



Dear NACC members,

It has been both an honor and a privilege to serve on the Board for the past 4 years, and as president the past year. There have been many obstacles to overcome and opportunities to react on. I regret not meeting more of you, but as I said during the conference, I will still be involved with the Board and future conferences.

I look forward to seeing all of you next year in Arizona. Did you check out that wanted poster from the postcard? Those look like some scary dudes and wouldn't want to see them in a dark alley. Arizona has some wonderful things planned for the conference and I can't wait to get back to Tombstone...some guy named Clem was gonna cook me up some vittles. Not sure what a vittle is, but it sounds like a Challenge.

I have learned so much being on the Board and would do it again in the future. I know that I am leaving the Board in more than capable hands.

In closing I want to give one more shout-out to John and the entire UNT staff that was called upon to host our Crazy group. Both Stevie and Austin are wonderful hosts and never did I run into them, that they didn't ask if we needed anything. John has a wonderful support team here.

Sincerely,
Shawn Corr, UNLV

SEARCHING FOR THE NEXT NACC EXECUTIVE DIRECTOR

By: Theresa Traulsen, NACC Executive Director

The NACC has had only two Executive Directors since its organization incorporated in 1997. Ron Athey was the first Executive Director from 1997 – 2003. Theresa Traulsen took over from Ron at the 2003 conference.

It was an honor when Ron Athey, Dave Baker and Mickey Freymuller selected me to take over for Ron Athey as the second NACC Executive Director more than 14 years ago.

Ron loved this organization and so do I, but it is time for me to let a new Executive Director take the reins and move the organization into the future.

The Executive Director Search committee is currently looking for a person with new ideas and a new vision. It is my hope that the next Executive Director will grow the NACC organization beyond where it is today.

I hope anyone interested in the challenge will submit a resume to info@nacc-online.com. The committee is looking at making a selection after the first of the year. I have let the current Board of Directors know that I am willing to stay on and help the new Executive Director with the transition and ensure a smooth change over, just as Ron Athey did for me in 2003.

Rest assured that the NACC is in good hands and the planning for the 2018 conference at University of Arizona is well underway and the planning for the 2019 conference has just begun.



IT'S A WRAP

By: John Gibson, University of North Texas

For those that attended the 2017 NACC Annual Conference, I hope that you all were able to create some new connections, discover innovative ideas, and ultimately have a great, memorable time! Between the various activities, tours, meals, and education sessions, I believe there was more than enough planned to keep everyone interested throughout the week. While I know some mistakes were made, my team put in a lot of hours, both into the planning and setup, to execute each day of the Conference. Our goal was to have as flawless a week as possible, both implementing the big picture tasks, but also focusing on all of the small details to help enhance the hospitality level and enjoyment for all of our Guests.

Since the close of this year's event, I found myself reviewing the planning and execution of the two Conferences I have been associated with hosting. Several years back, as an Assistant Manager at Texas A&M, we had the privilege to host the NACC Conference. As in 2017 at North Texas and 2009 at Texas A&M, we followed up the UNLV team as a NACC host. It's never easy to follow-up Las Vegas as a destination area, considering when the host locations are College Station and Denton, TX. Additionally, Shawn Corr and his team have always done a fantastic job hosting past NACC Conferences. When comparing both experiences at UNT and Texas A&M, the differences between them come down to three things: the host location and activities in the area, prioritizing the planning, and the staff teamwork.

As someone who calls College Station their hometown, I must admit that I love the city and the sparse country the city resides within. However, the 2009 Conference was a bit challenging to find a compelling, group activity for everyone to enjoy. Outside of Texas A&M's campus and the Bryan/College Station area, we found it difficult to plan a fun group activity, without having to travel 1-1.5 hours to the Houston area. The nice thing about hosting at North Texas this year was the plethora of events, attractions, and entertainment areas that the Dallas-Ft. Worth metroplex has to offer. While we visited both AT&T Stadium and Globe Life Park, my team and I tried to keep all of the other group activities near or inside the Denton city limits. If North Texas is asked to host again in the future, there are many additional locations that we can look at for group activities, meals and entertainment spots.

Planning was integral to pulling off a successful conference this year at North Texas. The bulk of the work began in November and December of 2015. From there, the groundwork was laid in relationship building, logistics planning, and execution of the 2017 Conference. My team and I wanted to make sure that we not only had all of the transportation, meals, meeting sites, and trade-show elements in place, but we wanted to add the extra touches that would stand out for you all. These small touches included having bottled water present at the hotel check-in and working with the City of Denton to provide koozies, maps and local information inside each of the Conference bags. We also partnered with our North Texas Concessions Vendors (Beth Marie's Ice Cream, Poppy's Kettle Corn, and Miller of Denton Beer Distribution) to add fun elements throughout the conference,

including: an ice cream sundae dessert bar, kettle corn during the Apogee Stadium tour, and beer provided at the Hotel Hospitality Room. During the 2009 Conference, we did not utilize our local vendors as much when compared to this year's event. I believe having our Concessions' partners involvement with this year's conference helped enhance what we were able to accomplish as hosts.

Finally, the success of the 2017 Conference is due to the hard work, positive attitude and complete "buy-in" of my Concessions team. Both Stevie Haywood and Austin Eldred did a fantastic job every day of completing all necessary tasks, going above and beyond the normal call of duty, and showing up each day with a smile on their face with a winning attitude, regardless of how tired they may have been. Their efforts have not gone unnoticed by myself or others within the NACC! Additionally, our student workers provided outstanding support during the Conference. Whether it was driving a 10-passenger van late one evening on the "Downtown Square", assisting vendors with the Tradeshow, or helping setup tents, snacks and beverages during meetings, our Crew was excellent. I am enormously proud of Stevie, Austin and all of our student staff! I cannot thank each of them enough.

As a current Board Member for the NACC, please feel free to contact Theresa, myself or other Board Members to share any feedback regarding this year's conference and future gatherings. As an organization, we are always looking to improve, enhance and grow. It takes feedback and involvement from all of our Vendors and University Members, both good and bad, for the NACC to accomplish those tasks.

Until the next time we speak, I am looking forward to seeing you all in Tucson for the 2018 Conference!

WHY AN NACC MEMBER SHOULD WRITE AN ARTICLE FOR THE NEWSLETTER

By: Hope Kaser, Indiana University

We would enjoy getting new viewpoints from the membership and sharing information. Have you had a unique event that was successful and think it would be a good learning tool for another school member? Have you hosted an event that you hope never comes back to your university/college and want to share what you did and what you would do the next time to make changes.

Did you get a new piece of equipment that has given you options in your unit? Has one of the NACC vendors given you an idea that worked and may be worth sharing? Have an interesting nonprofit group? Do you have a staff member you want to highlight? Is your budget out of line because rising prices for food items? Is your hourly wage increasing?

We have all been there and it is great to see that you have a kindred spirit in another operation. Please share your stories as there may be someone else that has not experienced or will be experiencing the same event and the more information they have the more successful they can be.

THINK LIKE AN OLYMPIAN!

By: Joe Blando, Dynamic Drinkware

The 2017 NACC Conference featured a dynamic guest speaker who just happens to be one of only three people to play in the NFL and compete in the Olympics. His name.... Johnny Quinn, former Buffalo Bill, Green Bay Packer and current American Olympian Bobsledder. What an energetic speaker he was!

Johnny shared his story with us and related his experiences back to several important topics like goal setting and leadership. He said several times that it all starts with how you think. He did a great job presenting real life situations and how he learned and dealt with each of these. I was most impressed with his passion and ability to overcome obstacles. Johnny related those challenges he faced to the same ones we face everyday.



I believe John Gibson and the NACC board specifically selected Johnny because his story and message was fitting with what most of the membership faces throughout a school year.

Johnny talked about options and more

specifically about the options we have when things don't go so well:

Option 1- Blame others. We've all been there. The first thing we often focus on when a problem arises is placement of fault. There just has to be someone to blame!

Option 2- Collaborate and come up with a plan to resolve the issue. This is obviously the preferred option but too often not the one that seems to be chosen.

You can take a look at the two options above and relate that back to the message of

"It all starts with how you think" Are you the type of person who wants to first and foremost figure out who's at fault or are you the type of person who wants to get issues fixed. In the concessions industry, I expect option two would be most beneficial as most of us hardly have time to focus fault versus getting issues resolved.

Most of us who attended this year's conference are in leadership positions. Johnny referenced leadership in several of his points and talked to us about trusting in our leaders. The point he was making was that sometimes we don't exactly understand what decisions those we work for are making, but need to trust they have a reason and our best interest in mind.

Johnny talked about the four things that must happen when setting a goal. I thought this portion of his presentation was great and really made sense regardless of the situation:

Make a decision- You must first commit to that goal and define what you want to achieve.

Price- Know there is a price to pay. That may be in money or time.

Pain- This could be physical or mental. It might just hurt or be difficult along the way to reaching that goal.

Reward- Doing the first three will get you to the reward.

During this year's NACC conference we witnessed a great example of leadership. John Gibson and his staff at the University of North Texas did a fantastic job in planning and executing a very difficult event to host. I mention this because they certainly deserve recognition but also wanted to relate the week's events to leadership. All of us who attended saw the incredible effort by John and his team throughout the week. When John had to leave the conference unexpectedly, the NACC Board had concern in making sure the final two days would still go as planned. In this very situation John demonstrated leadership abilities that were evident in his absence as well as his presence. He made sure weeks and months prior to the conference that everything was set and in place regardless if he was present. He may not have planned to be gone, but certainly made sure his absence didn't negatively affect the conference. I would challenge each of you to ask yourself that very question. How is your leadership demonstrated in your absence?

During Johnny's presentation, I wrote down several key points I believe relate to us as employees and leaders. Some of those include:

- Borrow wisdom
- Our words matter/ Actions speak volumes
- What's fair?
- Trust in Leadership
- Focus on what you can control
- Dream big
- Are you available for that unexpected opportunity?

I would suggest each of you go to Johnny's site to see what each of these mean from his perspective. After doing so, I expect you will be able to fit them into your own life. <http://www.johnnyquinnusa.com/>



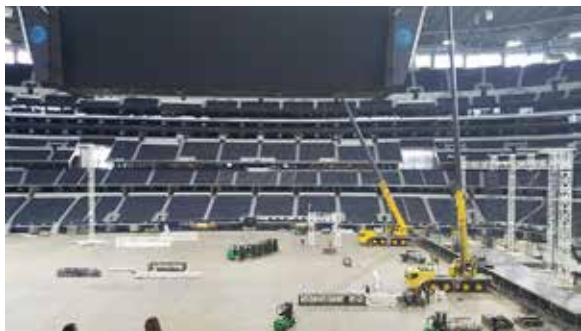
Johnny Quinn was a great guest speaker for our event. Johnny leaves his audiences feeling motivated to go out and make something happen. The information on his website is very inspiring and would be helpful to look through as you are setting goals or looking for ways to motivate your own employees. "Think like an Olympian". Your goals are just as important as the Olympics!

PROFESSIONAL STADIUM TOURS

By: Chuck Aldridge, University of Maryland

The 2017 National Association of Collegiate Concessionaires conference started off in Arlington with a tour of AT&T stadium and Globe Life Park.

Our first stop was AT&T Stadium, home of Dallas Cowboys since 2009. The stadium seats 80,000, making it the fifth largest stadium in the NFL by seating capacity. The maximum capacity of the stadium with standing room is 105,000. The record attendance for an NFL game was set in 2009 with a crowd of 105,121. It also has the 24th largest high definition video screen the world which hangs from the 20 yard line to the 20 yard line. The stadium has numerous concessions, suites and club areas for fans to enjoy all provided by Legends Hospitality.



We were able to see several club areas where more than 40 stadium wide events and over 500 Catered events occur every year. The tour then took us through many areas including the Dallas Cowboys Cheerleaders and Cowboys locker rooms, the Post Game Conference area, Jerry Jones personal elevator and the Miller Lite Club where the players walk through the club area to get on the field. Unfortunately, we were not able to go on the field due to the stadium preparing for a Metallica concert. This upset some of our members, including Bill McQuerry!



We were then provided with a tour of their kitchen and storage areas for the stadium. WOW, is all I can say. Some of us have big stadiums, but nothing compares to the amount of prep work and everything else they need to provide for their customers. We tried to get a sample of the ribs they were smoking for 14 hours, but they were not ready! The last stop included the concessions warehouse. The Warehouse Manager and Concessions Chef gave us some insight on their daily routine and their challenges during game days.

The staff of Legends Hospitality was very gracious to do a question and answer session with the group. They provided a lot of great information on how they operate for an event, whether it's a Cowboys game or other special

events. It was a great opportunity for our group and was very informative. Whether you're a fan of the team or not the stadium is amazing and beautiful.

The next stop was Globe Life Park, Home of The Texas Rangers since 1994. Globe Life Park has a seating capacity of 48,114 with all of the seats angled towards home plate. The stadium complex is unique because it has a four-story office building within the ballpark, an upper and lower deck in the home run porch in right field and a Texas Lone Star on aisle seats similar to the outer façade and concourses. The ball park has 127 suites and over 100 fixed or portable concessions locations all ran by the Delaware North Sport service.

We started our visit with a great Tex Mex lunch in the Hyundai Club. After a delicious lunch, we headed out to tour some concession stands, suites and press club levels. Then the great tour guides took us to see the indoor batting cages, press conference area and then took us to the dugout. The dugout provided a beautiful view of the entire stadium. Within the next year or so, they're building a new stadium for the Rangers.

ROUND TABLE DISCUSSION

By: Chuck Aldridge, University of Maryland

On Thursday morning, the NACC Executive Board was moderators for round table discussions. We had a box for members to put their questions in. We took those questions and split them amount the different moderators.

Of the questions I was given, one question dominated the discussion. What are some things schools are doing to enhance their game day experience, food or nonfood related?

What a great question as everyone is trying something new to attract more people and to keep them interested. We had a great discussion that provided the following answers:

- Popular radio show moved in to bring fans in sooner
- Enhanced Wi-Fi capabilities
- Enhancing the overall customer service
- Offering more locations and variety of products
- Specific marketing towards the particular sport
- Fresh ideas / display cooking
- Remodeling areas within facility
- Cash only lines

At Maryland, we have enhanced the Wi-Fi capabilities and are trying to add some pre-game entertainment with local bands along with food, alcohol and many other vendor sponsors.

Does anyone else have anything to add to the list? I'm sure we are all looking for more ideas and would love to hear them.

UCMT CLASS

By: *Chris Lauber, R.E. Arena*

Before the 2017 Conference at North Texas, several members took the UCMT Course that was put on by Concession Solutions and taught by Theresa Traulsen and Bill McQuerry. The class covers topics from hiring staff and training, purchasing, accounting, catering, management, and of course the importance of inventory in a concession operation. Working in the concession industry for around 15 years with the last 12 in a management position and at three different college accounts, I still learned a lot that some people would think you would know after that many years.

The class uses a training manual and class interaction by sharing ideas and processes that each person uses in their operation. This interaction fostered great discussion and ideas within the participants. As certain topics were covered such as stand layout or product cost, each student shared information from their operation with the class and was able to get feedback, suggestions, and even praise on their operation on the spot. This open discussion on different parts of a concession operation opened the eyes of each student in one way or another. I think one example most people never thought of was telling your soda company where the carbonator needs to go to free up space you need to serve your customers faster. Most soda companies put the equipment where they want or is the easiest for them.

The class takes three days to complete and includes visiting a concession operation in action. We got the chance to visit a Texas Airhogs basketball game on Saturday night. During the visit we had a list of questions to answer based on the operation at that venue. This exercise enabled all students to look differently at a concession operation and gain insight on how to better improve their own operation. Some of the students were able to talk to the employees at the game and get their perspective on some of the concepts and policies. I personally got the chance to see how they reacted to making a mistake with my food order and what their protocol was for correcting that mistake.

If you are a new concessions manager, a supervisor looking to get promoted or someone that has managed for many years, you will learn a lot from this class plus you got to network with other concession managers from across the country. After reading this, if you are letting a sub-contractor sell hot dogs, popcorn or pretzels or you do not do inventory at your events or have never costed out each of your menu items, you may want to consider attending this class the next time it is held. If you don't let your sub-contractors sell those products, you do inventory at every event and have costed out your menu items, you still should consider this class as you will learn something that will improve your operation.

AT WHAT POINT IS HAVING AN EMPLOYEE WANTING TO TAKE OUT THE TRASH A PROBLEM?

By: *Robin Janney, Georgia Southern University*

During the 2017 NACC Conference at the University of North Texas, we had a guest speaker, Larry Worthy, who is the special asst. to CFO/VP finance at UNT.

Never have I been so entertained by a guest speaker. Larry Worthy you take the prize. He took a subject such as loss prevention and made it entertaining, engaging and educational. He kept a group of Concessions managers on our toes and most importantly kept us awake during that crucial mid-day slump.

Loss prevention is not a fun subject to discuss, but it is a necessary topic to bring to the table. 5% of total revenue is lost to thief. It comes in many forms; such as money, product, time, information and assets; just to name a few. According to Larry, there is a 20-20-60 rule. 20% of people will not steal, 20% of people will steal and 60% of people can be influenced. The biggest impact can be made on the 60% that we are able to influence. Larry further explained that preventing theft is better than catching theft. This can be accomplished by being present as a manager; being seen by your employees, non-profits, vendors and patrons. Another deterrent is to set policy/procedures and follow through with consistency.

According to Larry "People are going to steal, all we can do is do our best to limit it". He gave an example of a vendor trying to short his customer. He would not try this with a manager who is known for breaking down his pallets. He would be asking to get caught, knowing that manager is consistent in his checking in procedures. If this is not the kind of manager you are, you are asking to be taken advantage of.

He also pointed out things to look for that don't seem right. In order to catch a thief, you have to think like a thief. He illustrated this with an employee who "WANTS" to take the trash out. This should be a red flag. Also, look for cashiers who have objects on their register. Question, are they keeping a tally of the money to take out of the till at the end of the shift? It is just as important to notice a cashier that is over, as it is a cashier that is short. Especially if they were pulled earlier than planned.

In conclusion, it is up to us and our management staffs to stay on top of our ever changing industry. It is our responsibility to do our best to be educated and to ironically, think like a thief. We should always be on the lookout for things that do not seem right. It is our obligation to follow through with policies and procedures that we have put in place. Never be naive, our best people given the right circumstances can steal from us.



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NACC 2017 Conference and Tradeshow
Hosted by: University of Arizona
June 12-14, 2018
For more information visit our web site at:
www.NACC-Online.com

UCMT TRAINING COURSE

By: Drew Treuting, Sodexo - Tulane University

Without a doubt, I recommend both the UCMT Manager Training course and the NACC concessionaires' convention. Coming from full-service restaurants and catering I was very new to the concessions operations at the collegiate level. As I searched for new opportunities to help grow my education I came across the NACC conference at the University of North Texas. Coming from a well-known private institution in New Orleans, I knew that I had to learn, and learn quickly the ins and outs of how to properly execute at a much higher level. It was this interest that truly helped me make my decision to attend the conference this summer. I was very excited to have the opportunity to work hand-in-hand with some of the larger schools in the country, asking questions and picking their brain on what makes their operations so successful. Throughout the weekend during the UCMT concessions manager training course, the class reviewed an extensive amount of information including how to pick the correct menu items, the number of suggested items per menu in addition to determining the selling price per item and food cost.

During this three day manager certification training course we had the opportunity to review extensively all of the class members operations to really help identify strengths and weaknesses for everyone involved. I would highly recommend attending the UCMT manager training course if you have not already done so.

After the UCMT training course completed, myself and a few other individuals had the opportunity to participate in the Vendor Product Development Advisory Committee. This committee had vendor's attending the conference discuss how their products could be further developed to meet all of our concession and catering needs. It was a great chance for us to have direct conversation with these companies to help further develop our relationships.

Throughout the week of the conference, very open and honest conversations went on about how we can influence our colleagues to help push their operations to be more and more successful in each of their venues. The open-door policy held first by the Concession Solutions team and then by all the NACC members was a breath of fresh air, knowing that whatever I needed they were there along with the other universities to support my needs and questions.

BOARD ROUND TABLES

By: Shawn Corr, UNLV

We tried something new this year at the conference, we had each Board member lead a round table with topics put into the question box. All of the questions that I got were worthy of having whole sessions to themselves, but we did a pretty good job discussing them in the limited time we had. I am going to go over the three topics that had the most discussion and will always be current.

First question is as follows: "If you could go back to your first day in concessions, what would you tell yourself?" Once the joking answers were thrown out, there was some good insight given. Out of all of the people in the three round tables, I only had one that said they

would not stay in concessions and that they wished they had stayed in school. Very honest answer that I don't wholly disagree with. One very insightful individual from Maryland summed it up with the following statement: "Concessions people are a unique breed of Crazy." Who in their right mind would want to do it all over again, with all the long hours and working holidays? Why would we want to subject ourselves to the customer abuse? Why, because we love what we do and know that we are all good at what we do.

Question two was as follows: "What food cost is standard for concessions?" I changed the discussion to talk about what cost are acceptable in Concessions. We talked about what a standard food cost should be for an item and when is it acceptable to have a higher food cost. We all know that soda is our best COG and knowing that a drink will be purchased with a higher COG item will help to offset the costs. If I can get someone to buy a HUGE pretzel covered in toppings which has a higher than normal cost, yet I know that they are also going to buy at least one soda, the actual COG of that meal is where I want I to be. Sometimes you need to look at the whole picture and see that as long as the COG balances out, having some items that are out of your comfort zone is not a bad idea if the customers enjoy it.

The final question that came from a member, and is quite close to my heart is as follows: "Will serving on the Board benefit my university and how? How will this help me sell the concept to my School? What will be the expense to my university?" Awesome question as I have just finished serving my four years. Directors love to brag about how their departments are better than someone else's. Having a employee on the Board of a national organization makes the School look good, not to mention it looks good on a Resume. The campus paper at UNLV wrote an article when I became President and I was recognized by the Director for this. As for the expense to your University, you are already attending the conference, might add a day to your trip. There is a Board meeting in January that you need to attend, which could be a overnight trip, typically to Vegas. Also, there is a site visit that we like to have as many Board members attend as possible. For the site visit, you just need to get yourself there, all the lodging and meals will be provided. The overall cost to your University is not expensive. As a Board member, there will be conference calls and email correspondence throughout the year, and also we will have to write an article for the Newsletter. I have loved my time on the Board and if needed would serve again because I love the feeling of knowing that I am helping to guide the best organization that I have been a member of.

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If you would like to see your company advertised in this space for the February 2018 Newsletter, please contact Theresa at the NACC office (206) 440-9203 for pricing and size Information.