

Welcome to the Family

By: Shawn Corr, UNLV

12 years ago when I went to my first NACC conference in Tennessee, was almost my last as well, I was very overwhelmed by all of the experience that was in the room. I don't think I spoke a word to anybody for the first couple days. I never thought that I was going to be able to fit in with this group. How could someone who had only been in College concessions for a few years, have anything worthwhile to talk about with Managers that have been at Notre Dame, Michigan State and Maryland? I had been a fan of these Universities, but never thought about having contact with people at these schools. I came home that first year with more questions than I had answers and wasn't sure that I wanted to go back the next year.

Why did I continue to attend the conferences after that first year? UNLV had been asked to be the site of the conference in 2008, so I had to make sure that we were ready to host such experienced people. At that point, I didn't have a clue how different points of view are what help to teach us all. I had to force myself to ask questions and found out that these "experienced" managers were just like me and had questions for me on how we ran things. I started to feel that I was not only learning from my peers, but also helping to answer questions.

I have missed a total of three conferences since becoming a member in 2004, due to budget issues and little thing called getting married. I think one of the things that was helpful back then and remains helpful today, is the New Member orientation. Unfortunately, when we hosted this year, I dropped the ball and didn't have the orientation this year. We tried to reach out to the new members prior to the conference, but I for one can say that "I Failed", and I apologize for that.

Three years ago, I was elected to the Board and was thrilled. I started as a "Freshman Class" member in 2004 and now I am President of what I feel is the best peer to peer organization out there for Collegiate Concessions. We as NACC are only as good as the members we have, and I want to make sure that everybody feels comfortable talking to and communicating with each other. If ever there is a question that you have and need to get an opinion on, the membership of NACC is paramount in their experiences. Have a question about how to deal with a Presidential Debate, ask Chris from Oregon. Have questions about if you should have Hot chocolate for a BYU bowl game in 55 degree weather, call on Aaron at BYU. And if there is ever a question that you feel I can answer, reach out to me and I will give you input.

It was truly an honor to host the conference this year and look forward to seeing all of you next year in North Texas, for what will be another awesome gathering of like minded and open individual that make up the membership of NACC.



2016 NACC Conference Attendees

This is definitely not a Good-Bye!

By: Jim Miller, Cres Cor

OK, so my two years on the Board of Directors has flown by and like everything else we do, the time went so quick we wonder exactly what happened. I can tell you that the NACC is most assuredly in very good hands and the dedication that I have seen by the board members is inspiring. In fact, I may just throw my hat into the ring again in a few years because the NACC has so many great people involved, it has been a delight to help and spend a few extra hours with many of you.

Want to get more out of the association? It is true that all one needs to do is put a little bit of effort into the group to grow the value for all of the members, vendors and concession members alike. The sharing of expertise and ideas continues on long after the annual conference and right into the next year. I have enjoyed getting to know some of the strengths of members and people that I can turn to for advice and honest answers. How refreshing!

So, not a Good-bye to all, but a definite see you again next year. Just remember, never hesitate to reach out to me or any of the members if you need to "bounce an idea" off of someone. Have a great finish to 2016. I'll bet you can't wait to use some of those ideas from the conference for 2017 and beyond. Live long and prosper.



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The 2016 winner is:

Marielena Cruz-Celaya
 University of Arizona

A Roadmap to serving alcohol.

By: Shawn Corr, UNLV

Dave Bullock from the University of Maryland took us on a comprehensive trip down the road on what it takes to start serving alcohol in College venues. We learned that getting from point A to point B is not always a clear path and can be full of speed bumps and road blocks.

Prior to the fall of 2015, the only places that served alcohol were: Suites at the venues, Heritage Hall, Terp Town and Catering. A lot of fans were being under-served and the decision was made to make Alcohol available to more fans. The process began with a proposal to the Student Government Association and took over two years and involved individuals from across campus and throughout the city. A vote was taken by the County Liquor Board on July 8, 2015, on whether to allow beer to be sold. With only 59 days before the first football game the Board passed the proposal by just 1 vote.

Just like any good vacation, you need to start planning before you actually plan to go. Dining Services began meeting in April 2015 to discuss what would be required if the proposal passed. Four main issues were discussed. What equipment would be needed? What will be the stated policies and procedures? How will we train people on the policies? And finally what Beer should be sold?

There is no one answer that will work for all venues when it comes to equipment. At their football stands, the decision was made to sell cans and equipment was purchased to facilitate this. This equipment made it necessary to redesign the stands to allow for better use of the space. For portable locations, a mix of draft and packaged beer carts were purchased. Throughout this process, they reached out to their Miller-Coors Rep to get input on what to get and help facilitate to purchases through Iowa Rotocast Plastics. In addition to the carts that were purchased, they also had to purchase Keg Hand trucks and Super Artics to get the product to the locations. Maryland Stadium has NO main warehouse, so a 40' Sea Crate Freezer had to be purchased and set to 30 degrees to store the product. They installed a walk-in on the upper deck for storage that had the ability to work as freezer if needed for ice. At the Basketball arena they were required to have all beer dispensed in cups, so the decision was made to install Draft systems in four stands. The stands that did not get draft used existing fridges for 16oz beers that were poured into cups.

Some of the policies that were put in place to ensure beer was served safely and legally was to limit the number of beers purchased by one per person and there was no beer sold in the student section. Beer sales would end at the ¾ completion of the event. Maryland reached out to Designated Driver, Uber and the local Taxi's to make sure that safety concerns were addressed after completion of events. In addition to the trained servers, there would also be 8 ABC officers and a County Inspector at every event. Signage was created and posted at all of the locations that served beer. No alcohol was allowed to leave the venues after events. To ensure that everyone being served was of legal age, equipment and training guides were purchased and distributed.

Over 500 people were trained before the first football game, again a mere 59 days' notice. The license that was

approved required that every server be TIPS certified. How do you get that many people to commit to being trained? Entice them with money of course. Employees were paid for the training and NPO's were paid \$25.00 for each person trained. As of the presentation 1,142 people have been trained and the trainers even received a letter from the Governor in recognition of this feat. As soon they get back, the training will start again.

The final issue that Dave discussed was what beers to sell. With all the beers that are out there, how do you narrow it down and at what point do you decide that enough is enough variety. Maryland went with 14 beers. The national beers that were decided on were Coors, Coors Light, Miller Lite, Blue Moon, Smith and Forge, Redds Apple Ale, Leinenkugel and Peroni. In addition to these brands a good mix of local craft beers were brought in. I can say little about having too many options as UNLV has 20 different options on a regular basis and even more at sponsored events. All I can say, is that if something doesn't work, find something that does or just cut the options down. You will never satisfy everybody, and don't add something that you don't feel makes sense, just to make somebody happy.

Wow, what a ride that was. But where have we gotten to? Was the destination worth the journey? Based on year one, there was a loss of \$260,000, due to unforeseen costs and needed equipment. Though I believe the number to be estimated, anytime you can say that you brought in \$1,000,000 in sales, that is a positive. Obviously not all of that was added sales, as some were just people that upgraded from a soda or water. Looking forward to year two and beyond is going to be beautiful. All the infrastructure is in and all the equipment has been purchased, so there will be profits from here on out... right? Let us get back to the fact there was only a one year approval given by the County Liquor Board. Was a good enough job done to train servers and control the consumption? On June 8, 2016 the Board voted on and passed the continued serving of beer...Unanimously. Good job Maryland and Good job Chuck.

Should you bring in a consultant?

By: Hope Kaser, Indiana University

You know how sometimes when you're dealing with an issue in your life, you turn to friends and family for their opinions? Companies often need this, too, especially when making tough decisions. Often times, clients have a perspective on how to solve the problem they are facing but want to make sure that what they're thinking is correct (or that they aren't so close to the challenge that they're missing the obvious answer). So, they turn to consultants to come in and provide their opinion.

But this isn't just any opinion: Because consultants often work with many different companies and may have worked through this problem in the past with someone else, they can really provide a perspective based on what they've seen work (or not) before. And given this experience, they can often bring new and innovative ideas or possible challenges to the table that clients probably wouldn't have been able to see on their own.

Consultant - Cont. on pg. 6

SUPPORT YOUR ENVIRONMENT

By: Carol Swift, Pratt Industries

Going GREEN is the right thing to do and what Pratt does Best! Pratt Industries is America's leading 100% recycled paper and packaging company-dedicated to the sustainability of our environment, our customers and our people. The cornerstone of our mission is to protect and nurture our natural resources, while reducing our impact on the environment by "Harvesting the Urban Forest." This commitment is fundamental to everything we do, from the products we make to the way we make them. Every day, our manufacturing process save 70000 trees-that is enough to cover more than 100 football fields.



We have proudly partnered with the NACC for the past 18 years. We have developed a line of carrying trays for concessions along with lots of other items. We have an all purpose tray, 2-drink tray and 4-drink tray made of 100% recycled paper.

They can be printed or plain. The printed trays can display sponsorship, coupons to be redeemed and even the school fight song. These tray are very functional as well as promote school spirit, reduce waste as they taken home, sponsorship awareness and support for the community.



Please consider adding Pratt Industries to your vendor list as you meet your Green requirements. We want to help your school enhance your environmental goals with our recycled products. At Pratt, we believe in packaging that protect the environment-as well as our customer's bottom line.

How to justify the cost of attending the NACC conference to your boss

By: Roy Lubovsky, Indiana University

Over the past ten years all universities have tightened their budget when it comes to travel, this trend is going to continue. How do you justify the expense of attending the conference to your boss? Sometimes the perception is that attending a conference/trade show is just an excuse to have a vacation on your universities dime. Here are ways that I have been able to justify attending the NACC conference for the past sixteen years.

New products discovered at the trade show

1. Stadium bowls (BYU Conference) – these bowls brought in \$65,000 in revenue
2. Souvenir cups (Maryland Conference) – Talking with peers and cup manufacturers convinced me to start a refillable cup program at football = \$88,000 in additional revenue
3. Nacho baseball gloves, mini basketballs and footballs (dippin dots) at (UNLV Conference) = \$75,000 in projected additional income

New equipment found at the trade show

1. Churro/Funnel Cake cart (UNLV)
2. New Dippin Dot stainless cart (UNLV)
3. Mini Donut cart (IU)
4. Kiosk (20x20') from IRP (Oregon)
5. Cres Cor hot box (BYU)
6. New food kiosk from Partners by Design (UNLV)

New Ideas

1. Triple Play Burger (inspired by Cougar Tails at BYU)
2. Refillable cup program (developed after talking with peers at Maryland)
3. Popcorn buckets (Texas A&M)

Menu Survey

1. Great to use as a benchmark when trying to increase prices
2. Comparing your prices to other similar universities ("we are not the highest priced nor are we the lowest price")
3. Finding new items from your peers

Additional benefits

1. Discovering at (Maryland) conference that a peer was looking for new career change. What started out as an off the cuff remark turned into a three month negotiation which brought to IU a new Assistant Director of Athletic Dining. Hope Kaser=Priceless

As you can see the benefits I have highlighted has won over the support of the Athletic Director I report to as they have seen firsthand the positive benefits the NACC conference is to our concession/catering department.

NACC 2017 Conference and Tradeshow
Hosted by: University of North Texas
June 12-15, 2017
For more information visit our web site at:
www.NACC-Online.com

NACC Conference Guest Speaker Dawn LaBonte

By: Chris Lauber, University of Oregon

From my own experience I always somewhat dread when I know I have to sit through a guest speaker. Why? Sometimes it's the topic and other times the speaker struggles to hold the attention of the group or they have a monotone voice that puts you to sleep. Thursday morning at the NACC Conference in Las Vegas there is a guest speaker scheduled to talk about leadership. Let me share some facts with you. Most of the audience has been in Las Vegas since Tuesday and a handful since Monday. Today is the last day of the conference and most people will be leaving first thing Friday morning. It's Las Vegas, how many people were out late the night before having fun? I was surprised at how many people were in the meeting room at 9am for our guest speaker since once again we are in Vegas, the room was full! Here we go, can we all stay awake through this quest speaker and perhaps learn something about leadership?

Our guest speaker was introduced as Dawn LaBonte, Senior Vice President for Community Affairs with Wells Fargo. I'm starting to think I have to listen to someone from the banking industry and this is going to be tough to get through. Was I wrong! Dawn began her topic on the Messy Mixed up World of Leading Teams by briefly explaining her background and life growing up. She first started out as an entertainer singing in lounges. She mentioned you learn how to manage people when you work with drunks. However singing was not going to pay the bills so she began looking for other jobs and starting a career in the corporate world. She had many bosses and managers and all of them were different. She credits one of her managers as the one that taught her the most. It was in 1985 that she was given team to manage but she didn't know how to lead. As she spoke about how she got where she got, Dawn kept the audience entertained with funny comics on the PowerPoint or a quick joke about the life experiences she went through. It was just enough to keep everyone entertained but also wanting to hear more and keep the session educational.

Dawn covered several different parts of leadership. She went over the types of leaders like the Servant Leader, the Seagull Manager, the Make Me Look Good Manager, the Not It Manager, and the "Really?" Manager. She talked about leadership communication such as the need to be culturally aware, the Gallup Q12 Survey and the importance of listening/hearing your employees. There was also some great advice on the correlation between a manager's concern for people/employees and their concern for production which helps you learn about even more types of leaders such as a Country Club Manager or the Authority/Compliance Manager and the most sought after type, the Team Manager.

Now let's say you are a great manager, how do you stay at the top of your game? Dawn, as the great leader she is, offered some advice and tips. She talked about the different ways people keep going such as using caffeine/sugar to keep awake and going or how people use alcohol and TV to numb away their pain to recover. In reality, people should be eating right and exercising to maintain the energy they need and to properly relax people should take breaks, sleep regularly, and use the vacation time

they get to actually take a vacation. Another important tip to leadership is not multitasking. When you have busy days and try to multitask you get distracted, when you have slow days and no employees are around most people can get a lot of work done because you are not multitasking.

Dawn kept us all engaged and awake during her time speaking to us. I noticed that many people were really interested in the topic and what she had to say. The best part however was learning at the end of the speech that Dawn's core values in leadership were learned from someone early in her life, her mom. By the way, Dawn is the daughter of our amazing NACC Member and University of Las Vegas Concession Manager Judy Grotts, what an amazing end to a fantastic educational speaker on leadership.

Best Vendor Event Ever!

By: Joe Blando, Dynamic Drinkware

I had the distinct pleasure to be part of the Vendor Product Advisory Committee for this year's NACC conference. As a vendor, it would only seem reasonable that I would be presenting versus being on the committee.

My first inclination was this may be a conflict of interest, but considering none of those presenting were competitors, I accepted the offer.

There were six companies presenting to 18 school committee members. The presentations took place on the day prior to the start of the conference. This ensured there would not be any distractions. My responsibility was to evaluate each presentation and provide feedback to the board on what I thought the value was to the presenting vendor and those on the committee.

I will say this often throughout this article, why wouldn't every vendor take advantage of this opportunity? I was blown away by the incredible opportunity this presentation offered a vendor. The value of having 35 uninterrupted minutes to present to 18 different potential customers, 18 people who represent countless years in the concessions industry, 18 people whom most would consider experts in concessions and 18 people who know what products and services work and which do not.

Why wouldn't every vendor take advantage of this opportunity?!

As I listened to each presentation, I quickly realized that this was not just an opportunity for vendors to show new products or present why their product might be better than others. Although some used this approach, most took this opportunity as a way to get feedback on their particular product or service. More than once I heard a presenting vendor ask for feedback on what the concession industry would want for a product or service. Many took this opportunity to listen to those on the committee as they talked about products and services they wanted at their individual schools.



This year's presenting companies included the following:



Duke Manufacturing- Great presentation and use of photos.



J&J Snack Food- Best Pretzels ever!



Sugar Foods- Thanks for all the samples. You had the entire committee eating.



Cres Cor- Wish I would have won that warming oven. Thanks Jim for all you do!



Sequoia- Exceptional presentation of system and willingness to address questions and concerns. This was Sequoia's third year in a row of taking advantage of this great opportunity. Welcome to the board Matt.

I wanted to list each vendor because they represent companies who understand the value of this opportunity. I also wanted to list them so that other vendors might reach out and ask first hand of the experience to present in front of the committee. I've spoken to each presenting vendor and I can assure you that Dynamic Drinkware will certainly be presenting at next years conference.

Committee members:

Dennis Deal – Clemson
 Heather Miranti – Southern Illinois
 Marielena Cruz-Celaya – Arizona
 Paul Schertz – Virginia
 Judy Grotts – UNLV
 Chris Lauber – Oregon
 Robin Janny – Georgia Southern
 Aaron Black – BYU
 Roy Lubovsky – Indiana
 Hope Kaser – Indiana
 Chris Fisher – UMASS
 John LaFrance – RIT
 John Gibson – North Texas
 Shawn Corr – UNLV
 Rocky Houck – Dayton
 Chelsea Luhta - Clemson
 Bill McQuerry – NACC
 Theresa Traulsen – NACC

That's a pretty impressive list. It shows a variety of school sizes that represent both self-op and contract venues. The names listed validate my earlier claim of the amount of experience you get with these individuals. I didn't list individual years of experience next to each name because then you would know that some of them are really old.

I would encourage all vendors to simply send a note out to one of these school members and ask their opinion of the vendor presentations. I did, and Hope Kaser from the University of Indiana stated "... You would never have time to get this much information about a company in the few minutes you have at the trade show.". That's powerful and a consistent comment among those on the committee. Think about that comment for a minute and reflect back on your experience at the trade show with each school member. Although the trade show was done very

well this year, it is a trade show. That means you get a few minutes with each school member and then they are off to the next booth. In some cases you just have too many people in the booth to really have a good conversation. I'll mention it one more time.... Why wouldn't a vendor take advantage of this opportunity?

Our management team at Dynamic Drinkware meets regularly to discuss sales and marketing. We talk about value in our approach to specific markets and how best to expose our product line to potential customers. These discussions usually center around mass mailings, email blasts and sending samples. For the National Restaurant Association Show in Chicago last month we sent out a lenticular 3d card that featured our patented product line. This was sent to roughly 2,500 attendees. I mention this because the NACC vendor product presentation falls directly into this category. The difference though is the value you get for your money. The mailing I did for the NRA show cost me four times what I would have spent had we done the vendor product presentation. I'm sure my mailing for the NRA show got to some potential buyers but I have no idea as to what their reaction was. With the NACC vendor product presentation I would have had 35 minutes of direct contact with 18 committee members.

If you plan on being at North Texas next year for NACC, then sign up early for the vendor product presentations. Why wouldn't you take advantage of this great opportunity!

A First Timer's Glance at the 2016 Conference

By Kasey Gieschen, Sequoia Retail Systems

It was an honor and a privilege to attend my first National Association of Collegiate Concessionaires (NACC) Conference this June. The NACC's reputation had preceded the annual conference, boasting a tight-knit group of the collegiate concession industry's leading stadium operators who are focused on innovation and constant operational enhancements that foster a tighter community. The 2016 conference, hosted by UNLV, certainly did not disappoint. From the tours of their state of the art athletic facilities learning how UNLV operates on the concourse and in their suites to rafting down the Colorado River with Montana State and University of Maryland (making sure that guy from Aramark didn't get splashed) and networking with University of North Texas and UCSB during dinner at sunset on Lake Mead, the NACC conference was by far and away the best conference I have ever attended.

While I have just completed my "rookie season" with NACC, Sequoia Retail Systems has been a participant for four years now. Beginning as a member, growing from a vendor to a sponsor and now being a part of the executive board, Sequoia's involvement with the NACC has led to opportunities that are not available anywhere else in the industry. Through NACC we are able to participate in forums with many of the operators from around the country, including BYU, University of Oregon, UMASS, Michigan State, University of Arizona, Georgia Southern, and Clemson, to name just a few. It is through the feedback from the NACC's membership and Vendor Advisory Committee that we are able to discuss technology trends,

A First Timer's Glance - Cont. on pg. 6

A Firs Timer's Glance - Cont. from pg. 5

identify Point-of-Sale needs, and discover the overall ways in which Sequoia's POS Solution can better serve the stadium market. With a strong emphasis placed on networking and collaboration, I am delighted to be a part of an organization that values their vendors just as much as their University membership.

The bulk of what I learned at UNLV came from the educational sessions which promote collaboration and discussion based learning among members and vendors by sharing best practices, encouraging debates, solving problems, and exploring overall leadership skills. Some of the topics that warranted the most fiery debates this year were selling alcohol during events, various approaches to managing NPO groups, and perhaps most importantly: how to improve speed of service while increasing customer and employee satisfaction. Whether fundamental differences or university-backed initiatives were the cause for the debate, listening to the most experienced, successful and professional industry minds hash out current pressing matters has never been so much fun! The NACC is an excellent organization to be a part of and I am looking forward to another great conference next year at University of North Texas.

"Turn the Tassel and Grab a Hot Dog"

By: John Gibson, University of North Texas

We've all been there before. It's the end of a long Calendar Year, baseball and softball seasons have finished, the NACC Conference is coming up soon, and we're all looking forward to a stretch of vacation. However, there's one more hurdle left to clear – Spring Graduation ceremonies.

At the University of North Texas, we are fortunate to not only have one large University Wide-Commencement, but also two days of individual College ceremonies with over 30,000 in attendance between them. A few weeks after the UNT ceremonies, the gauntlet begins for our staff. Over 20 High Schools from the D/FW area fill the UNT Coliseum with graduation ceremonies, crammed into 8 straight days. In total, we had over 10,000 graduates and 100,000 Guests pass through the Coliseum doors to attend these "Rites of Passage".

While some Universities may only have the opportunity to sell Concessions at their own ceremonies, devoid of local High School events, Graduations have become an increasingly strong method to increase revenue at the end of a calendar year. Critics would point out that Graduations are a revered, traditional event, and that offering Concessions is more than "tacky". However, most in attendance are at these ceremonies for at least 2-3 hours. Often times, these events begin around lunch/dinner time, and many families attending have children present. Our Guests are hungry and truthfully expect some type of Food and Beverage service at our venue. While there is a stream of business before the event starts, there is also what I call the "ABC" effect. At a ceremony of 600+ graduates, if your graduate's last name is 'Williams', you're going to be waiting for quite some time to hear their name called. While sitting, people often get bored and hungry, leading to them walking around the concourse and looking for the nearest Concession Stand.

In 2015, our Operation had a successful "Graduation Season". Our menu during the 2015 ceremonies consisted only of bottled water, fountain drinks, and pre-packaged snacks. However, I wanted to increase our revenue further by offering heavier snack items that Customers were demanding and would find appealing. Management of the Coliseum would not allow Hot Dogs, or other standard Concession items, as part of our menu, for fear they would impact the cleanup process too much between ceremonies. My plan was to convince them that we could add Hot Dogs and Super Pretzels for the 2016 graduation season. These items are easy to prep, and once consumed, they leave the same amount of waste as a package of candy or a bag of chips. Moreso, I wanted to see if adding these two items would help grow our revenue or lead to menu cannibalization. At worst, the sales price of a Hot Dog is higher than that of a chocolate chip cookie or muffin. If our number of items sold stayed flat, revenue should increase, based on the higher sales price alone.

After a few conversations with Management, the Coliseum allowed us to try the two new additions for this year's ceremonies. The results were astounding. Overall revenue increased by more than 25%, year over year. We actually had one fewer graduation ceremony than the year before, but had a few thousand more transactions in total. The dollar amount spent per transaction also increased substantially, moving from \$5.90 in 2015 to over \$7.10 in 2016. While the Coliseum was quite happy with the increase in Commission owed to them, our Volunteer Groups greatly appreciated the higher Commission earnings toward their Fundraising goals! We're planning to add our Hickory Smoked Sausage to the menu next year, and evaluating if a Cheeseburger would be a good menu item as well.

To those Concession Managers who view Graduations as events simply to just "get through", I invite you to take another chance at this opportunity. Perhaps your outlook and revenue will change in a positive direction.

Consultant - Cont. from pg. 2

If utilizing consultants is a new experience to you, these are the typical benefits that consultants should bring:

- Experience in solving similar problems. So they will get to the solution much quicker and you will see the business benefits much quicker.
- Well developed approaches, methods and tools that will assist in the process.
- Objectivity in undertaking the task.
- A dedicated team to tackle the specific issue at hand who are not distracted by also trying to run the business day to day.
- Subject matter experts who can provide a sounding board for new ideas.

Please feel free to contact me and I can share some experiences of members that might help you make your decision.