

## Solutions *Online Video Premiere*

Witness the inspiring story of Hannah Yoxall,  
2008 STOP Hunger Scholarship recipient.

## Solutions *Online How-to Tips*

**Zoom:** Click the magnifying glass once to zoom in,  
again to zoom back out.

**Share with your clients and colleagues:** Send  
the online magazine to others by clicking on the  
envelope icon on the bottom of the page.

**Download PDF Version:** Click the PDF icon  
on the bottom of the page.

# Solutions

Winter 2009



Leveraging Our Strengths

**sodexo**

*Making every day a better day*

# In this Issue...

In an effort to leverage our strengths to build our brand, Sodexo has developed many programs and products to continue raising the level of excellence. In this issue of Solutions, you will learn more about these initiatives such as:

- **Esteem Pass and Vivabox** — recognition programs for employees and clients
- **The Market Connection** — a one-stop shop for goods and services
- **Culinature** — a spectacular event brought to life by Sodexo team members who used creative thinking and an unconventional approach.

The magazine also highlights our sustainability efforts, which are creating cost and energy savings for Sodexo and our clients.

In addition, you'll read stories that will hopefully inspire you to join in the fight against hunger. Many people throughout the company have come together to raise funds for the *STOP Hunger* program. Given the challenges that many families are facing today, our efforts to fight hunger and poverty take on an added urgency.

Enjoy learning about our people, passion and progress in this issue of Solutions.

## 100% Environmentally Friendly Solutions Magazine

Through careful selection we have chosen an environmentally friendly, 100% recycled paper for Solutions.

Solutions is also printed using soy-based inks, and 100% of the energy used to produce the paper in the magazine is green, e-certified renewable energy.

### Tell Solutions your story!

Every day across the country, our people are doing amazing things to deliver the outstanding service for which Sodexo is known. From small acts of kindness that make a customer smile to pulling off some impressive feats under extreme circumstances, we know you are working hard each day to delight our clients and customers, and we want to hear about it.

#### Tips for submitting a story:

- Focus on the services you provide and how you demonstrated Sodexo's values of Team Spirit, Service Spirit, and Spirit of Progress.
- Add quotes from your client to make the story more interesting.
- Provide digital photos, especially professional ones, to help illustrate your story.
- Avoid time-sensitive, seasonal, or holiday-related topics.

#### You must include:

- Client approval to publish a story.
- Your name, account name, division, phone, fax, and e-mail.

Solutions is published on a regular basis for Sodexo employees. Please direct inquiries, requests, and comments to:

#### Solutions

9801 Washingtonian Blvd., Suite 1425B

Gaithersburg, MD 20878

Phone: 800 763 3946, ext. 44855 / Fax: 301 987 4438

e-mail: [Communications.NorAm@sodexo.com](mailto:Communications.NorAm@sodexo.com)

Web site: [Sodexo.com](http://Sodexo.com)

Executive Editor: Steve Brady; Lead Writer/Editor: Arlene Cabrera;  
Art Director: Al Pagan; Contributors: Lynne Adame, Stacy Bowman-Hade, John Bush, Ana Camargos, Lynanne Corallo, Maura Daly, Jodi Davidson, Susan Engel, John Friedman, Heidi Hastings, Shondra Jenkins, Nancy Ness Judy, Marc Lubetkin, Randi Majors, Stephanie McGuire, Lisa Napoleon, Anthony Owens, Tracey Ranallo, Tom Smith, Susan Tolliver, Natsheli Valdez-Gonzales, Kate Wester, Greg Yost, Monica Zimmer.

Trademarks used in this publication are the property of the respective trademark holders.

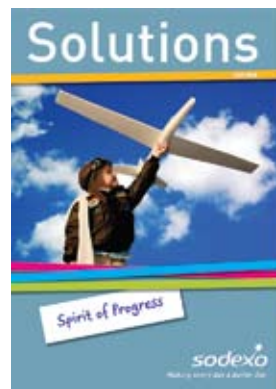
## Solutions Magazine Online

Experience Solutions in a new online format. The traditional print magazine was transformed into a more dynamic interactive presentation to enhance the reader experience. It features:

- Page turning technology
- Embedded video capability
- Zoom to enlarge text and pictures
- Embedded links to web sites

Readers can download the magazine as a PDF file, print it or send it to a friend via e-mail.

As a result of adopting a web-based platform, Solutions editors have begun to reduce the number of printed magazine copies. The initiative will lower publishing and distribution costs, further aligning the publication with Sodexo's sustainability efforts.



Solutions online is available through SodexoNet, [SodexoUSA.com](http://SodexoUSA.com), [IamSodexo.com](http://IamSodexo.com), [SodexoAlumni.com](http://SodexoAlumni.com) and Career microsites.

Contact: Ana Camargos, manager, e-Communications, Corporate Communications, 301 987 4112, [ana.camargos@sodexo.com](mailto:ana.camargos@sodexo.com)

## Winners Announced in the Abetterday.tv Grand Contest

Last fall, we told you about the launch of **Abetterday.tv** — online video shorts featuring Sodexo employees at work — and the accompanying **Abetterday.tv** Grand Contest — a challenge to frontline employees and management to respond to questions about the videos — all designed to help raise the visibility of the Sodexo brand.



With 422,000 visits to **Abetterday.tv**, and 1,800 contest entries, 715 North America winners were notified and received their prizes — Dell laptop computers, iPod shuffles, or Sodexo-branded keychains — some in time for the holidays.

To further underscore the impact of **Abetterday.tv**, Sodexo has been honored with one of France's most prestigious communications awards by *Stratégies* magazine. Sodexo Group accepted the *Stratégies* Award, given in the category "Corporate Advertising Campaigns," for **Abetterday.tv**'s innovativeness — Sodexo is the first international Group to have launched a Web TV channel in format Web 2.0.

Contact: Randi Majors, senior communications specialist, Corporate Communications, 301 987 4085, [randi.majors@sodexo.com](mailto:randi.majors@sodexo.com)





Dear Team:

As we step into the New Year there are large challenges facing the world economy. Fortunately, as we continue our journey towards attaining Ambition 2015, Sodexo is in a strong position. With our wide range of quality of life service solutions, this economic climate provides us with a wealth of market opportunities to capture. All around us we see institutions that are struggling to find ways to be more efficient and effective. Obviously, this plays to our strengths. Sodexo's global network and range of solutions is unmatched by any of our competitors. We are uniquely positioned to provide tailored service solutions that increase the motivation for our clients' workforces, help them be more effective, enhance their efficiency, quality of processes and productivity, improve their infrastructure, equipment utilization and reliability.

In order to take advantage of these opportunities, we must continually challenge ourselves to look for ways to leverage our incredible strengths to create strategic benefits for our clients and customers. As we continue our journey, we can be confident, but at the same time, each of us must be unrelenting in finding ways to be more efficient and effective.

Thanks to all of you for keeping Sodexo strong and for your service spirit, team spirit, and spirit of progress.

Best regards,

George Chavel  
President and CEO  
Sodexo North America

## Our Mission and Values

To create and offer services that contribute to a more pleasant way of life for people whenever and wherever they come together.

- SERVICE Spirit
- TEAM Spirit
- Spirit of PROGRESS

# Future Vision

## Dean Johnson Appointed President of Sodexo Canada



In November 2008, Dean Johnson was appointed president of Sodexo Canada reporting to John Bush.

Dean joined Sodexo in January of this year as senior vice president, Integrated Facilities Management (IFM), understanding that our

IFM ambitions were fundamental to our long term growth and organizational success.

Through his experience and proven leadership skills, Dean has already accelerated our company's aspirations as a leader in Quality Of Life Solutions and in IFM with our most recent client GlaxoSmithKline, one of Canada's leading pharmaceutical companies.

Dean brings a wealth of experience to Sodexo having served most recently as the sector president of Compass Group Canada and previously as president of Trammell Crow Company Canada.

Dean is a graduate of the University of Calgary, and a professional engineer. His credentials are supplemented by a variety of accreditations and affiliations.

## Spirit of Sodexo National Winners

- **Customer Service and Client Retention Award**  
Brett Wheat-Simms — Campus Dining
- **Developing our People Award**  
Team winners Tim Lee, Don Seale, Tina Wipff, Billy Cummings, Greg Bremby, Larry Siron, and Paul Stapp — Education Facilities
- **Technical Achievement Award**  
Team winners Judith Holaska, Devayani Modak, and Kristi Ruth, — Health Care
- **Sales Award**  
Javid Baig, Mike McMahon, Lisa Welch, Gary Herald, Fred Trent, Marriam Baloch, and Laure Metras — Corporate Services
- **Leadership in Support for Diversity and Inclusion Award**  
Diversity Leadership Team — Corporate Staff: Mike Grey, Sandi Clark-Martin, Joe Hoffman, Frances Nam, Rolddy Leyva, Sonia Suber, Tracy Kelly, Jude Medeiros, Nitu Gupta, Ricardo Diaz, Mike Connor, and Adrienne Sturges



# Corporate Citizenship

## Launch of Sodexo's Sustainability & Environmental Expert Development (SEED) Initiative

In an effort to leverage our strengths to build our brand, Sodexo has launched the Sustainability & Environmental Expert Development (SEED) initiative. The creation of SEED establishes a dynamic resource of internal sustainability consultants, who can serve as advisors to our clients on the best offers and services to help them achieve their sustainability goals and communicate the full value of Sodexo's efforts.

As this network develops, the members and activities of SEED will deliver exceptional value that allows our organization to win the competition for expertise with our clients and competitors. This will help establish Sodexo as the sustainability leader in the industry and as a trusted advisor to our clients.

The network is led by **Holly Fowler**, senior director of Training & Innovation for the Office of Corporate Citizenship. SEED currently involves more than 60 people from every market in NORAM and is forecast to grow to engage almost 300 managers in the years to come. SEED members will engage in a series of sustainability training programs and cross-functional, cross-divisional, collaborative efforts to identify and exchange best practices. Members of SEED will work together to:

- Develop innovative best practices for sustainable efforts at our client sites across all markets
- Drive greater consistency in the services and offers we provide to our clients to help them meet their sustainability goals
- Serve as an expert resource and advisor for other managers and clients in other markets and regions
- Communicate the additional value Sodexo delivers to our current and prospective clients through our sustainability expertise and efforts
- Improve our ability to meet our clients' needs and increase the number of services we provide at our clients sites

Through these activities, SEED plays a critical role in achieving Ambition 2015, to increase our profitability and our revenue, including growing the number of facilities management services we provide to our clients.

**Contact:** Holly Fowler, senior director, Training & Innovation, Corporate Citizenship, [holly.fowler@sodexo.com](mailto:holly.fowler@sodexo.com)



## Raising Money and Awareness to STOP Hunger

In great examples of Sodexo's core values: service spirit, team spirit and spirit of progress, three teams independently raised money to benefit the Sodexo Foundation and drive awareness about the fight against hunger in the United States.

**Michelle Trace**, senior manager for Supply Management, and her team raised over \$20,000 and collected 2,620 pounds of food at the Sixth Annual STOP Hunger Champions Tennis Tournament in Fort Collins, CO. Benefiting the Food Bank for Larimer County, the event was supported by 40 of Sodexo's manufacturer partners. To date, the tennis tournaments have raised more than \$120,000 and collected more than 10,000 pounds of food donations.

"I am so proud that Sodexo established a foundation to help alleviate hunger. My team was excited to combine our love for the game of tennis with a commitment to providing hunger relief in our area. Now,



planning for our seventh event, we are so thankful that 'STOP Hunger' has gained in popularity and support from vendors and players," Trace said.

On the other side of the country, District Managers **Ted MacMaster**, **John Herron** and **Jennifer Ognibene** along with Area Retail Specialist **Jason Waldman** raised \$4,950 for

the New Jersey Community Food Bank at the seventh annual client golf tournament. The tournament was a natural response to help with the 20% increase in the number of families looking for assistance from the food bank in New Jersey.

For the 14th year in a row, Campus Dining District Manager **Art Taketa** also took a proverbial swing to combat hunger. He coordinated the Northern California Charity Golf Invitational in Vallejo, CA. Co-sponsored by Sodexo, the event raised \$99,000 for three charities, with \$33,000 going to the Sodexo Foundation and the fight against hunger.

**To join the fight against hunger visit**  
[www.SodexoFoundation.org](http://www.SodexoFoundation.org).

**Contact:** Shondra Jenkins, senior manager, Community Relations, 301 987 4322, [shondra.jenkins@sodexo.com](mailto:shondra.jenkins@sodexo.com)



## 2008 Sodexo Foundation STOP Hunger Scholarship Recipients



**Travis**

Travis Price, of Colorado Springs, CO, a senior at Palmer High School, who created a program called Project TeenFeed, a coalition of adults and teens and a national restaurant chain to raise money and increase awareness about the issue of teen hunger.



**Cassie**

Cassie Muller, of Rensselaer, NY, a sophomore at Loudonville Christian School, who runs a program that provides 1,000 lunches every day during weekends and vacations.



**Kevin**

Kevin Kacvinsky, of Las Vegas, NV, a senior at Franciscan University in Steubenville, OH, who volunteers to feed the homeless and has created a nonprofit to expand the scope of his work.



**Hannah**

Hannah Yoxall, of Staunton, VA, is a nine-year-old who has collected more than 1,500 pounds of food over three years for local needy families.



**Erik**

Erik Krasney, of Los Angeles, CA, a senior at the Los Angeles Center for Enriched Studies, who created programs for food and clothing distribution in L.A.'s Central City East's "skid row."

## Rewarding Involvement with the 2009 STOP Hunger Scholarship Launch

Some say you get what you give. And in this case, the Sodexo Foundation seeks student applicants to get \$5,000 scholarships in return for what these students give in the fight against hunger. Now in its third year, the STOP Hunger Scholarships were created to recognize and reward the great steps young people are taking to fight hunger in our communities across the country.

"With a 17 percent increase in the number of Americans relying on food stamps, it's more important than ever that the entire population comes together to help," said **Stephen J. Brady**, president of the Sodexo Foundation. "It's not enough just to feed people," he added. "We have to stop the cycle of hunger and poverty. The *STOP Hunger Scholarship* program was designed to recognize young Americans who are committed to improving their communities in the area of hunger, and also to encourage this next generation to become activists in the fight against hunger."

Applications for the scholarships are accepted until February 27, 2009. So, if you know someone or know someone who knows someone who may be eligible or interested in the scholarship here's what you can do:

**Promote.** Become a STOP Hunger Scholarship Ambassador committing to tell at least three organizations about the scholarship

program. Take available opportunities to deliver messages about the scholarship to different constituencies; joining the Sodexo Foundation on Facebook can help spread the word.

**Apply.** Friends and family of Sodexo employees are eligible to enter the scholarship contest as are acquaintances, vendor partners, members of PTA and PTO groups and more. Send an e-mail to those in your e-mail distribution list advising them of this scholarship opportunity.

**Learn.** Use the testimonial features of Cassie Muller and Hannah Yoxall from the January editions of the STOP Hunger eZine or the video demonstrated in *Solutions* Magazine online as an illustration of a winner's profile. You or someone you know can find ways to get involved in the hunger fight and perhaps be eligible for the 2009 or 2010 scholarship.

**For official rules and more information about past winners visit [www.SodexoFoundation.org](http://www.SodexoFoundation.org).**

**Contact: Shondra Jenkins, senior manager, Community Relations, 301 987 4322, [shondra.jenkins@sodexo.com](mailto:shondra.jenkins@sodexo.com)**

# Corporate Citizenship



## Impact of School Breakfast on Children's Health and Learning

Millions of American children are attending school without the nutrition necessary to learn despite the fact that Congress has made the funds available, according to a team of Harvard researchers. A new study sponsored by the Sodexo Foundation calls for more school districts to participate in the federally-funded School Breakfast Program as one of the ways to help solve the problem.

Key findings show that serving breakfast to those schoolchildren who don't get it elsewhere significantly improves their cognitive or mental abilities. In addition, 1 in 7 of our nation's schools — more than 15,000 of them — still do not make breakfast available to children in need.

According to **Stephen J. Brady**, president of the Sodexo Foundation, "Children who start their day with a nutritious breakfast have significantly improved cognitive abilities, are more alert, pay better attention, and earn higher reading, math and other standardized test scores. They are also sick less often, and behave better in terms of cooperation, discipline and interpersonal behaviors."

Share this study with your colleagues and advocate for full implementation of the School Breakfast Program in districts across the country. Doing so is one of the most cost-efficient things the nation can do to break the cycle of hunger and poverty.

To download the full story visit [www.SodexoFoundation.org](http://www.SodexoFoundation.org).

Contact: John Friedman, director, Public Relations, 301 987 4456, [john.friedman@sodexo.com](mailto:john.friedman@sodexo.com)

## Cans Across America

Sodexo's commitment to fighting hunger in America gained tremendous ground on November 12, 2008, when Sodexo accounts across the country collected 367,987.50 pounds of food in a 24-hour time period. This is enough food to feed 250 families once a day for an entire year.

All food donated through Cans Across America was given to local charities in the communities surrounding each participating Sodexo facility. In many locations, students, businesses and local community members supported the event, and the outpouring of donations was phenomenal. **Curry College** in Milton, MA, topped the list with a colossal collection of 50,447 pounds of food. **Western Illinois University** in Moline, IL, collected 15,115 during their "Stuff the Bus" themed event, and the **University of Findlay** in Findlay, OH, ranked third with 12,641 pounds donated. Thank you to everyone in all Sodexo markets who participated and supported this event. Together, we can make a difference.

Contact: Susan Engel, communications manager, Education, 407 339 3230 ext 7132, [susan.engel@sodexo.com](mailto:susan.engel@sodexo.com)





## Sodexo and The Campus Kitchens Project

College students love to eat. In the dining hall. The quad. The dorm. But at Sodexo accounts in **Jacksonville University**, FL and **University of Vermont** in Burlington, students are discovering the joy of collecting, rescuing, cooking and serving food to needy neighbors through *The Campus Kitchens Project* (CKP). With a seed grant from the Sodexo Foundation, CKP promotes education for meal recipients, such as culinary job training, nutrition education and healthy cooking classes for families.

At University of Vermont (UVM), the project is a collaborative effort among the Community Services Projects, Sodexo Dining Services, and organizations that supported the start up of this new student organization. In partnership with the Chittenden County Food Shelf, students will organize, prepare, and serve lunch to close to 200 guests every Saturday. Food will be sourced from on-campus dining halls, the school's garden plot and donated from local supermarkets, restaurants and vendors. Meals will be cooked by students with Sodexo staff supervision.

"The students initiated the Campus Kitchen at UVM. They wrote the business plan, hired a coordinator, and attended CKP Boot Camp last summer. The enthusiasm of founding student leader **Kate Turcotte** and her team is infectious...more than 200 student volunteers have signed up for the Campus Kitchen at UVM," said **Melissa Zelazny**, Sodexo general manager.

**Contact: Shondra Jenkins, senior manager, Community Relations, 301 987 4322, [shondra.jenkins@sodexo.com](mailto:shondra.jenkins@sodexo.com)**

# Conversations

## Interview with Dave Scanlan, SVP, Lead Project Executive, Choices 2015

### What is Ambition 2015? What is Choices 2015?

Ambition 2015 is Sodexo North America's strategic goal to increase profit by the year 2015. Ambition 2015 is a strategy — it provides a roadmap for where we want to go as a company.

Choices 2015 are some of the steps we must take along the road to achieve the goals of Ambition 2015. But strictly speaking, Choices 2015 is about identifying strategic and tactical steps we need to take to grow both revenue and improve profit margins.

In other words, Ambition 2015 is the what; Choices 2015 is the how.

### How is Choices 2015 different from other strategic initiatives?

Choices 2015 is helping Sodexo North America focus the entire organization on achieving the objectives of Ambition 2015. In addition, there is unprecedented alignment among the executives. The senior leaders of the company are fully engaged in the concepts and initiatives of Choices 2015. One of the visible examples of this engagement are the Senior Operations Executives serving as Executive Sponsors for the Choices 2015 initiatives.

Initially, we are focusing on three areas — True North (site profitability and supply chain), Organizational Effectiveness, and Reinvent (offer development). In addition to the executive sponsor, a cross-divisional/cross-functional work team has been assigned to each of these initiatives. This approach provides us with the opportunity to truly break down the organizational silos. This is important if we are to be more competitive in the marketplace.

### What attracted you to the position as leader of Choices 2015?

I started with Sodexo right out of college 27 years ago. During that time I was fortunate to have gained significant experience in operations and finance. The opportunity to draw on that experience to lead a major initiative with enterprise-wide impact was very attractive. Also, I saw the opportunity for me to grow personally and professionally beyond the world of finance by leading a project that will seek new and innovative ways for us to achieve the goals of Ambition 2015.

### What is your biggest challenge?

I think the biggest challenge is the size of the company. We have a lot of good, creative, talented people. Each person, department, unit, region, area, etc. is doing what they feel is the right thing to serve our clients and customers. How do we harness all that talent and creativity to be a more efficient, effective and competitive company? How do we preserve the good things about creativity and at same time break down the organizational silos? How do we preserve the creativity and standardize our processes and procedures? And how do we do all of this with a sense of urgency?

### What is the most rewarding part of your job?

One of the most rewarding aspects of the job is when I hear from the field that something we have done has made their lives easier. When our DMs and GMs say that a process or a tool we've implemented has saved them time or made things easier, that's very rewarding. Also, seeing members of my team grow and develop individually and as a team; seeing how we work together to achieve our goals and realize success.

### What do you like to do outside of work?

I enjoy spending time with my family, doing activities with my kids. I also find physical labor to be relaxing and rewarding. When I do projects around the house, it is nice to be able to see something from beginning to end in a short amount of time. For example, I do all the landscaping and yard work. It feels good at the end of the day to look out over the yard to see what you accomplished.

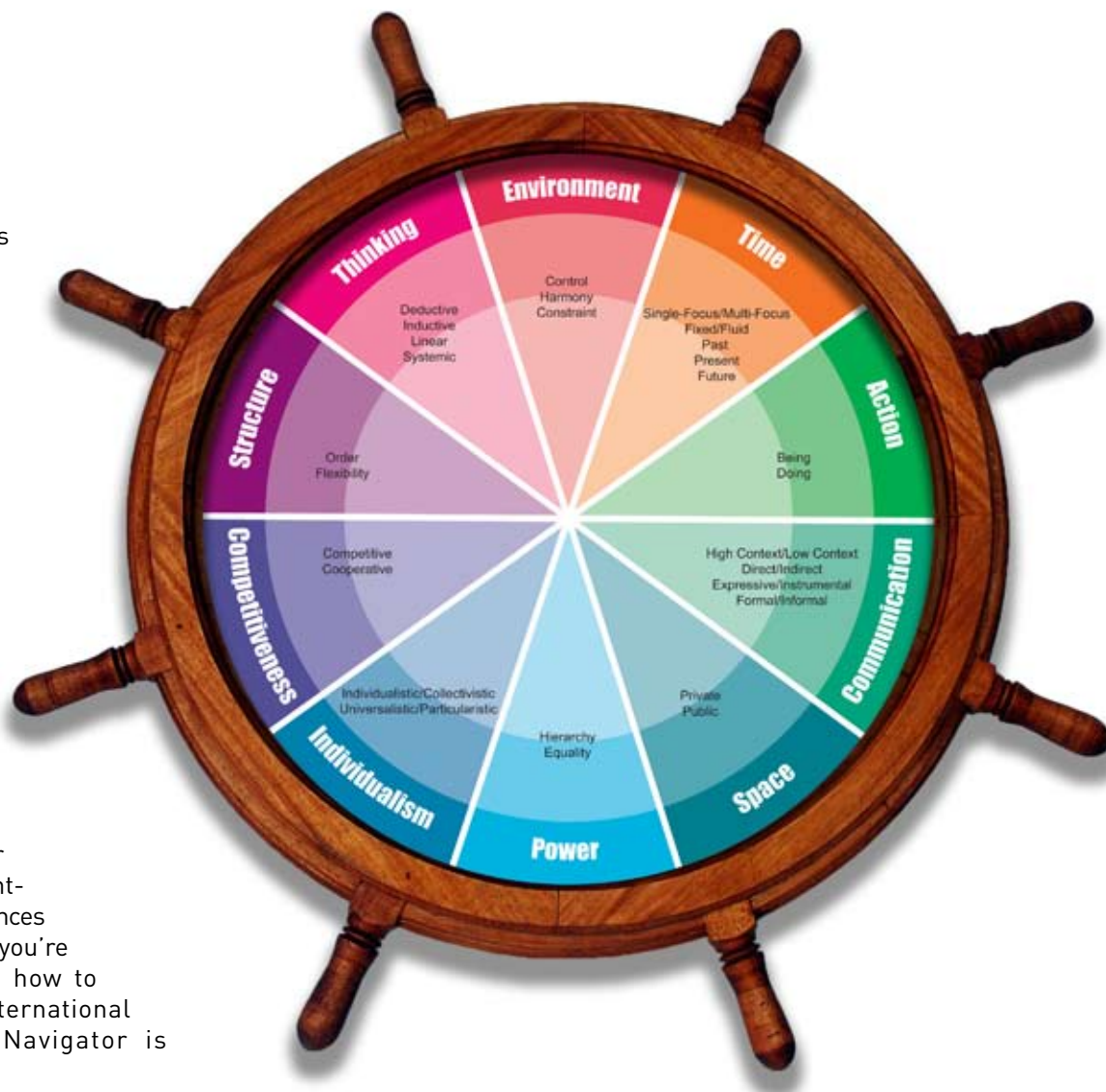




# Adding Value

## Navigating Our Diversity Culture

Diversity and inclusion represents one of our organization's greatest competitive advantages. Having a culturally competent team is integral to effectively managing the needs and expectations of our clients and customers and ultimately growing our business. For this reason, Sodexo has secured an innovative tool to enhance every employee's cultural competency. The Cultural Navigator is our newest cultural and business information resource. It is a comprehensive, free Web-based solution designed to enhance the development and effectiveness of managers who work with global colleagues, customers and team members across time zones, geography, language and culture. Whether managing a multinational team, wanting to understand how cultural differences might manifest in the workplace or you're interested in learning more about how to optimize negotiations with an international client or colleague, the Cultural Navigator is a valuable resource.



**Contact:** Kate Wester, senior manager, Diversity communications, 619 929 1557, [kate.wester@sodexo.com](mailto:kate.wester@sodexo.com)

## New One-Stop Shop for Sodexo Purchasing

Sodexo has been on a journey to continuously improve the quality, consistency, innovation and cost management of our operations across all lines of business. We are proud to announce the launch of our new Web-based, e-procurement system, known as The Market Connection.

Introduced at the Management Conference in October 2008, The Market Connection will provide a single ordering platform for all food, services, equipment and supplies to be purchased. The Market Connection streamlines the order-to-pay cycle and reduces the time and effort needed to search for and purchase items in support of the business. "The Market Connection, once fully implemented, will greatly improve the daily work life for unit managers and their teams by providing a one-stop shop for all goods and services. This new platform represents a continuation of the com-



prehensive unit-based tool set we began installing several years ago, including our new payroll, labor management and food production systems," said **John Bush**, chief operating officer and market president.

The Market Connection pilot is scheduled for March 2009 for ten Sodexo units and a distribution center that are currently using the Instill Procurement Web (IPW) system. "The efficiencies we gain from using The Market Connection across Sodexo will allow unit managers to focus on direct interaction with their customers while realizing purchasing benefits that positively impact Sodexo and the clients we serve," said **Ann Oka**, senior vice president for Supply Management.

**Contact:** Rob O'chall, director, Integrated Procurement Systems, Supply Management, 301 987 4721, [robert.ochall@sodexo.com](mailto:robert.ochall@sodexo.com)



## Innovative Reward and Recognition Solutions from Sodexo Pass USA

Reward and recognition can significantly boost an organization's performance, results and morale. Sodexo Pass provides expertise and solutions to companies for developing and executing meaningful reward and recognition programs.

Our portfolio of products, from Esteem Pass gift cards ([esteempass.com](http://esteempass.com)) to Viva-box gifts ([vivaboxusa.com](http://vivaboxusa.com)), offer something for every occasion and correspond with the varying needs of a dynamic workforce.

Sodexo's Esteem Pass program offers companies competitive pricing and customization to meet the different criteria that businesses have for reward and recognition programs. Different from typical gift cards, Esteem Pass provides users with one single card that can be used at over 20,000 locations operated by 35 well known and popular

retailers such as Macy's, Borders®, Gap, Inc., The Home Depot®, Marriott® and Outback Steakhouse.

For a more unique option, Vivabox, delivers the flexibility of a gift card with the touch of a hand-picked personal gift such as, gourmet coffee or fine wine. These experiential gifts have two stages — first, recipients get an immediate "taste" of their experience through the items in the box they receive. Second, the gift recipient selects another gift by redeeming a gift card that is included in the box.

Recently, Sodexo Pass presented a customized reward and recognition program to **The George Washington University Hospital (GWUH)** in Washington D.C.

"It was a win-win opportunity for both Sodexo

Pass and the Health Care Division because we were able to offer a solution that was value-added for our client. By bringing the Sodexo Pass team in to present and meet with the client we were able to show GWUH that Sodexo has experts in the field of reward and recognition," said **Helen Wirth**, general manager for the Health Care Division.

To learn more about our reward and recognition solutions contact us at, 888 663 4437 or e-mail [sales.sodexopass.usa@sodexo.com](mailto:sales.sodexopass.usa@sodexo.com).

Contact: Heidi Hastings-Brien, senior director, Sodexo Pass USA Marketing, 301 987 4632, [heidi.hastings@sodexo.com](mailto:heidi.hastings@sodexo.com)

## Sodexo México's 5<sup>th</sup> Annual Client Appreciation Luncheon

Social corporate responsibility was the theme at Mexico's 5<sup>th</sup> annual Client Appreciation Luncheon. Sodexo México's elite clients were joined by **George Chavel**, president and CEO of Sodexo, Inc. and **John Bush**, chief operating officer and market president. All guests were greeted at the residence of the French Ambassador, who hosted the event along with **Humberto A. Patorniti**, president and general director of Sodexo México.

Since 2004, Sodexo México has been the recipient of the prestigious Empresa Socialmente Responsable [ESR] award presented by the Mexican Philanthropy Center. During the luncheon, team México shared this accomplishment and more important its determination to remain a company committed to supporting sustainable development across México. This initiative was put in effect when reassigning the funds intended for the client's souvenirs to a donation in collaboration with the STOP Hunger program.

"As one of Sodexo México's senior clients, it is an honor to participate in this annual celebration. This year's theme was social corporate responsibility and it could not have been more timely. In México, it has become imperative for the private sector to assume social responsibility, the government cannot do it itself," said **Raul P. Rios** of PricewaterhouseCoopers.

Contact: Natsheli Valdez, human resources coordinator, Sodexo México, + [52 55] 11 02 33 00 Ext. 1201, [nvaldez@sodexo.com.mx](mailto:nvaldez@sodexo.com.mx)





# Adding Value

## Veteran Chefs Learn to Pass It On

When Executive Chef **Richard Flack** went to study at the prestigious Culinary Institute of America (CIA) in June 2008, he did so with one eye on how he could enhance his culinary skills and another ready to see how he could share the wealth with his frontline employees back home.

Flack took part in Culinary Foundations, a rigorous Train-the-Trainer workshop for chefs offered by Sodexo University in partnership with the CIA. During the five-day course, veteran chefs sharpen not just their

cooking, safety and sanitation techniques, but also their communications and presentation skills as they learn how to effectively teach the culinary arts to workers without much food service background.

Flack has found it gratifying to “pay it forward” to his staff back at the **University of Detroit**. The training teaches the proper names and appropriate uses for professional knife cuts and how to make food look, as well as taste, wonderful. “For me, it is my joy and my inspiration to share what I

have learned. If I can help someone else grow and achieve, that’s what the Train-the-Trainer was all about,” said Flack.

Executive Chef **Miguel Rivas**, another graduate of the Train-the-Trainer program who serves at **Georgetown College** in Lexington, KY, agrees. His team of seasoned food service workers already knew the basics, so he was delighted to see how much enthusiasm they now bring to advancing their culinary knowledge with professional terms and techniques. His employees



## St. Ambrose Receives Employer of the Year Award

Early in her Sodexo career at **St. Ambrose University** Dining Services, Foodservice Manager **Caroline Rasmussen** partnered with Iowa Vocational Rehabilitation Services and other disability employment programs in Davenport to hire and foster disabled workers. Later, after her catastrophic 2005 skiing accident, Rasmussen experienced first hand Sodexo’s support for its disabled employees.

Rasmussen and her supervisor, General Manager **Stephen Finn**, received the 2008 Large Employer of the Year Award — presented by Iowa Lt. Gov. **Patty Judge** on behalf of the Iowa Commission of Persons with Disabilities — at the Governor’s Annual Awards Ceremony Oct. 3 at the Rotunda in the State Capital in Des Moines. Rasmussen submitted the application that garnered the award for Sodexo Campus Services at St. Ambrose University.

Now in a wheelchair from her spinal cord injury, and with limited hand function, Rasmussen and the Sodexo St. Ambrose University team extend their support to about a dozen disabled employees, more than 10 percent of the 80-person dining service workforce.



Finn credits the St. Ambrose students for helping to create a positive work environment for the disabled workers. The student newspaper nominated one blind employee who works on the tray-return line for the employee-of-the-month award. “We don’t see the disabilities,” says Finn, “we just make the employees know they’re part of the team.”

**Contact: Monica Zimmer, director, Public Relations, 301 987 4461, [monica.zimmer@sodexo.com](mailto:monica.zimmer@sodexo.com)**

participate in the formal Culinary Foundations program, which includes certificates for each module completed. "We can see the difference, and our customers have noticed the improvements too," Rivas said.

**Contact:** Maura Daly, communications manager, Sodexo University, 301 987 4295, [maura.daly@sodexo.com](mailto:maura.daly@sodexo.com)



## Jazzman's Café Goes Global To Learn About Coffee & Culture

At Jazzman's Café, coffee is serious business...so serious that the Retail Brand Group has a strategic plan in place to evolve the brand, taking all elements of the brand, including the coffee, to the next level in time for Jazzman's 10<sup>th</sup> anniversary in the fall of 2009. Part of Jazzman's DNA is an authentic experience, so the group recently sent four team members to Milan, Italy on a strategic mission of brand development to attend Master Barista training with Jazzman's Café's long-time espresso machine manufacturer.

**Rob D'Orsi, Scott Barrineau, Mary Harvey and Cory Thomas** represented the culinary, operations, training and development teams in learning about the origins and culture of espresso, the drink that has been at the center of the hottest beverage trend this decade. The team will be taking key elements of their experience and applying it to the Jazzman's Café brand.

The program is a three-day course that focuses on many facets of espresso and cappuccino beverages including proper calibration of machines, extraction of espresso, evaluating the shot based on color and taste, and milk frothing.

"In Italy, coffee is not just a part of a morning routine, it is truly a part of everyday life. In Milan, there were coffee bars on every block yet every one creates a unique experience for the guest. We will take what we learned and apply it to our cast member training to help each Jazzman's Café offer an authentic experience for our guests," Thomas said.

**Contact:** Cory Thomas, project manager, Brand Development, Retail Brand Group, 484 201 2448, [cory.thomas@sodexo.com](mailto:cory.thomas@sodexo.com)

## NASA's 50<sup>th</sup> Anniversary Celebration

Imagine a lawn filled with thousands of people relaxing in the sun on a picture perfect day. There is music from a DJ in the background and the aromas of barbecue brisket are carried throughout by a light breeze. Laughter and tears are being shared as memories are celebrated at NASA's 50<sup>th</sup> Anniversary celebration.

Sodexo partnered with NASA to commemorate the milestone with a complimentary lunch for their 6,000 employees. Because of the scope of the event — feeding thousands of people in less than two hours and at four separate locations — **Marquis Edwards**, general manager, reached out to Corporate Services accounts in the Houston area for support and they gladly accepted.

"Trust me when I tell you that words do not vividly give this description justice, but it was



absolutely awesome and a wonderful site to see," Edwards said. "The cheerfulness and the smiles seen were a much needed boost to many whom are still recovering from the hurricane."

On September 13, 2008, Hurricane Ike pounded the eastern coast of Texas and the NASA community and campus were hit hard by the Category 2 storm. NASA would have to close for an entire week to allow time for

its employees, as well as the facilities to recuperate from the devastation. During this time, the Sodexo team assisted with clean-up efforts and provided food and beverages to employees who worked around the clock to restore the NASA campus back to its pre-hurricane condition.

**Debbie Conder**, manager at NASA, as well as her staff, worked hand-in-hand with Edwards and her team to plan and execute the event. "We could not have asked for the 50<sup>th</sup> anniversary celebration to go any better or more smoothly than what the Sodexo team did today," Conder said. "We look forward to more events in the future".

**Contact:** Marc Lubetkin, communications director, Government Services, 860 325 1246, [marc.lubetkin@sodexo.com](mailto:marc.lubetkin@sodexo.com)



# Adding Value

## Culinaire Takes Local to a Whole New Level

When the Director of Horticulture at **Longwood Gardens** proposed the idea of a dinner celebrating the season's bounty and harvest straight from the gardens of the Kennett Square, PA. horticultural attraction, Sodexo's General Manager, **Al Frankey** knew his catering team could deliver in a major way.

Fresh vegetables are harvested daily from the fields of Longwood Gardens and delivered to the kitchen for use in the Sodexo Leisure Services-operated The Terrace Restaurant, but this event, aptly named "Culinaire", was a little different. **Beth Abaldo**, Sodexo's director of catering at Longwood Gardens, worked with staff from the Gardens to select The Idea Garden and Garden Railway as the perfect backdrop for the event, showcasing the areas at their peak. Executive Chef **Vince Alberici** worked directly with the vegetable gardeners to plan the menu. The October harvest was the inspiration for the event, where every vegetable served to the 100 guests was growing in Longwood Gardens 24-48 hours prior to the event.

Culinaire was set at a table that stretched 136 feet from one end of the garden to the other with centerpieces composed of local cabbages, cauliflower, tomatoes, grapes, and artichokes. Glass pumpkins added a bit of sparkle to the table, as the guests dined on the bountiful harvest complemented with grilled quail, local goat cheese, and baby rack of veal, perfectly paired with a complementary wine.

"Culinaire at Longwood Gardens is a perfect example of how we can use our extremely talented teams to build credibility with our clients and add value to the services we offer every day," said **Adam Maling**, vice president of operations, Sodexo Leisure Services. "Our team made this an event for the history books at Longwood Gardens."

**Contact: Stacy Bowman-Hade, director, Public Relations, 301 987 4352, [stacy.bowmanhade@sodexo.com](mailto:stacy.bowmanhade@sodexo.com)**



## Jack Thompson Earns Energy Manager of the Year Award



(l-r) Walter Hardin, Chairman of the Executive Board for the Association of South Carolina Energy Managers presents award to Jack Thompson, Sodexo assistant director of facilities maintenance and energy manager.

South Carolina's saving the **Beaufort County, School District** more than \$1.3 million in energy costs in fiscal year 2008 was all part of the job for **Jack Thompson**, Sodexo assistant director of facilities maintenance and energy manager. So receiving the Energy Manager of the Year Award from the Association of South Carolina Energy Managers (ASCEM) prompted a modest chuckle and a simple explanation from Thompson.

"We run a highly effective maintenance program," said Thompson, who's served the Beaufort County schools during his six years with Sodexo. "This results in energy savings, sure, but also in savings from improved preventive maintenance." At Beaufort County, preventive maintenance includes changing an average of 2,600 air filters monthly throughout the school district to maintain energy efficiency and prevent equipment breakdown.

Thompson persistently pushes the limits of business-as-usual energy usage. He reprogrammed the HVAC control software to maximize the system's energy management capacity. This impressed the control manufacturer, which is considering integrating Thompson's changes into the product, noted **George R. Wilson**, Beaufort County School Board District Ten representative, in a letter recommending Thompson for the ASCEM award.

Thompson also incorporates his expertise during the county's school building design phase, reviewing all school district HVAC plans, and requiring strict energy-saving design specifications.

**Contact: Greg Yost, manager, Public Relations, 301 987 4214, [greg.yost@sodexo.com](mailto:greg.yost@sodexo.com)**



## Sodexo Training Goes Hollywood

What could possibly bring together competing supply vendors, over 150 Health Care Environmental Services [ES] professionals and a movie crew? Sodexo Shine training videos.

Unlike generalized cleaning videos available in the industry, these videos are based on the fundamentals of Health Care's Unit Operating System. Plus, they fold in the newest technology and products. "The Sodexo Shine training videos are designed especially for Sodexo. They incorporate HC

Top 200 products, best value equipment and very specific steps," said **Larry Garrone**, senior brand manager.

Sodexo Shine ES Training videos were developed and researched by Sodexo ES teams, filmed in Sodexo ES units and star Sodexo ES professionals and vendors.

The amount of collaboration behind these films is staggering. "The most memorable moments for me have been seeing our vendor partners Windsor, Nilfisk, Tennant,

3M, Rubbermaid and Ecolab working side by side and their competition helping us develop Sodexo Shine," Garrone said. "They truly have put Sodexo first in this initiative."

**For more information about Sodexo Shine, visit [SodexoNet > Facilities > ES Homepage](#).**

**Contact: Larry Garrone,**  
senior brand manager, 508 277 2767,  
[larry.garrone@sodexo.com](mailto:larry.garrone@sodexo.com)



## Colorado College Recognized for Green Cleaning

Sodexo facilities management experts helped propel **Colorado College** to a leadership position in sustainable cleaning practices by being named one of only two colleges honored by American School & University magazine, the Green Cleaning Network, and the Healthy Schools Campaign for the 2008 Green Cleaning Award for Schools and Universities.

Colorado College cut its number of cleaning products in half by switching to microfiber cloths and mops, and reducing custodial-cleaning water use by about 247,000 gallons per year in residential and academic areas. The Green Cleaning Award also recognized efforts in piloting environmentally preferable chemicals and installing chemical-dispensing systems that reduce waste and prevent the "more is better" pitfall. Technicians retired harsh floor-stripping chemicals by introducing new technology that uses water instead, which improves student and employee health by reducing toxic chemical use. Indoor air quality also got a boost by switching to dual filtration units instead of using vacuums. Tent cards in all dorm rooms let students know their rooms are cleaned using environmentally friendly products that are Green Seal™ certified, a third-party endorsement of environmental responsibility.

"Sodexo congratulates Colorado College for championing effective methods to support sustainable initiatives," said **Al Allen**, president of education facilities management at Sodexo. "Sodexo managers, employees and vendor partners also made this award possible by applying their expertise in sustainable performance."

**Contact: Monica Zimmer, director, Public Relations, 301 987 4461, [monica.zimmer@sodexo.com](mailto:monica.zimmer@sodexo.com)**





# People @ Work

## Sodexo Named Food Service Provider for Marine Corps Marathon

Sodexo was named the food service provider for the Marine Corps Marathon and its surrounding weekend of events in October 2008. Providing the fuel that helped both the marathoners and event staff boost their energy for the run in Washington, DC was no easy task.

So, exactly what did it take to provide nourishment for Marine Corps Marathon staff, volunteers and participants throughout the week-end? Breakfast for 700 people; lunch for 900 people; 5,100 boxed lunches for the Marines working the event; 27,000 hospitality bags for runners; and catering services to the marathon VIP tent.

"Our mission at Sodexo is to 'make every day a better day' for our customers and the Marine Corps Marathon weekend illustrates the important role the combination of physical well being and community plays in overall health," said **Greg Verone**, president of Government Services.

The Marine Corps Marathon, the annual race known as "The People's Marathon," brings together runners from all walks of life to participate in a patriotic race and a day of family-friendly activities, including the Healthy Kids' Fun Run, which Sodexo has co-sponsored since 2003.

**Contact:** Marc Lubetkin, communications director, Government Services, 860 325 1246, [marc.lubetkin@sodexo.com](mailto:marc.lubetkin@sodexo.com)



## Striding for Students

A sunny Saturday in November brought Sodexo employees and their families from Central Florida out to support the United Negro College Fund's Run/Walk for Education. The event, held at the Florida Citrus Bowl, raised more than \$35,000 to support four-year scholarships for Orange County students of all nationalities. UNCF is the nation's oldest minority higher education assistance organization. In addition to scholarships, UNCF provides operating funds and technology enhancements for historically black colleges and universities around the country.

"It wasn't surprising to see how many people from our team came out to show their support for such a worthy cause," said Education Facilities Division President **Al Allen**, who serves on the Advisory Council for the Orlando UNCF. "Sodexo showed its community spirit with more than 15 runners and walkers coming from as far away as Tampa to participate." The success of the event spurred the UNCF planners to schedule another Run/Walk for next year.

**Contact:** Nancy Ness Judy, senior director of communications, Education Market, 301 987 4831, [nancy.judy@sodexo.com](mailto:nancy.judy@sodexo.com)





## Vending Services Receives Outstanding Supplier Performance Award



In late October, **Scott Boynton**, division vice president of Sodexo Vending Services, received a letter from FedEx Freight, their client of eight years. The letter stated that Sodexo Vending Services was selected as their Supplier of the Year for 2008.

There are a number of criteria (service, education, response, communication, etc.) that are applied to determine the winner, and Sodexo Vending Services has attained FedEx Freight's "Gold Level" ranking each of the four quarters of 2008.

**Nicole Hurley**, project manager for the FedEx Freight portfolio, led the team in providing stellar service to the FedEx Freight accounts. Nicole and **Cheryl Nurse** (holding the FedEx shipping package and plaque, respectively) managed the vending needs and consolidated the invoices for their water filtration units in a portfolio that exceeds 200 sites.

Nicole received an individual award from FedEx Freight's Vice President of Physical Assets **Dennis R. Beal**.

Congratulations to Nicole, Cheryl, and the Sodexo Vending Services Team for making the Sodexo experience an everyday occurrence at FedEx Freight.

**Contact:** Tom Smith, senior vice president, Sodexo Vending and Refreshment Services, 954 736 4143, [tom.smith@sodexo.com](mailto:tom.smith@sodexo.com)

## Service of a Lifetime

Who knew that after starting her journey at **Georgia Tech**, Deli Server **Ruthie Beck** "Ms. Ruthie" would still be greeting students and faculty in the same café 56 years later.

Ruthie's daughter, granddaughter, nephew and 30 friends from the New Horizon Center gathered at a reception held to celebrate her "lifetime of service." Ruthie received a certificate of service from Interim President **Gary Schuster** along with an engraved clock and a \$100 Visa gift card. But, the most touching and priceless gift of all was the newly renovated deli counter unveiling its new name — "Ms. Ruthie's."

When asked about all the commotion for her service, Beck answered simply, "It's too much...it's too much."

Astonishingly, Ruthie wasn't the only one

being recognized for five decades of service. **Dot Whitaker** was also honored at a lunch and reception in Georgia Tech's Brittain Dining Hall to commemorate her 50 years of service. In addition to her gifts and plaque, the dining hall café was named "Ms. Dot's Café."

"Ms. Ruthie and Ms. Dot are special examples of staff members whose commitment to Georgia Tech has helped to make us the institution we are today," Schuster said. "Much of what we have accomplished is dependent upon the dedication, hard work and loyalty of staff members."

**Contact:** Todd Schram, general manager, Georgia Tech Dining Services, 404 894 9558, [todd.schram@sodexo.com](mailto:todd.schram@sodexo.com)





# Corporate Citizenship

## Solutions *Online Video Premiere*

### Hannah Yoxall Turns Hunger into Hope

Hannah Yoxall had never forgotten what it was like to go to bed hungry. After being adopted and brought to America from her native China, Hannah was compelled by the empty shelves at her local food bank to raise awareness and collect food for the hungry in the Shenandoah Valley. Last year, at the age of nine, Hannah managed to collect 1,033 pounds of food — bringing her three-year total to more than 1,500 pounds for local needy families. See the full story on why Hannah became a 2008 STOP Hunger Scholarship recipient.

Applications for the 2009 STOP Hunger Scholarships are open now through February 27, 2009 via [www.SodexoFoundation.org](http://www.SodexoFoundation.org) (access key SDXF).

# Win a \$5,000 scholarship

It's never too early to start saving for college.

2008 STOP Hunger Scholarship winners



Helping  
others?  
We'll help  
you.

You\* could receive a \$5,000 scholarship and a \$5,000 grant for your hunger-related charity.

\*(students K-grad school)

Application period:  
Jan. 1 through Feb. 27, 2009

**Sodexo  
Foundation**  
Leading the fight against hunger.



Find more information and official rules at  
[SodexoFoundation.org](http://SodexoFoundation.org)