

Receiving NACC Emails

If you haven't signed up for the NACC members mail list server you will **NOT** be receiving any email notices from the NACC. These notices include:

- Conference Updates
- Membership Updates
- New Forum Message Announcements
- Survey Updates and Information

You should have received an email invitation last January, but some email systems may have blocked it as being spam. If so, you will need to login to the NACC-Online Website and go to "My Account". At the bottom of the page you will find the form to either subscribe or un-subscribe from the email list. The system will then send you an email to verify that you wish to subscribe.

Membership dues and Conference fees.

By Bill McQuerry UCMT. University of Arizona

Let me start this off by telling you that we at the University of Arizona are as guilty of this as anyone. It seems many, no most of the members have gotten into the habit of sending in our membership dues with our conference fees usually around March or later every year. This makes planning for the conference by the Board very difficult to say the least. I was surprised myself to find out that dues are actually due in July. This will be easier for us at Arizona as we will split up the amount that we are requesting from our money czars some in July and the conference fees in February. This will also help the board at our January Board meeting to plan the next conference.

So, Please join us at the U of A in getting a little more organized when it comes to Paying our NACC dues and Conference Fees. I look forward to seeing you at Texas A&M this summer it is going to be fun. Bill

REGIONAL HEADS TO MICHIGAN STATE UNIVERSITY

By: Bill Kost, Michigan State University

Michigan State University hosted a NACC Regional Conference on December 17, 2008 prior to a Men's Basketball game against The Citadel. Bill Kost, Concessions Manager, was the tour guide for a group that included a contingent from Hope College, John Pugel (Vistar), and Theresa Traulsen (Executive Director, NACC). The group toured the Breslin Center, home to Men's and Women's Basketball teams and many miscellaneous events, which seats 15,500. The tour included viewing the conces-

sion stands, suites, pizza prep area, catering operations, administrative offices, meeting rooms, locker room areas, and warehouse storage areas. There was continuous discussion as we looked at these various areas and participants asked questions as to why MSU did this or that and compared these items to Hope College and other venues.



The tour then proceeded to Spartan Stadium (Football, seating 75,000) to look at the relatively new expansion areas of this venue. The participants were taken to the 8th floor to view the new Press Area, 7th floor to view a couple of the 26 suites, 5th floor to view the 3 concessions stands. The concessions stands all have walk-in refrigerator and freezer storage for up to 3 games worth of product. All 3 stands also serve fresh pizza product that is produced at only one of the locations and then shuttled to the other two locations. The tour continued to the 4th floor where The Spartan Club is located - this area serves up to 860 people during a game where there are multiple food and drink locations as well as outdoor heated covered seating for the guests. The tour continued to the last venue, Munn Ice Arena, with capacity for 7000 guests. The capacity includes 14 suites on one side of the arena where guests can pre-order from the catering menu or order game day (concessions items) menu selections.



The new NACC-Online.com

By: Bob Traulsen, Concession Solutions, Inc., Webmaster

Welcome to the new NACC-Online.com. The website has been completely overhauled and has been up and running since January of this year. The site has some new features plus all of the features of the former site with the exception that the member message board has been replaced with the new member's forum. The navigation has changed a little, as you will see when you first login. The information on the public side of the site is pretty much the same as before. There is the contact, join, conference, new products information along with the general membership list.



The other side of the arena has 150 club seats that offer a 4 game rotating unlimited menu with beverage service. The concourse area consists of 4 concession stands and 4 specialty food options (nachos, Johnsonville sausages, gourmet pretzels, roasted almonds). Each stand also is responsible for an ice cream cart that offers 4 options including our award winning Melting Moments Ice Cream Cookie Sandwich.



After the tour was completed, all participants were given a food voucher and ticket to the game (4th row) and were free to roam the Breslin Center concourse and eat at any of the 6 concession stands or other food options including our sub-contractors (TurkeyMan, Mr. Pita, Submarina Subs). Each recipient received a complimentary bag of goodies from John Pugel (Vistar) and were treated to an expected Spartan basketball victory! The day was snowy but thanks to this NACC sponsored event everyone stayed warm soliciting and sharing ideas -- a foundation of any NACC experience!

The real changes are visible after you login to the member's only side of the site. Here you will find the full member listings and contact information along with the new facility profile, the archives, the menu surveys and the new members forum.

The forum is, in my mind, the heart and soul of the new site. In the past, when a member wished to pose a question to their fellow members they would email their question to me and I would blast it out to the members. Which worked fine, except while everyone was able to see the question, nobody else was able to see the responses. The forum closes this communication gap. Now when a member posts a new question, everyone who has joined the mail list service (more on that later) will receive a blast with the new question. Then members can login and go to the forum and respond. Only now, all members can see the response(s) and add their own. The result is that now a dialog between members begins. The real strength of the NACC lives in the fact that NACC members are so willing to share information amongst themselves.



The other major change is the addition of the "Concessions Sales Survey" to the site. This is the same survey that used to be done in an excel worksheet and then forwarded to Mona Kloster. Mona would then compile and assemble the returned surveys into the booklets that were distributed to members who completed their survey. Now you're able to fill out the survey online and it still allows you to work on it as you have time. Thereby, you can leave and come back at a later time to either complete it or edit the data. In order to view other survey's, you must completely fill out your survey. The only fields



that are not required are the "Next years pricing" on the menu and any of the "Notes" entries. We do realize that some facilities do not have enough sports or events to completely fill out the survey. In those few cases, contact Theresa Traulsen and she'll review your survey and manually mark your survey as completed.

There is another change that requires your attention. In order to receive emails from the NACC you must become a member of our mailing list. For those of you who haven't already done so, you can join by logging into the members side and going to "My Account". At the bottom of this page you will find a form, that will already have your email address filled in so all you have to do is click "Send". You will then be sent an email asking you to verify that you wish to join the NACCMembers list. After you click on the link to confirm, you will begin to receive NACC emails. This same form also allows you to unsubscribe from the mailing list.

NACC emails consists of:

- New Forum Message Announcements
- Conference Updates
- Membership Updates
- Survey Updates
- Conference Postcards

The new site, as with all sites, will always remain a work in progress. Member input is critical in helping us provide a site that will help meet the needs and desires of the NACC membership. We hope that the new NACC-Online.com will help you to become even better informed managers and administrators.

Concessions and Marketing: Why Can't We All Get Along?

By: Bruce Leith, Manager of Concession Development for the Philadelphia Phillies

Sponsorships—the very word can make any concession manager cringe; however, in these economically challenged times it can be a godsend for food and beverage operators. Traditionally, marketing and concession departments have clashed over product placement in concession operations. For marketing representatives, food or beverage products are an easy target for a quick commission as vendors try to buy their way into a venue by paying a marketing partnership fee and then, many times, charging their forced product to the concessionaire to pay for their marketing sponsorship. These days, that adverse relationship does not have to exist. Instead of treating your marketing department as an adversary, you should embrace them and then your whole organization will be better off financially.

The first step to a beneficial relationship is to meet with each other to explain your goals and to hear what the other side is trying to accomplish. By doing this, the marketing department can see your unique challenges to having a sponsored product on your menu and you can give them leads to good partners. Once you know each other's goals and expectations, it becomes easier to work together. After you have established a repore with your marketing department, you should check in with them weekly to give them leads, tell them how their partners are doing and address any concerns you may have with a partner. One thing to keep in mind with a new partner: If their product has never been in a stadium or arena, it usually takes about six to eight weeks to familiarize them with the environment, deliveries, stock, merchandising, sales expectations, etc.

In your initial meeting with the marketing department, ask to go along on sales calls to interested sponsors. When you do this, the potential sponsor will get an idea of what will happen operationally with their product (i.e. - approximately much they will sell, how it will be sold, delivery expectations, etc.) Having this conversation at the outset will decrease friction between the three parties as things will not be promised to a potential client that can not be delivered. Friction between you and the marketing rep will also be decreased greatly if you are able to tell them up front that their potential partner will not work out before they sign a large monetary deal.

Once a potential partner has been identified, the concessionaire is not automatically going to lose. As a concessionaire, you want to be proactive in the relationship and start by doing an analysis of the product. For example, if you have sold generic hamburgers in the past and marketing now wants you to look at Brand A Burgers, there are several steps you should go through to see if it will be profitable and to protect your bottom line. If you sold 1,000 generic hamburgers last year at \$5 each and they cost you \$1 each, then your net sales (not including taxes, labor, etc.) would be \$4,000. Marketing then brings in Brand A who claims that your sales will increase 20% due to name recognition. This means that you will sell 1,200 burgers. If their marketing deal is for \$500 and Brand A will sell you the hamburgers for \$1.25 a piece, it is your job to figure out if it is a good deal.

1,200 burgers times \$5 is \$6,000. Your cost is \$1,250. In the end, you will net \$4,750 plus the \$500 in marketing money gives your institution a net total of \$ 5,250 and a net gain of \$1,250 over last year. This would be a good deal. What happens though if sales don't increase? In that case, you are selling 1,000 hamburgers at \$5 a piece for a gross total of \$5,000; however, you are paying \$1,250 in product costs. Instead of netting \$4,000, you are only netting \$3,750. With the additional \$500 in marketing, your organization is actually gaining \$250, so while this is a bad deal for you, it is still a good deal for your organization (unless the marketing deal has a lot of hidden costs like tickets, free suites, merchandise, etc.). This is a great example unless your institution can not take cash sponsorships because it is non-related taxable income. If this is the case, you can still take advantage of food and beverage sponsorships.

If you desire a branded French fry for instance, because you think sales will go up, because it is a better product or because the name will drive business, but you can't accept cash for a marketing deal, you can still profit from a deal. First, you call other operators in the area and see what they are paying for the product. If you have professional teams in your region, call the team directly. More and more organizations have a dedicated staff member who looks after the concession operation to protect the team's interest. If an organization has that person, ask them about their marketing deal. Many clubs will give you the information if they can get some information in return. If they are getting \$1,000 as a marketing deal (a simplified example) for fries, go to the fry company and tell them that you think you will buy 1000 cases this year. From your research you find that a case of fries is being sold to everyone who does not have a marketing deal for \$20. Explain to the fry company that you can not accept money, but they can charge \$19 per case of fries. This would give a sponsorship value of \$1,000. To do this kind of deal, you have to have established a good repore with your marketing department so they will allow the fry company to have \$1,000 worth of marketing. The marketing department will not see a commission; however, the organization will be better off for it.

Here are some other tips to help you with marketing deals:

1. Look up professional team's concession point persons and introduce yourself. In addition, call and introduce yourself to venue concessionaires. All of these people will be more than willing to help you. They all want to know what everyone else is doing.
2. Visit as many different venues as possible and see what products are selling and what new products may be out there. If you find the "next big thing", you may get a jump on the competition as far as a marketing deal and you can get the maximum amount of money (or free product) before others jump on the band wagon.
3. Be wary of companies that come in and try to buy the business. If a company selling cleaning products or some other product that has no public exposure comes in and wants to spend \$10,000 with you, find out why. Chances are, you will be forced to use their overpriced products and they will be making a large profit off of you.
4. Be wary of companies that tell you that support items such as refrigerators or display cases count as part

of their marketing deal. They will rarely give you free display products without their logo on it. For you, it may be free, but for them its free advertising. Try to exclude those items from any monetary marketing deal.

5. Make sure that companies that are new to the concession venue business can supply the amount of product you will need and that it can be delivered according to your schedule. If the company can not supply the product, it makes you look like a bad operator because you can't keep a product in stock, even if it is there fault.

6. Do your due diligence research when marketing comes to you with a product. If it has bad public appeal due to an incident in its past (recalls, illnesses, inferior product compared to its competition, etc.) it will affect your operation.

7. Make sure the product translates to large concession venue operations. If a frozen pizza company wants you to sell a product that they sell in grocery stores, you may have to sell very small slices for \$5 a piece. Not only won't the public buy it because they feel as though they can buy a whole pizza and cook it at home for just \$6, but they will also think you are trying to rip them off. Try to stay away from products you can buy and cook at home.

8. Realize that some of the larger retailers may be doing a marketing agreement for sampling. If people see their product at the stadium, they may buy it for their home (i.e. hot dogs, soda, etc).

9. The best marketing deal is usually made with someone who is looking for exposure rather than to generate revenue by selling at, or to, the venue. If potential marketing clients realize that thousands of people will see their product at the venue and they will buy it in the stores for home use, this is the true value of their marketing deal. If they do a \$100,000 marketing deal, a good return from sales at the venue should be a targeted number of \$50,000. The other \$50,000 would be in the form of exposure, signage, radio, etc.

10. If you are doing a marketing deal that will bring in a 3rd party, the best marketing deal is one done with a business that is just starting to franchise its brand or expand its locations. Their expectations should be for people attending an event to recognize the good product they had at the venue and go to that business at a later date to have the same good experience they did at the arena. A name brand 3rd party should not expect to get their money back from sales in the venue, unless it is very beneficial to the concessionaire and will make the concession department a lot of money in commissions, over and above a generic product.

In closing, marketing and concessions can be quite an amicable relationship and can benefit both sides. It should not be an adversarial relationship as it has been at many accounts in the past. If both sides work together instead of against each other, a lot of added revenue for the organization/institution can be had and the fans can enjoy a great concession line up full of desirable products. With a great food line up, you will have more people buying food at your venue which will result in added revenue for the organization.

Nomination Process: New Board Members, Ron Athey Achievement Award.

By: Joe Carney, University of Wisconsin

Each year nominations are accepted to fill the vacancies on the NACC Executive Board of outgoing members whose term has expired. There are at least two seats to fill each year...one Concessionaire seat and one Allied (vendor) seat. Elected board members are involved in all aspects of NACC business and are entrusted to maintain the core values of our association as directed by our mission statement. Concessionaire board members are asked to serve a four-year term, Allied board members only two years. The nomination process is quite simple. A member wishing to make a nomination should contact Executive Director Theresa Traulsen with the name of their candidate, ideally, before April 15. Theresa will contact the nominee to confirm their interest. The nominee will be asked to submit a short bio to be included in conference materials. Last-second nominations may also be made during the General Session near the beginning of each conference. Just before voting, all nominees will be given an opportunity to address the membership. There is typically no shortage of nominees so please be sure your candidate is a willing participant before making your official nomination.

The NACC's highest honor, the Ron Athey Achievement Award, recognizes one of our own for outstanding service to the collegiate concessions industry. Selected recipients provide a 'significant level of commitment and service beyond department, university, or industry.' To be eligible nominees must be a member, concessionaire or vendor, in good standing of the NACC for a minimum of three years. Previous award winners are not eligible. Unlike the process for new board members, the nomination process for the Athey Award is more complex. Any member wishing to make a nomination should submit the following materials to the NACC office before the January 1 deadline:

- Summary of nominee's professional qualifications.
- Recommendations by a minimum of two current NACC members in good standing.
- List of all previous awards.
- Documentation of outstanding service to collegiate concessions.

The January 1 deadline is in place to give board members adequate time to review and discuss each nominee prior to selecting a winner. Because of the number of qualified nominations this is not usually an easy process. While the winner is notified well in advance, the official announcement and presentation will not be made until the annual conference in June.

NACC 2009 Conference and Tradeshow
Hosted by: Texas A&M
June 9 - 12, 2009

For more information visit our web site at:
www.NACC-Online.com

Participation Part II!

By: Chad Weiner, MICROS

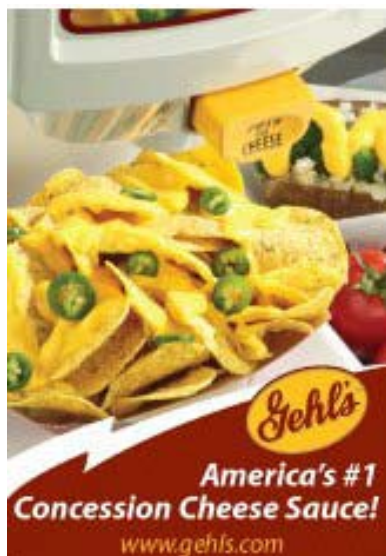
A few years ago, I wrote an article on Participation. I can tell you that in today's economic times, that importance of Participation has increased 100 fold. I hate to use the old clichés, but "Garbage In, Garbage Out". This will be the focus of our discussion today.

First, we must define the word Participation. What does it mean? I can tell you that it means something different to all of us. The key is to find the meaning that allows us to maximize value and then stick to it. Participation is not just sending in annual dues. It's not just showing up to meetings and events with a previously set agenda. In today's economic landscape, we have to think outside the box. We have to concede that other people may have a better way of doing things. The only way to find out...is through PARTICIPATION.

We all must come to the realization that there's more than 1 way to accomplish the same thing and the best way to discover that is through participation. The "If it aint broke, don't fix it" routine will keep us behind the 8 ball and no one wants to be in that position.

We're all faced with the challenging and daunting task of constantly reinventing ourselves. We must think of new ways to service our guests, generate revenue, streamline costs and really turn our operation into something that is better than the year before. How do we do that...PARTICIPATION.

We're coming on this year's NACC Annual Conference. Don't just come to the show to find a popcorn vendor. Don't make the trip just because your boss told you to find some new kitchen equipment. Come to the conference with open ears and an open mind. Put yourself in a position to listen to the ideas of others and don't discount them because you've been doing it the same way for years. I guarantee you'll leave with at least 1 idea you didn't have before!



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VISTAR

By: John Pugel, Vistar

Welcome to VISTAR, the largest concession distributor in the US and the preferred supplier to many of the top theater chains, Major & Minor League Baseball, & NFL Football in the country.

With operating companies across the country, VISTAR has the buying power of a national distributor with the flexibility and service of a smaller distributor. Our sophisticated inventory management system allows us to maintain consistently high fill rates. Each operating company has empowered local management to focus on supplying the specific needs of customers in their marketplace. We offer a wide variety of dry, frozen and refrigerated foods, beverages, equipment, paper, and cleaning supplies (plus everything in between) for your concession operation.

Using our relationships with leading suppliers in the industry, VISTAR can help you develop supplier-sponsored promotions and programs. Looking for your own label on cups and bags? We can help. Need ideas for increasing your business? That's what we do best!

Our dedicated Concession Specialists and sales associates have completed training from the National Association of Concessionaires and are certified as Accredited Concession Suppliers. We also have the latest technology that tracks everything from online ordering to usage reports, from rebate tracking to your purchase history. All these tools are available on our Vistarlink and VistarVision systems.

VISATR is committed to being your concession supplier and helping you grow your business. We look forward to a mutually beneficial partnership with you!



HARVESTING THE URBAN FOREST
 PRATT INDUSTRIES recycles old paper from our cities and manufactures high performance liners and mediums for the packaging industries. Since 100% of the paper we make is recycled, EVERYDAY PRATT INDUSTRIES and our CUSTOMERS save:

- 30,000 trees
- 7,000 cubic yards of waste from enetering landfills
- 12,500,000 gallons of fresh water
- 7,150,000 Kilowatt hours of energy!



Please call 1-816-257-8217 for more information about 100% recycled paper products for your school's concessions holders and containers.