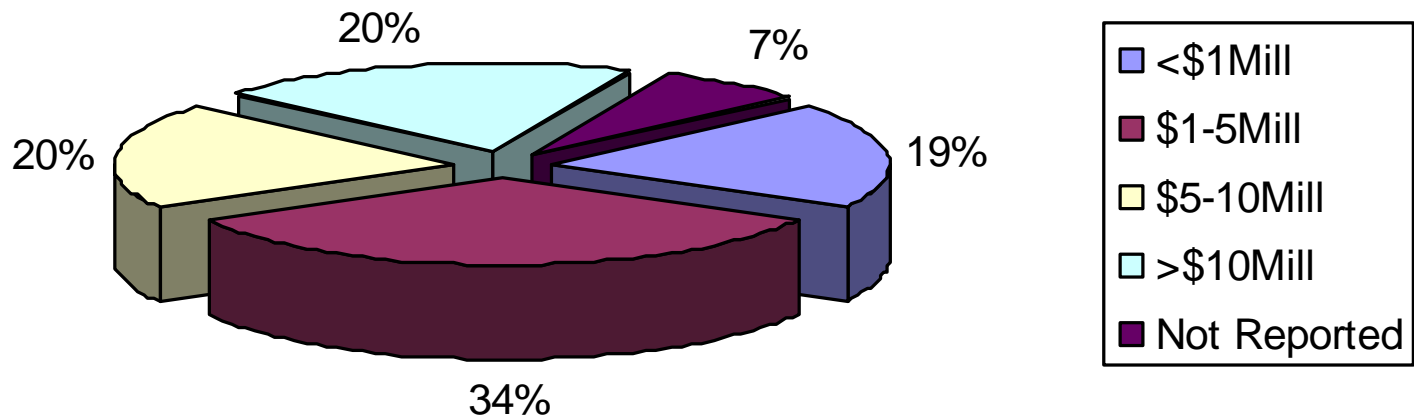
- NACUFS is a trade association
- NACUFS was founded in 1958
- NACUFS is a volunteer driven organization
 - Over 200 persons volunteered at the national level in 2006–2007
 - Many more volunteered at the regional level
- NACUFS member institutions have about 3,750 + persons that participate in NACUFS

Facts about NACUFS

- 1582 members attended a national educational program and/or conference in 2007.
- \$90,000 in scholarships was awarded in 2007.
- In 2006–2007, over \$635,000 was collected for sponsorship of NACUFS national events / programs.
- 656 institutional members of NACUFS provide service to over 7.3 million students.
- **Purchasing Power of NACUFS member institutions is greater than \$1.7 billion yearly.**

Facts about NACUFS

Total Annual Foodservice Revenue
Among NACUFS Members



NACUFS Mission Statement

The National Association of College & University Food Services assists members and advances the collegiate foodservice industry by providing insight, education, services, and knowledge exchange.

NACUFS Strategic Goals

The entire strategic plan is on the NACUFS Web site:

- NACUFS will be a vital resource to its members for collegiate foodservices information, knowledge exchange, and professional development.
- NACUFS will be the leading and proactive source of collegiate foodservice information to external partners in the industry.
- NACUFS will develop and sustain a culture driven by connectivity, involvement, and accountability.
- NACUFS will be financially secure and stable in order to fulfill its mission.

www.nacufs.org

Campus Issues

NACUFS works to respond with resources to address members most pressing issues.

- Branding
- Changing Employees
- Conflicting Priorities
- Culinary Skills
- Distance Learning
- Diverse Customers
- Environmental and Social Issues and Regulations
- Food Safety Issues
- Financial Issues
- Image Issues and Marketing
- Labor Issues
- Nutrition
- Politics and Legislation
- Purchasing Locally-Grown, Organics, Fair Trade
- Role of College Food Services on Campus
- Technology
- The Economy

Member Services & Programs

Membership provides access to:

- Educational Programs & Institutes
- Management Consultant Teams
- Member Forums
- Professional Practices Review
- Publications & Interactive Web site
- Research/Information
- Scholarships

Educational Programs

- Target varied staff levels:
 - Auxiliary Directors
 - Contract Administrators
 - Directors
 - Managers
 - Production Supervisors/Chefs
 - Students (Internships)

Educational Programs

- Target varied foodservice functions:
 - Catering
 - Concessions
 - Convenience Stores
 - Culinary
 - Design
 - Finance
 - Human Resources
 - Marketing
 - Retail
 - Planning
 - Purchasing

Educational Programs

- Target personal and professional growth and skill development:
 - Customer Service
 - Human Resource Management
 - Leadership
 - Networking
 - Quality Assurance
 - Team Building

Annual Educational Programs

- Advanced Foodservice Contract Symposium
- Culinary Enhancement Workshop for Production Managers
- Foodservice Directors Symposium
- Foodservice Management Internship Program
- National Conference
- National Education Seminars
- Online Learning Programs
- Regional Conferences

Educational Programs – National Conference

- Pre-conference programs and activities
- 12 hours of educational programs
 - Keynote speakers
 - Interest sessions (members can present)
- 7 hours of showcase (314+ booths)

Educational Programs – National Conference

- Awards and recognition presentations
- Culinary Challenge (*regional chef cook-off for the national award*)
- Regional and national business meetings

Educational Programs – National Conference

- First Timers program
- Outstanding food, catering, and events
- Networking
- Contest Entrees available to view:
 - Loyal E. Horton Dining Awards
 - Vegan Recipe
 - Most Innovative Nutrition Program
 - Best Local Foods Recipe
 - C-Store: Best in the Business

Educational Programs – National Conference

- Regions take turns hosting national conference
 - Regional volunteers plan and implement conference
 - NACUFS provides staff expertise
 - Professional conference planner provides support
- Conference location changes cities every year
- Occurs in July
- Dates for 2008: July 9-12

Future National Conferences

Year	City	Dates	Region Planning
2008	Washington, DC	July 9 – 12	Mid-Atlantic
2009	Milwaukee	July 8 – 11	Midwest
2010	San Jose	July 7-10	Pacific
2011	Dallas	July 13-16	Southern
2012	Boston	July 11-14	Northeast

Educational Programs - Institutes

- Provide several days of in-depth study and application of foodservice principles
- Incorporate team building
- Provide challenging hands-on and critical thinking activities
- Expand professional network
- Some institutes have coach mentors to facilitate personal and professional development

Educational Institutes

- Content of institutes is guided by core competencies required by foodservice professionals and tied to learning industry's professional practices.
- All participants receive scholarships to cover full registration and partial travel expenses.

Educational Programs - Institutes

- **Foundation Institutes – *held annually***
 - Foodservice Management Institute (FSMI)
 - Human Resources Institute (HRI)
 - Leadership Institute (LI)
- **Capstone Institutes – *held biannually***
 - Customer Service Institute (CSI)
 - Facilities Management Institute (FacMI)
 - Financial Management Institute (FinMI)
 - Marketing Institute (MI)
 - Planning Institute (PI)

Management Consultant Teams

- Invite a peer group to campus to address a particular issue and provide insight.
- Examples:
 - Meal plan structure
 - Review of organizational structure
 - Fresh eyes review of operation

Member Forums

- Created around topics of interest or for functional areas
- Meet at national conference
- Discussion lists are available for some
- Join via the Web site

Member Forums

- Auxiliary Services
- Chefs
- Contract Administrators
- Marketing
- Nutrition
- Purchasing
- Residential Board Operations
- Retail
- Small College and Community College

Professional Practices Review

- **Step 1:** Self review of operations using the Professional Practices Manual (PPM)
- **Step 2:** Team of peers come to campus to assess operations using the PPM
- Questions – contact the NACUFS Member Services Coordinator.

Publications Available

- *Administering Food Service Contracts*
- *Campus Dining Today®*
- *Contract Management vs. Self-Operation*
- *Membership Directory*
- *Professional Practices in College & University Food Services*
- *Tomassito's Branded Concepts Manual*

NACUFS Web Resources

- Discussion Lists
 - All Institutional Members
 - Member Forums
 - Student Manager
- Job Opportunities Bulletin
- Marketing Guide
- *Membership Directory*
- NACUFS Sponsors
- Peer Network
- Sample Job Descriptions
- Sample RFP's
- Virtual Tours of College and University Operations

NACUFS Web Resources

- “Hot Topics and Current Issues” Articles
- NACUFS Strategic Plan
- National and Regional Conference Information
- Regional News and Information
- NACUFS Publications, Videos, and Surveys
- Online Registration for Educational Programs

www.nacufs.org

Research/Information

- Customer Satisfaction Benchmarking Survey
 - Conducted annually
 - Approximately 90,000 students participate
 - On-line option
- Operating Performance Benchmarking Survey
 - Conducted annually
 - Only instrument of its kind, 168 schools participated in 2007
 - Free to members
- Salary Survey
 - Conducted semi-annually
 - Free to members

Scholarships

- Clark E. DeHaven Student Scholarship
- Student Employee of the Year
- Scholarships to attend regional and national educational programs and institutes.

Showcasing Your Operation

■ Awards:

- Loyal E. Horton Dining Awards
- Local Foods Recipe / Best Vegan Recipe
- Most Innovative Nutrition Program Contest
- Regional and National Student Employee of the Year Award and Scholarship
- Best Vegan Recipe

■ Competition

- Culinary Challenge – regional and national competition

Industry Members - Connect with Institutional Members

- Attend all conference events and programs to learn and network.
- Partner to present an interest session.
- Partner to create new resources for members.
- Showcase new products and solutions.
- Volunteer for a project team or committee.

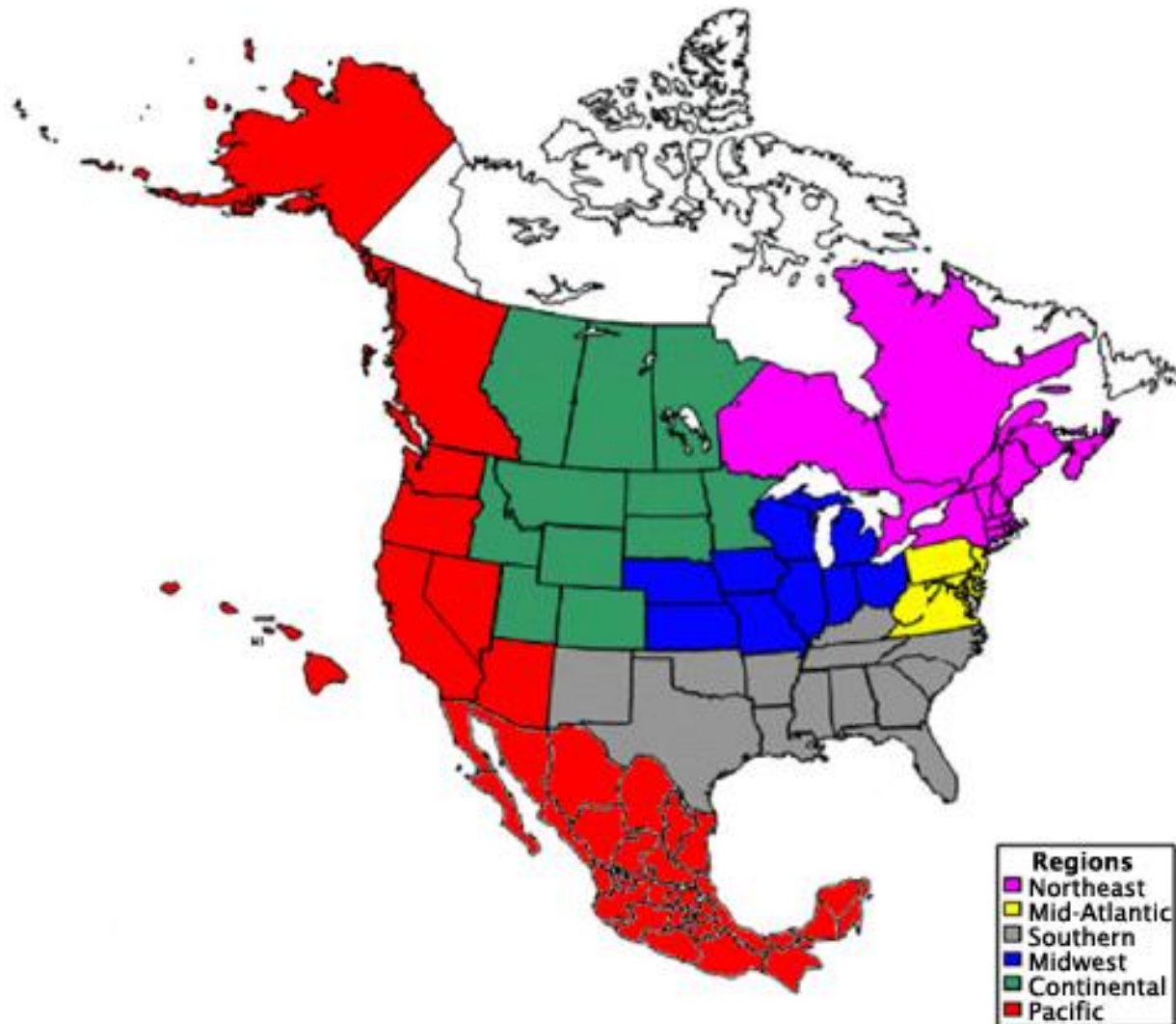
Industry Members - Connect with Institutional Members

- Sponsor a program or event
 - Greatly reduces cost of attending programs to members.
 - Enhances quality of experience at events and programs.
 - Increases visibility with institutional members.
 - Opportunities:
 - National, regional and sub-regional conferences
 - Educational programs and institutes
 - Other – contact the association office
- Advertise with NACUFS
 - (*Campus Dining Today*® magazine, *Membership Directory*, National Conference Program Book, NACUFS Web site)



Part 2: Structure and Support of NACUFS

NACUFS Regions



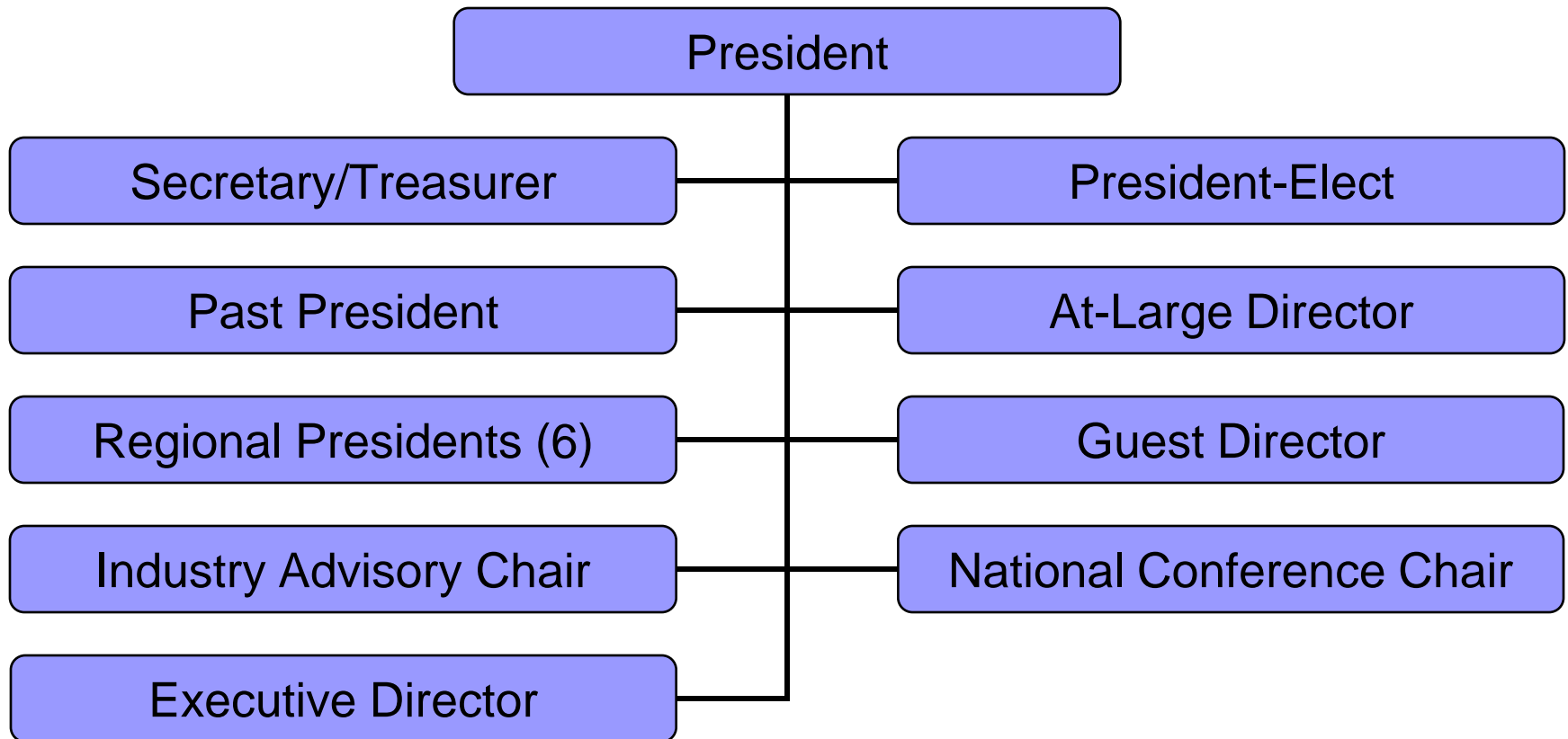
NACUFS Structure

- Board of Directors
- Regional Chapters (managed by regional councils)
- Industry Advisory Council (IAC)
- Committees
- Project Teams
- Facilitators of Educational Programs and Forums
- Association Staff

Board of Directors:

- Set strategic direction for the organization
- Govern the association
 - Establish policies
 - Maintain bylaws
 - Approve appointments and committees
- Provide fiscal oversight (budget, investments, monetary policy)

Board of Directors



2007–08 Board of Directors

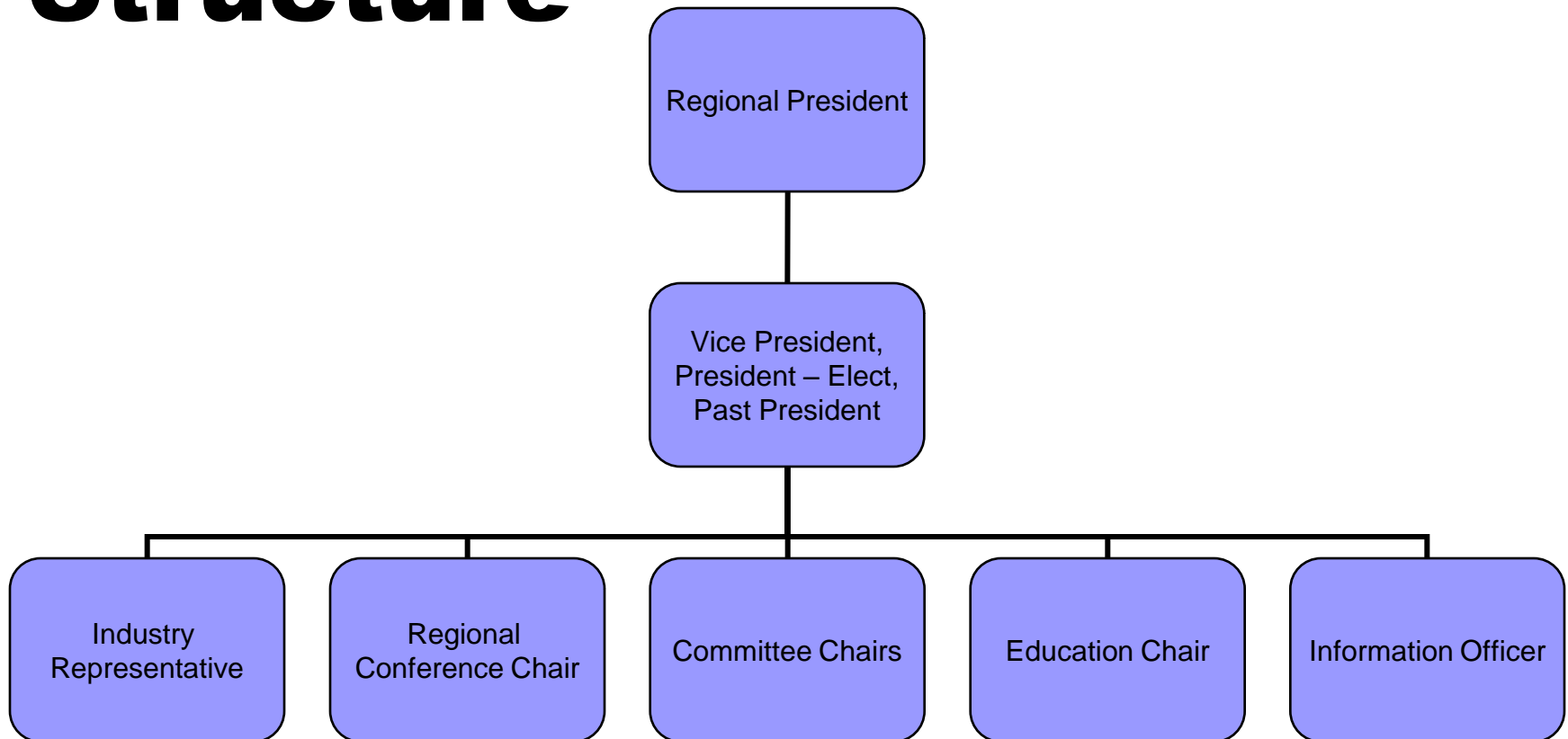
- President – Dave Annis
- President-Elect – Mark Kraner
- Past President – Russ Meyer
- Secretary/Treasurer – Rich Neumann
- At-Large Director – Janet Paul Rice
- Regional Presidents (6) – See next slide
- Guest Director* – Sarah Parks
- Industry Advisory Council Chair – Marti Miller
- National Conference Chair – Blake Widdowson
- Executive Director* - Joseph H. Spina, Ph.D., CAE

* *non-voting*

Regional Presidents

- Northeast – Merrill Collins
- Continental – Merelene Stanley
- Mid-Atlantic – David Friend
- Midwest – Nona Golledge
- Pacific – Scott Berlin
- Southern – Jeanne Fry

Regional Council Structure



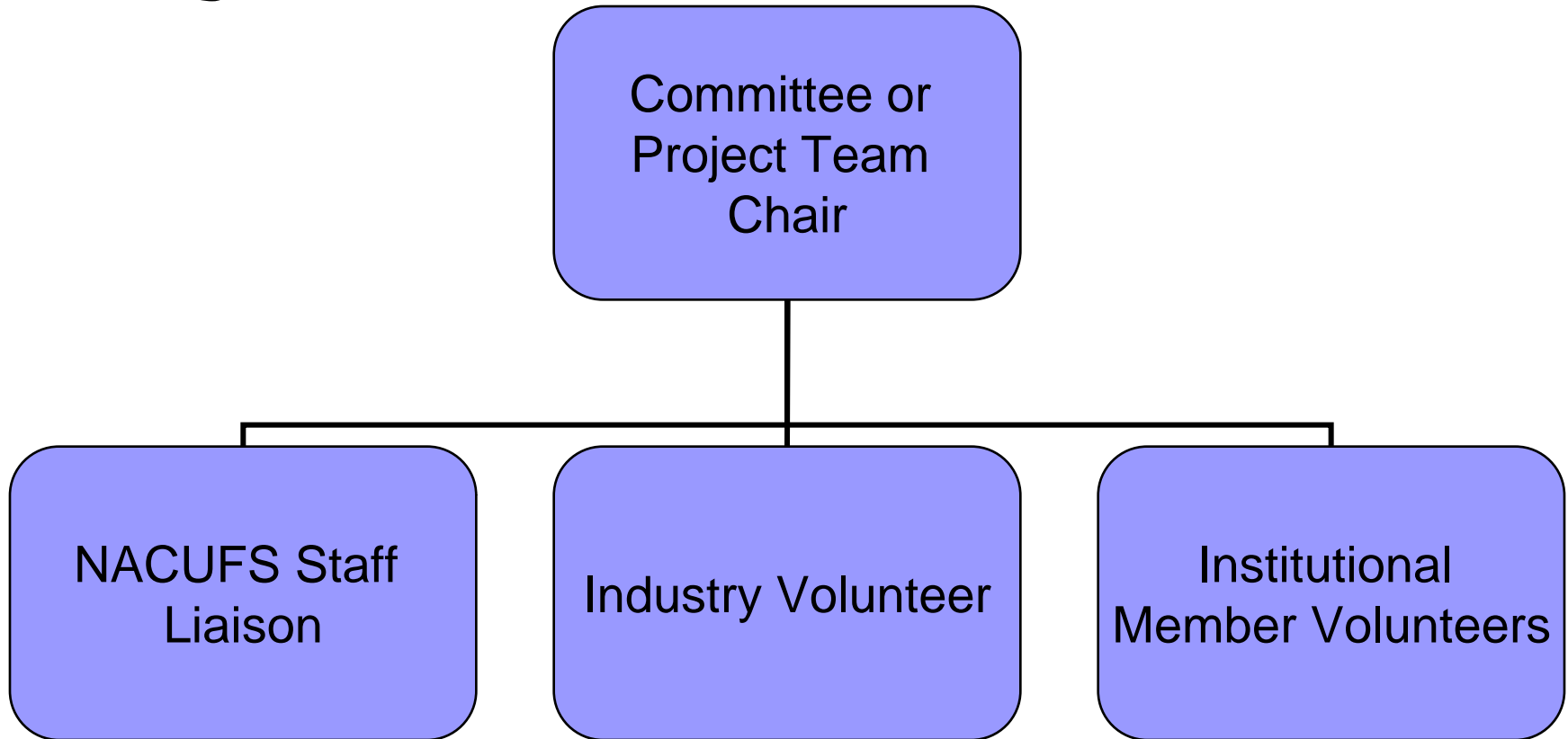
Typical Regional Council Positions

- Regional President
- Vice President/President-Elect
- Secretary/Treasurer
- Regional Conference Chair
- Information Officer
- Members-at-Large
- Education Chair
- Past President
- Industry Representative
- Other Committee Chairs

Regional Activities

- Create opportunities to connect members more frequently.
- Provide annual conferences, subregional conferences, programs, workshops, seminars.
- Award scholarships and select some institute attendees.
- Provide recognition programs.
- Generate volunteer opportunities.

National Committee and Project Team Structures



National Committees

- Benchmarking
 - Operating Performance Benchmarking Survey
 - Customer Satisfaction Benchmarking Survey
 - Salary Benchmarking Survey
- Bylaws
- *Campus Dining Today*® (CDT) Editorial Board
- Council of Past Presidents
- Culinary Challenge
- Education
- Educational Advisory Board
- Finance
- Foodservice Management Internship

National Committees *(cont.)*

- Industry Advisory Council
- Industry Research
- Loyal E. Horton Dining Awards
- Marketing
- Media Scanning Team
- Member Forums
- Membership
- National Conference
- Nutrition
- Strategic Planning

**Committee charges are listed in the Membership Directory.*

Industry Advisory Council

- Composed of 11 industry members from different segments of industry
- 3 year terms
- Application process conducted in the spring
- Appointed by president-elect

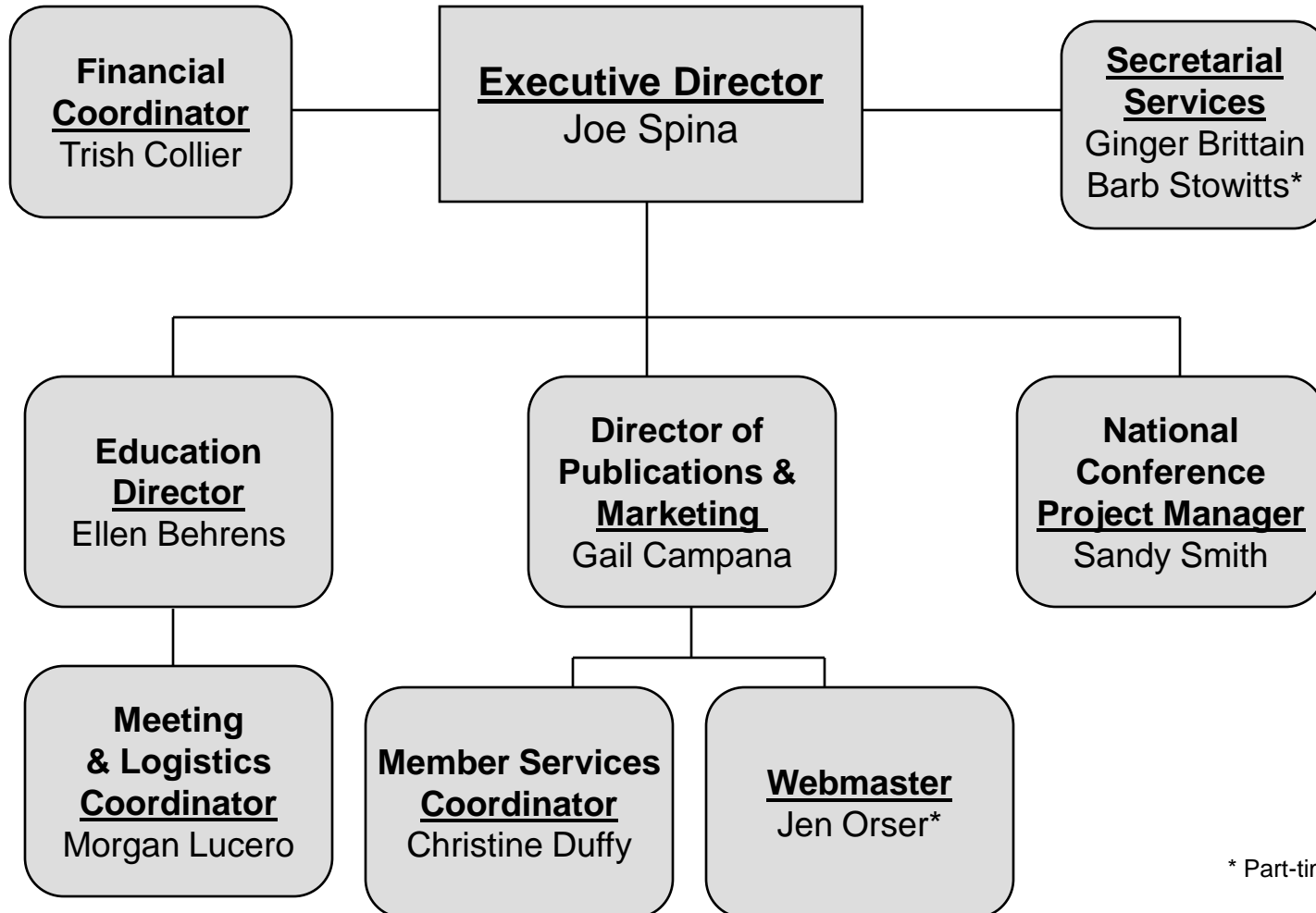
NACUFS Staff

- Not volunteers, but professional employees of NACUFS.
- Managed by the Executive Director.
- Provide assistance and services to members.
- Carry out strategic initiatives related to their work.

The Association Staff

- Provide expertise in various fields
- Provide historical perspective and continuity for committees and project teams.
- Support volunteers with guidance and administrative assistance.

The Association Staff



* Part-time Staff

The Association Staff

- Executive Director: Joe Spina
- Administrative Assistant: Ginger Brittain
- Director of Education: Ellen Behrens
- Financial Coordinator: Trish Collier
- Director of Publications & Marketing: Gail Campana
- Meeting & Logistics Coordinator: Morgan Lucero
- Member Services Coordinator: Christine Duffy
- National Conference Project Manager: Sandy Smith
- Secretary (part-time): Barb Stowitts
- Webmaster (part-time): Jen Orser

Who to Call for Assistance

Have a question? Here is a guide to the staff person who can help you.

Topic	Staff Person	Topic	Staff Person
<u>Accounting</u>		<u>National Conference</u>	
Accounts payables/receivables	Trish Collier	Awards programs	Sandy Smith
Invoices	Trish Collier	Education/Speakers	Sandy Smith / Ellen Behrens
Travel	Trish Collier	First Timers program	Christine Duffy
Advertising	Gail Campana	Golf tournament	Trish Collier
Benchmarking	Joe Spina	Media inquiries	Gail Campana
<u>Committee Support</u>		Registration/Housing	Sandy Smith
Bylaws	Joe Spina	Showcase	Sandy Smith
Culinary Challenge	Morgan Lucero	Sponsorship	Joe Spina
Dining Awards	Sandy Smith	<u>Products/Services</u>	
Editorial Board	Gail Campana	How to order	Ginger Brittain
Education	Ellen Behrens / Morgan Lucero	Mailing labels	Ginger Brittain
Finance	Joe Spina/Trish Collier	Order fulfillment	Ginger Brittain
Industry Advisory Council	Sandy Smith	<u>Professional Practices</u>	Christine Duffy
Industry Research	Ellen Behrens	<u>Publications</u>	
Internships	Christine Duffy	<i>Campus Dining Today</i>	Gail Campana
Marketing	Gail Campana	<i>Directory</i>	Gail Campana
Membership	Christine Duffy	<u>Regional Information</u>	
National Conference	Sandy Smith	Calendar of events	webmaster@nacufs.org
Nominations	Sandy Smith	Educational programs	Ellen Behrens / Morgan Lucero
Strategic Planning	Joe Spina	<u>Research</u>	Ellen Behrens
<u>Contract Administration</u>	Joe Spina	<u>Scholarships (DeHaven Trust)</u>	Ginger Brittain
<u>Educational Programs</u>	Ellen Behrens / Morgan Lucero	<u>Web site</u>	
<u>Job Opportunity Bulletin</u>	Ginger Brittain	Discussion lists	Ginger Brittain
<u>Management Consulting Teams</u>	Christine Duffy	E-Newsletter	Gail Campana
<u>Media Inquiries</u>	Gail Campana	NACUFS News	Gail Campana
<u>Membership</u>		Job Opportunity Bulletins	Ginger Brittain
Changes in membership	Ginger Brittain	Web maintenance/technical	webmaster@nacufs.org
Dues	Christine Duffy		
General information	Christine Duffy		
Joining/Renewing	Christine Duffy		
Recruiters Club	Christine Duffy		



Part 3: Getting Involved

Volunteers

- NACUFS is volunteer driven.
- NACUFS depends on volunteers to:
 - share their knowledge, skills and talents
 - ensure focus on member needs
 - implement strategic plan initiatives
 - lead the association
- Volunteers are needed for both national and regional support and initiatives.

Benefits of Volunteering

- Networking – sharing ideas, making new connections.
- Making a difference – contributing ideas and energy to affect changes in the industry and association
- Professional development – developing new skills, being exposed to new ideas.
- Career enhancement – resume building, and injecting excitement into current position.
- Information inside track – being in the know about what is happening with NACUFS and the industry.

Ways to Get Involved

- Get involved with a committee.
- Read the NACUFS E-Newsletter and *Campus Dining Today*® to find out what is going on in the regions, on the national level and in our industry.
- Subscribe to the NACUFS DL (Discussion List) and/or a member forum.
- Volunteer to help out at a sub regional, regional or national conference.
- Write a short article for the online regional newsletter and send to the regional information officer.
- Send news releases and story ideas for NACUFS Web site, *Campus Dining Today*® or NACUFS e-newsletter to Gail Campana, Director of Publications & Marketing.
- Submit a proposal for an interest session for the regional or national conference.
- Apply to attend a NACUFS institute.
- Run for regional or national office.
- Nominate persons for scholarships, awards, and national/regional offices.
- ***Volunteer! Volunteer! Volunteer!***

Keys to Volunteering

- Sign up on the volunteer data base!
 - www.nacufs.org
 - Click on Volunteer Outreach
- Consider starting at the regional level.
- Build a volunteer history. Be credible and reliable as a volunteer.
 - Do what you are asked to do, on time with quality.
- Get noticed by leaders.
- Attend an Institute.

NACUFS Awards

- **Theodore W. Minah Distinguished Service Award**
 - NACUFS highest award; nominated by peers.
- **Richard Lichtenfelt Award**
 - National president selects to recognize service.
- **Daryl Van Hook Industry Award**
 - Recognizes service by an industry member; nominated by peers.

NACUFS Awards

■ Regional Presidents' Awards

- 1 – 2 given per region annually, selected by regional president.

■ Distinguished Lifetime Member Award

- Recognizes retired member for contributions to industry; nominated by peers.

■ Loyal E. Horton Dining Awards

- Competitive awards for dining programs.
- Catering, board, and retail operations.

Awards & Scholarships for Students

■ Student Employee of the Year

- Regional and national competition for scholarships at both regional and national level.

■ Clark E. DeHaven Scholarships

- Competitive for students in academic programs in foodservice industry.
- Managed by the Clark E. DeHaven Trustees.
- Funds are raised through annual silent auction and donations.
- Bid often and bid high!

For more information:

- Contact:

- dannis@ou.edu
- mkraner@lsu.edu
- rfmeyer@unr.edu
- jspina@nacufs.org

- www.nacufs.org

- Association Phone Number: **(517) 332-2494**

- Association Address:

NACUFS

2525 Jolly Road, Suite 280

Okemos, MI 48864-3680