

## Problems solved and questions answered during Open Forum

By: Joe Carney, University of Wisconsin

Each year the conference Open Forum gives our membership the opportunity to venture off the agenda and ask colleagues questions or solicit ideas to help solve issues or problems they may be experiencing back home. With a smaller group this year almost everyone in the room contributed to the discussion and shared a wide variety of information that I'm sure benefited all. Here is a brief summary of the discussion topics:

- Dippin' Dots vs. Minimelts, (or similar Dippin' Dots knockoff). Which is better?
- Use of specialty serving dishes for Dippin' Dots
- Sub-contractor commission rates. Is there an industry standard?
- Counterfeit bills – is it a widespread problem?
- Vitamin Water – pricey item but does it sell?
- Energy drinks – does anyone sell them?
- NACC is now on Facebook!
- How will the increase in the Federal minimum wage affect you?
- Commission rates paid back to Athletics Department (Formal survey coming in 2010)
- Healthy alternatives – what sells, what doesn't?

Because of the current economy are schools entertaining the idea of selling alcohol to make up for the downturn in revenue?

- Food allergies – how do they affect your menu?

With the enhancements made to the NACC Website last year we now have an Open Forum going all year long! If you ever have a question for your colleagues the Website Forum found on [www.nacc-online.com](http://www.nacc-online.com) is a handy tool to share and receive information in a timely manner. The Forum pages are protected and only available to active members. (Please remember to pay your membership dues by September 15 to remain active!) After logging into your account the link to Forum pages is found on the yellow menu bar near the top of the page. Inside, several predefined topic pages will help guide you. All questions and responses remain posted on the site so you may reference this information at anytime in the future. Again, the Forum pages can be a great resource for information and we hope you utilize this feature in times of need.

NACC 2010 Conference and Tradeshow  
 Hosted by: University of Notre Dame  
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For more information visit our web site at:  
**[www.NACC-Online.com](http://www.NACC-Online.com)**

## Concessions Survey and Summary

By: Theresa Traulsen, NACC Executive Director

When the NACC Website was overhauled this past January we added a few features to the member's only side of the site. One of the great features is that you are now able to complete and make updates to your survey throughout the year. As you make price changes or menu changes over the next few months you can update your survey. You will also be able to view other Universities "Concession Sales Survey" online throughout the year and see the changes as they make them.

In order to view other survey's you must first 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 of events to completely fill out the survey. In those few cases, contact Theresa Traulsen at the NACC office and I will review your survey and manually mark your survey as completed.

The other part to keep the member's only side of the web site open to each member is that the yearly membership dues must now be paid between July 1st and September 15th of each year (membership year starts July 1, 2009 and ends June 30, 2010). If membership dues are not paid by September 15th then your access to the members only side of the site will be turned off until your membership is current.

At this year's conference we reviewed the results of the first online survey. With the summary information now being tallied by the computer we noticed that as a group we need to standardize on a few ways to list the sizes of each item on your menus.

**Hot beverages:** Indicate if a thermal mug or a cup.

**Sodas:** List the cup size in ounces and note if it is a bottle soda.

**Dippin' Dots:** Indicate if it's a cup or prepackaged and the numbers of ounces per serving.

**Ice Cream bulk:** Break out each type of product and list the ounces per serving.

**Ice Cream novelty:** Break out each product and list with the ounces of the bar.

**Cheeseburgers & Hamburgers:** List as a 2-1, 3-1, 4-1 or if a combo meal list as "4-1, Combo".

**Hot dogs & Sausages:** List as 2-1, 3-1, 4-1, 5-1, 6-1, 7-1, 8-1, 10-1, or if a combo meal list as "4-1, Combo".

**Nachos:** List by the ounces of cheese served with the tray as 2 oz, 3 oz, 3.75oz, 4oz, 4.75oz, 5oz, 6oz and 8oz.

**Extra cheese:** List by ounces 1oz, 2oz, 3oz, 3.25oz, 4oz and 5oz.

## Concessions Survey and Summary (cont.)

**Pretzels:** the J & J "King", "Jumbo" and "5.5oz" are all a 5.0 oz pretzel. The gourmet pretzels are the 6oz and 6.25oz.

**Popcorn:** List the volume of the popcorn container as 24 oz, 32 oz, 36 oz, 40 oz, 46 oz, 85 oz and 130 oz container. If you use a "E" box please list one of the above volume of that size box.

**Pizzas:** if you use a personal size indicate that it is a personal pan 6", 7" or 8". If you sell pizza by the slice indicate the size of the pie and the number of slices per pie.

**Candy:** List the type of candy bar or packet and the ounces, don't list as king or regular.

We will be adding drop down lists with the most popular size selections on most of the top groups of menu items. If you don't see your size listed you will be able to type in a different size.

If you use subcontractors you should add their gross sales into your total sales to calculate your percaps for each sport or event type.

Percaps should only include the concessions please don't include catering revenues into your percap figures.

If you have any questions as you either start in putting your Universities data or making changes in the future please email or call the NACC office for assistance.

## NACC Facility Survey

*By Bill Kost, President, NACC*

This year at our annual conference hosted by Texas A&M, Dave Bullock (Past President – Maryland) facilitated the education session on the newly anointed Facility Survey. This survey gives each school the opportunity to compare their facilities with other schools of the same size and initiate important discussions on operational challenges.

The survey offers the opportunity to detail three facilities within a given school. The initial question is "Facility name" and then lists additional details from Number of stands, Last renovation, and Number of POS. The survey also goes into detail about Utilities, Equipment/Beverages, Warehouse Facilities, and Suite/Catering specifics. One can see the benefit of a school that is renovating their stands and looking through this survey to locate another school that has gone through this process and exchanging ideas and lessons learned. The ongoing POS challenge that some of us may be deciding what system to go with is also detailed in this survey and start beneficial discussions with a member school.

The NACC Conference heads to Notre Dame in 2010 and I see this survey being the central focus of a very much-anticipated educational session and just one additional reason for renewing your membership and networking with concession professionals across the country. Don't forget, renew your membership by September 15, 2009 to keep these benefits coming.

## Going Green

*By: Jessica Velazquez, University of Notre Dame*

"Going Green" is a very popular topic in the media today and many colleges and universities have made it a high priority. Your ability as a concessionaire to go green is affected by your location, the support you receive from your administration, and your customers' desire to be green. At Notre Dame, we are lucky to have very strong support from our high level administrators. Notre Dame Food Services has had a Sustainability Committee for more years than it has been popular; within the last two years that the University as a whole has decided that conserving resources and stewarding our environment should be a bigger priority and we in Food Services have benefited from the change in attitude. NDFS has designed a Sustainable Food Model, which outlines six priorities:

- Sustainable production and delivery from all our vendor partners
- Reduce and recycle packaging
- Reduce and recycle food waste
- Create and educational component for the food model for our staff
- Incorporate environmentally friendly cleaning products in the dining halls
- Develop outreach materials to introduce and promote the food model to students

The different aspects of the food model are more or less practical for our different units, but Concessions tries to incorporate all of them. We get to know our existing & new vendors, and through that relationship can ask them questions about production & delivery. We try to use as many local products as possible (we consider local any state that borders Indiana-a wide definition but you have to start somewhere!). We recycle all cardboard and skids, and have single stream recycling in all of our stands. Our stadium moves to single stream recycling this season and our basketball arena just completed its first season as single stream. We work hard at reducing food waste, and spend time educating our staff and non-profit groups in our goals of reducing waste. We are lucky in that we get a lot of support from the University and that we have a strong recycling campus-many schools are not located in areas where this is a possibility. We keep moving forward in our efforts to be as sustainable as possible in what we do. We don't see our brats & hot dogs being replaced by soy products; that would take our customers demanding it, but we do think about possible alternatives to bottled water or other topics & how we would handle them. For any concessions operation interested in these topics, there is always somewhere you can start to change.

### Receiving NACC Emails

If you haven't joined the NACC mail list server you have **NOT** been receiving any email notices from the NACC. To subscribe you will need to login to the NACC-Online Website and go to "My Account". Scroll down the page to 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, click on the link in the email and you will then be added.

## Using NPO's in Concessions

By: *Chad Weiner, Micros*

Many variables come into play when considering non-profit organizations (NPO's) as options for labor in concessions. During our 2009 NACC Educational Session, Mo Quinones gave us a first-hand look at the benefits of NPO Utilization.

First and foremost, using NPO's in your operation will help minimize exposure to cash shortages. With money going across the counter at a rapid pace, NPO's can help reduce the risk of theft and accounting errors. With shortages coming directly from commission payments, shortages and losses to the F&B operation can be mitigated.

Another benefit of using NPO's is Social Responsibility. Having NPO's work the concession stands give students and other volunteers an outlet to earn money for the respective organizations. They have a true vested interest in making sure they're successful which is displayed in their quality of work and dedication to the job.

Of course, NPO utilization doesn't come without cost. There's Feeding, Training, Commission Structures and Uniforms to deal with, all of which would mostly be moot when dealing with part-time employees. For feeding the NPO's, some schools give a certain dollar amount per game while others allow only certain menu items to be consumed. Certain schools provide paper coupons for NPO's to use and others simply record consumption on a form issued to each group at the beginning of the event.

Then there's the business of training and uniforms. Training can get pretty complex depending on the size of the group that's participating. Most schools provide training in the beginning of the season that covers all operations including food preparation, safety, POS functions and cleaning. Other schools go a step further and hold training classes throughout the year for new members to learn or for old members to go through a refresher class. Many of the schools allow volunteers to wear certain colors and all require hats as part of the agreement. Operations that do distribute uniforms like Saint Louis University require the groups call in with size counts the Wednesday before an event to ensure enough uniforms in the correct sizes are secured.

Last but certainly not least are the various commission structures and bonus programs in place. Some of the schools offer a flat commission percentage on all net sales. Other schools offer different levels of commission depending on the products being sold and the locations they are sold in. From there, the payment can go up or down depending on the bonus structure or penalty structure in place. Many of the schools, including University of Maryland, charge groups for not cleaning the stands and not bringing enough volunteers. Other groups can increase their payments by reaching certain levels of sales throughout the season and the year.

Non-profit organizations are a great way to staff your F&B operation while doing something nice for your school and community. There's no correct formula that's going to prove successful 100% of the time but it's still better than dealing with part-time employees and the rules and regulations that come with them. If you're having

a hard time finding NPO's to work your event, go back to the basics. Make phone calls, hang flyers, attend social meetings and get the word out that you have an opportunity for them to raise cash for their organizations. In today's economy, I'm sure people are ready to jump at the opportunity.



2009 Conference Attendees - Texas A&M

## NACC Membership Fee – How It Works!

By *Bill Kost, President, NACC*

Many of us operate on different fiscal time frames within our given universities and schools. The NACC operates on a July 1 to June 30th fiscal year, which means when you eventually read this article your current year membership will actually be due. The NACC Executive Board discussed this issue at a recent board meeting and I must admit, some of us were under the wrong assumptions on when the membership starts and stops.

Many schools pay their membership fees as they register for the annual conference and when they do so they are actually paying their membership fees in arrears with only a few months remaining before the new fiscal year starts – July 1st. As a result, the board wanted to reinforce the timetable associated with your NACC membership. So an individual pursuing a current NACC membership running from July 1, 2009 – June 30, 2010, would need to submit a fee of \$100 on or before September 15, 2009. The thinking behind September 15th is that all schools will have had enough events by that time (Football) to have money in their current budget to pay the membership fee. Also, by paying your membership dues by September 15th your access to the members side of the Website will be uninterrupted. There is also a slight break in dues to those larger schools that want additional members – the first three members are \$100 each and then \$75 for each additional member. Membership dues help the ongoing benefits of NACC being delivered to you – newsletters, regional meeting planning and notifications, and Website maintenance.

Thank you for your consideration on how the NACC operates and we hope this makes a difference in how you renew your membership and enjoy the uninterrupted benefits of this association.

Note: Please call the NACC office (206-440-9203) if your school orders product from Vistar, as your membership fees can be paid with funds through this program.

## Do you need to expand your points of sale?

By Bill McQuerry and Marielena Cruz-Celaya

At the University of Arizona Brett Brestel discovered a low cost method of doubling his POS and sales in a few locations at football and basketball. He got this idea from a trip he took to the University of Washington with the football team. At UW they had to increase their POS to meet the contract requirements for the temporary housing of the Seattle Seahawks.

Here is how it works. If you have a stand that is at least 12 feet deep, you take the soda towers off of the front counter and move them back 24 inches. This gives you the opportunity to add as many cashiers that will comfortably fit on your front counter. We doubled from 6 to 12 at the U of A. The cashiers are able to reach everything that they could reach before by utilizing a shelf built



above and a shelf built below the counter. Next comes the soda towers placed all in a row with a small table between each tee. This allows for pre pouring right before half time. Under these tables is a shelf for the hot dog warmers within easy reach of the cashier. The space between the towers and

the back shelf is 24 inches also. This space allows for the runners to pass anything needed to the cashiers, nachos, pretzels, pizza etc... The carbinators were moved to the side room that holds the soda bibs. Your soda contractor will be happy to do this job, knowing your soda sales will almost double.



The stand will require an additional crew of about 5 people. We did this in stands that are run by our most experienced NPO'S and it did take them about 20 minutes into the first event to iron out the new changes, but after that they were off and running. The cost associated with this type of build in varies by location. It did cost us between \$4500 and \$7500. Which we paid off in a game or two. To get a better idea of this process watch the video of Brett's presentation from the conference on the NACC Website. You may also contact Brett at the University of Arizona. The second moral to this story is you can learn a lot from seeing other peoples operations. Site visits and regional conference visits can really pay off.

## Small, Medium & Large Concession Operations

By: Paul MacGregor, University of Massachusetts

The last presentation of the conference was conducted by Paul MacGregor from the University of Massachusetts at Amherst. His topic was small, medium, and large concessions. Although UMass Concessions is a small operation compared to other universities in the NACC, Paul explained how his responsibilities have expanded to cover many of the retail operations on campus. Each of these locations was summarized and when combined, equal the sales volume for concessions. Managing several other operations in addition to concessions is a way Paul has increased his value to the department. He suggests other concessionaires consider this idea. Other benefits of managing multiple units included access to experienced labor, inventory transfers, vehicles, and other departmental support when required.

After discussing retail operations, Paul focused on indoor concessions at the Mullins Center Arena where basketball, hockey, and special events are held. We learned sales, attendance, per cap, and staffing numbers for their smallest, largest, and average events. Sales figures were also broken down by transaction type and student meal cards accounted for almost 20% of their sales. This number continues to increase and the importance of accepting these types of cards was discussed by other members. Outdoor concessions were summarized and focused on the challenges of having no permanent outdoor facilities. UMass has purchased mobile canteen trucks as concessions vehicles and continues to find ways of improving upon a difficult situation

Paul showed us that small concessions operations have some challenges to overcome that many big schools do not, but similar problems exist regardless of size. Whether small, medium, or large, all concessionaires can improve their operation by learning from others. He hopes to show everyone how UMass successfully runs their concessions program by hosting the annual conference in 2011. His presentation is available as a Powerpoint file and can be sent to any member who requests it.

### Advertising in Concession Bites

If you would like to see your company advertised in this space for the February 2010 Newsletter, please contact Theresa at the NACC office (206) 440-9203 for pricing and size information.