



Concession Bites

Dedicated to the promotion of professional and successful concession and catering operations at college campuses across the country.

info@nacc-online.com | www.nacc-online.com | February 2022

NACC Benefits and Value

By: Mike Thar
Manager- Clemson University
NACC President

The NACC embodies more than just an association. The NACC is a group of professional colleagues that help others in the concessions business. Throughout the last five to six years the concessions business has seen its highs and lows.

One staple through this crazy ever-changing world that we are living in is the NACC. From holding open forums to having conferences, I can turn to this association and ask for help on any topic. People from all over the country can tell you what their organization is doing to help and give advice on any topic.



The NACC to Clemson means more than just an association. Clemson has developed so many contacts within the concession's world from the association. Multiple ideas and concepts have been developed from the NACC. If we have questions or needs, one of the first resources I turn to is the NACC. The amount of confidence this association has given our concessions program is directly related to the NACC.

The NACC has helped our group of professionals in the concessions business and to their confidence. Multiple schools have now reached out to us for either help and or any insights on their challenges. The relationships that have been developed within the association have helped me not just professionally but also personally. The NACC to me is Family. Individuals and professionals that care about people and how everyone is doing and surviving in the roller coaster of an industry.

NACC Conference 2022

By: Chuck Aldridge
General Manager- University of Maryland
NACC Executive Director

The NACC will hold its annual conference in person hosted by UNLV in Las Vegas, Nevada. The conference will take place June 27-29, 2022.

Steve Stallworth will kick off the conference as our keynote speaker. Steve is the General Manager of the South Point Arena, Equestrian Center and Priefert Pavilion and played quarterback for UNLV from 1982-86 and worked for UNLV in several capacities including concessions!

Education / General Sessions include:

- Alcohol Trends, Food Allergens, and Staffing
- Roundtable discussions on NPO Recruitment / Retention, Supply Chain and COVID Protocols
- Thomas and Mack Center / Cox Pavilion Tour
- Trade show featuring our awesome industry partners
- Vendor / Member dinner
- Ron Athey Award Presentation

The South Point Hotel and Casino will serve as the host hotel. To book your room and receive the special NACC conference room rate of \$80, call the hotel directly at 702-796-7111 and use the Group Code NAC0626 or go to <https://be.synxis.com/?hotel=11548&arrive=2022-06-26&group=NAC0626>

The hotel rate includes a discounted resort fee and a \$10 breakfast voucher.



To renew your membership and sign up for the conference go to <https://nacc-online.com/index.php/join>

The NACC and UNLV look forward to seeing you in Las Vegas!

Running With Less

By: Paul Schertz

*Manager- Penn State University
NACC Vice President*

Staffing has always been a headache, and, at least for me, it has become even more difficult. Staffing seems to dominate my thoughts more and more, as I try to work through how to make the event happen. With the whole country short on staff, the mindset needs to change from how we get more people to come to work to what changes can we make to run the event with less people. The events are happening, and as concessionaires, the expectation is for us to make it happen. Here are some of my thoughts on how to work with fewer people:

Scale down the menu – Offer what you can sell. Over the years, our industry has continued to offer more and more on the menu to be able to provide more options to please what the fans say they want. As more complicated menu items are added, more staff is required. I have always felt that the best customer service we can offer in concessions is speed of service. As our staffing diminishes, we need to maintain focus on speed of service, and if we need to cut menu items to keep the lines moving, then we need to cut those items. Food that you can prepare in advance will mean you need less people preparing food once the doors open.

Increase Pricing – This is always a hot topic, but I think it is becoming unavoidable. Pricing continues to increase around us, yet everyone is hesitant to raise our pricing. I have noticed that as I go out to restaurants, their pricing isn't far off from what we are charging. This is simple supply and demand. With less staff, we can only supply so much, and by raising prices, we can curb the demand. This also helps, as if you haven't yet, you most likely will be raising wages significantly. As costs increase, you will need to bring more money in.

Reorganize the stand – Evaluate the flow of your concessions stands, and if you can rearrange things to cut out a person or two, make the changes. We were fortunate that while things were shut down last year, we were able to remodel our concessions stands in the arena. By doing something as simple as moving soda fountains from the back counter to the front helped eliminate a few people from each concession stand by allowing cashiers to pour their own soda.

Cashless – I discussed this during the conference over the summer and will bring it up again. This is a way to eliminate any cash room people, as well as speed up set up and tear down time by not having to handle cash. Again, this is a difficult fight for some, myself included, but I think it is conversations that need to continue to happen.

Hopefully these thoughts help as you continue to move forward. I know a lot is always asked of us as concessionaires, but we figure it out. We will get this figured out, and we will get a new challenge to figure out.



By: Chelsea Luhta

*Manager- Aramark Leisure
NACC Secretary*

College Athletics

Come on down to the stadium
Open the gates and let the crowd cheer wild
Let me always remember the smell of fresh popped popcorn
Let me always remember the sound of victory
Everything feels like magic
Going to the game
Everyone in their favorite colors, cloaked in pride

As halftime nears
Thinking about my favorite past times
Happy memories of friends turned into family
Let me always remember the way it felt under the bright lights
Every night game filled with immense energy
Touchdown, score, home run, that's a three
Isn't it a great feeling
Collegiate
Sports



Employee Appreciation and Recognition

New Normal...What Does This Mean?

By: Megan Evans

*Food and Beverage Manager- University of Utah
NACC Treasurer*

Why it is so important for employees to have both appreciation and recognition? Appreciation is about acknowledging a person's value and worth as a colleague. Recognition is about giving feedback for a past performance. Both of these have become something in current workplace culture that potential employees are looking at when applying for new jobs. Also, something that helps retain the current employees we have, which has been more difficult over the last two years.

So, what are some things that we can do to hit both of these with our staff? One of the first things people think of is raising an employee's pay, while that would be great if it could happen all the time, it is not feasible and sometimes the lasting effects of it are short lived and unmotivating. But something more informal as simple as a handwritten thank you card for a job well done or for working together to pull off a large event can go a long way. Appreciation can be done as easily as just checking in with people you work with, ask them how they are doing while working alongside them, and really listen to what they have to say without distraction, tell them you appreciate and/or value them. It doesn't always have to be about the same pizza party in the break room, sometimes just spending the one-on-one time with our employees means just as much if not more.



By: Mimi Ford

*Vice President- Non Comm Business Channel- J&J Snack Foods Corp.
NACC Allied Board Member*

As we navigate new waters beyond Covid 2020 we continually hear the phrase "new normal". What will SY 23 look like? What will be the "new normal"? What will be the status of supply chain? Will we have enough labor? Enough products? Are we prepared for what a colleague deemed to be the "turmoil twenties"?

With so many unknowns still ahead, let us focus on how we can mitigate the fears of the uncharted waters.

Forecasting and distributor/ manufacturer partnerships will become an imperative to our channel's success.

Forecasting and demand planning are two keys to our success. As many manufacturers are going thru major SKU rationalization with production time due to available labor driving these decisions we need to communicate early and often our needs to both your distributor and manufacturer. Know the challenges facing different products and preparing as far out as possible are keys to our SY23 success.

Lead-times have shifted in some cases from days to weeks and weeks to months (equipment and packaging)

So, what is the new normal? ... in many instances our new normal will be very different then the past.

Prepare early -communicate frequently -take care of equipment needs now for August. The new normal comes with long lead-times. Being good partners with each other -operators, distributors and manufacturers collaborating will ensure the best possible outcome to our "new normal ".

Wishing all a very successful spring and look forward to seeing everyone live -in person in June at the NACC Annual National conference in Las Vegas.



2020-21 Trade Show Vendors and Sponsors

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- Ben's Soft Pretzel- **Sponsor**
- Mountain Waffle Company
- Nexgo
- Hormel Foods
- RadioBoss 2 Way Radios

2022 Trade Show

June 28th, 2022- Thomas and Mack Center, UNLV

This is the only conference and trade show exclusively for college stadiums, arena and special event concessions, catering, and merchandise, so when you are exhibiting at our exclusive trade show, you are talking directly with the people who will make the final purchasing decisions!

- **This is an exclusive trade show with limited booths available!**
- Vendors are invited to participate in **ALL** educational sessions and help provide solutions
- Great networking opportunities – get to know the people who make the purchasing decisions
- Tours of athletic facilities



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There are many benefits of being a member of the NACC. From ongoing education and discussion groups in the forum and blog pages to just knowing that you aren't alone you're your concession/catering questions and issues.

BENEFITS of MEMBERSHIP

- **Biannual Newsletter**
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- **Concession Menu Survey**
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- **Sharing Best Practices**

