



#iismc10

wthashtag.com/iismc10

Transcript from July 9, 2010 to July 16, 2010

All times are Pacific Time

July 11, 2010

- 6:35 pm **IFDA:** Thanks, @Debra_Blueberry :) RT @IFDA: Bob Goldin, Technomic says check \$ average was impacted a lot more than actual traffic... #iismc10
- 6:42 pm **IFDA:** 33% of consumers think economy will improve a little next year - fewer pessimists than we have had. #iismc10
- 6:46 pm **IFDA:** Retail is in a better position than we - offering "cheaper" and "value". But there is some pent up demand - they miss eating out! #iismc10
- 6:49 pm **Debra_Blueberry:** RT @IFDA: Recession impacts almost every 1-90% of households-in someway. 26% consumers say rough making ends meet (5% over last yr) #iismc10
- 6:50 pm **Debra_Blueberry:** RT @IFDA: Retailers are taking us on. We're competing for consumers. Heiness markets "Dine in... like you're dining out!" #iismc10
- 6:50 pm **Debra_Blueberry:** RT @IFDA: 33% of consumers think economy will improve a little next year - fewer pessimists than we have had. #iismc10
- 6:55 pm **luckypenny:** RT @IFDA: People more discretionary in their spending, including starting to cook more at home (83%) and brown bag lunching (38%). #iismc10
- 7:17 pm **foodsho:** RT @IFDA: Retail is in a better position than we - offering "cheaper" and "value". But there is some pent up demand - they miss eating out! #iismc10
- 7:17 pm **foodsho:** RT @IFDA: 33% of consumers think economy will improve a little next year - fewer pessimists than we have had. #iismc10
- 7:24 pm **IFDA:** Current session is "Walk a Mile in My Shoes," featuring a panel of operators from five segments of the restaurant industry #iismc10 #iismc10
- 7:26 pm **IFDA:** Laura Lozano, Dir. of Global Dining from Dell, Inc. says her biggest challenge is being far removed from the products. #iismc10
- 7:27 pm **foodsho:** RT @IFDA: Bob Goldin of Technomic says the check \$ average was impacted a lot more than the actual traffic numbers. Ordering habits changed. #iismc10
- 7:27 pm **ampretus:** RT @luckypenny: RT @IFDA: People more discretionary in their spending, including starting to cook more at home (83%) and brown bag lunching (38%). #iismc10
- 7:28 pm **Debra_Blueberry:** RT @IFDA: Current session is "Walk a Mile in My Shoes," featuring panel of operators from 2 segments of the #restaurant industry #iismc10
- 7:28 pm **Debra_Blueberry:** RT @IFDA: Laura Lozano, Dir. of Global Dining from Dell, Inc. says her biggest challenge is being far removed from the products. #iismc10
- 7:28 pm **IFDA:** Jeff Sinelli, founder of Which Wich? finds the operator-distributor-manufacturer relationship a "turbulent world, but fun." #iismc10
- 7:30 pm **IFDA:** Sinelli: all relationships (personal and in business) need to be open, honest, and filled with trust. #iismc10
- 7:30 pm **Debra_Blueberry:** RT @IFDA: Jeff Sinelli, founder of Which Wich? finds the operator-distributor-manufacturer relation'p a "turbulent world, but fun." #iismc10
- 7:31 pm **IFDA:** Russ Benson, Food For Thought Enterprises to the attendees "I need YOU to be my R & D kitchen." #iismc10
- 7:32 pm **IFDA:** Benson: "driving participation with new menus and concepts is what keeps me in business." Needs dist. & manf. to help him do that. #iismc10
- 7:36 pm **IFDA:** Jonathan Bennett, Moxie the Restaurant in Cleveland: we need information to know what we're buying--nutrition, ingredient info... #iismc10

- 7:37 pm **IFDA:** Both Sinelli & Bennett mention dist. & manf. employee turnover as a big challenge in establishing good relationships. #iismc10
- 7:39 pm **IFDA:** Bennett: two stores strong in two different cities. Wants his distributors to ensure the brands he uses are aligned in both places. #iismc10
- 7:42 pm **IFDA:** Ron Rech, Resurrection Health Care: patients want restaurant-style quality, but he must stay in realm of their diets. #iismc10
- 7:44 pm **IFDA:** Rech: Vegan foods becoming more in demand, also organic and local produce. #iismc10
- 7:46 pm **IFDA:** Rech: look to dist.-manf. for educational opportunities, & thinks they have come a long way in the last 10 years. #iismc10
- 7:49 pm **IFDA:** Ellen Koteff, moderator, asks panelist how the recession has affected them. Benson: reduces hours, smarter menu engineering... #iismc10
- 7:49 pm **foodsho:** RT @IFDA: Jonathan Bennett, Moxie the Restaurant in Cleveland: we need information to know what we're buying--nutrition, ingredient info... #iismc10
- 7:49 pm **foodsho:** RT @IFDA: Both Sinelli & Bennett mention dist. & manf. employee turnover as a big challenge in establishing good relationships. #iismc10
- 7:50 pm **foodsho:** RT @IFDA: Bennett: two stores strong in two different cities. Wants his distributors to ensure the brands he uses are aligned in both places. #iismc10
- 7:51 pm **IFDA:** Bennett on recession: offers small, medium and large plates. Can run better margins on smaller plates. Cost of goods down 10%. #iismc10
- 7:53 pm **IFDA:** Bennett: For new menu, sampled for three weeks. Gave away about 3000 plates. Spent about \$5K in mktg---best \$5K he's spent. #iismc10
- 7:55 pm **IFDA:** Lozano: W/ folks working remotely, asks vendors to think outside of traditional b'fast, lunch hrs. Room-svc style feeding successful #iismc10
- 7:56 pm **IFDA:** Sinelli: Recognizes that "the whole world is changing. Let's just get on with it and sell more sandwiches." #iismc10
- 7:57 pm **IFDA:** Bennett: has seen price increasing, but does not raise menu prices. Does not feel that the customer can handle it. #iismc10
- 7:58 pm **IFDA:** Bennett: looks to increasing efficiencies and other ways to deal with the price increases, but has not raised prices in 1.5 yrs. #iismc10
- 8:02 pm **IFDA:** Rech: Required to put nutritional info on all products in cafeteria. Needs to be available from distributors & manufacturers. #iismc10
- 8:05 pm **IFDA:** Bennett: small independents "like trying to herd ants" Also, "take a menu item, put a heart beside it and it will drop to zero." #iismc10
- 8:08 pm **IFDA:** Bennett on local, organic, safe produce: Maybe dist.-manf. needs to educate their sources to help customers get what they want #iismc10
- 8:09 pm **luckypenny:** LOL RT @IFDA: Sinelli: Recognizes that "the whole world is changing. Let's just get on with it and sell more sandwiches." #iismc10
- 8:10 pm **IFDA:** Lozano: private label as quality as nat'l brands; Rech: private label great for BOH, but lots to be said for FOH brand recognition #iismc10
- 8:13 pm **IFDA:** Sinelli: private label sometimes has inconsistencies, national brands not so much. #iismc10
- 8:14 pm **IFDA:** Bennett: don't discount operator employees; cooks will react more positively to a nicer-looking package. #iismc10
- 8:15 pm **IFDA:** Benson on food shows: goes with an agenda looking for specific items, but it is important to see what innovations are. #iismc10
- 8:17 pm **IFDA:** Bennett on healthcare legislation: praying for the light at the end of the tunnel to not be a train. Sinelli: could be a train! #iismc10
- 8:32 pm **IFDA:** Dr. Richard George of St. Joseph's Univ has been conducting research on the distributor-manufacturer relationship for a year now. #iismc10
- 8:33 pm **IFDA:** He's going to tell us about his interviews w/ distributors & manufacturers to see what they honestly think, need from each other. #iismc10

- 8:35 pm **IFDA:** He reminds us Darwin didn't say the strongest survive; Darwin told us those best able to adapt will survive. #iismc10
- 8:39 pm **IFDA:** He interviewed 40 professionals from all levels of foodservice supply chain. He'll share manufacturer perspective (Manu)... #iismc10
- 8:40 pm **IFDA:** and the distributor perspective (Dist). #iismc10
- 8:41 pm **IFDA:** Manu: feels the relationship has become a zero-sum instead of a partnership. #iismc10
- 8:41 pm **IFDA:** Dist: feel GPOs are "trust busters" - hurt the relationship. #iismc10
- 8:43 pm **ThirsTeaCorp:** Relationship between distributors and manufacturers at #iismc10. The challenges of a mutually profitable relationship.
- 8:44 pm **IFDA:** Dist: feel finding ways to differentiate service w/out changing price is an opportunity rather than a challenge. #iismc10
- 8:45 pm **IFDA:** Dist: think manufacturers can add value to the supply chain by more open communication and understanding. And... #iismc10
- 8:46 pm **IFDA:** offer new products that are innovative and fit into the operators' goals/strategies /requirements. #iismc10
- 8:47 pm **IFDA:** Manu: how dist can add value? "develop strategic partnerships with their manu" & focus on flow of product from manu to operator. #iismc10
- 8:50 pm **IFDA:** Most agree would be great to focus more on the operator than on procurement, but no one knows where or how to start. #iismc10
- 8:51 pm **IFDA:** Manufacturers & the data they have access to is critical for "where to start." The real barrier is the level of trust that exists. #iismc10
- 8:58 pm **Debra_Blueberry:** RT @IFDA: Most agree would be great to focus more on the operator than on procurement, but no one knows where or how to start. #iismc10
- 9:00 pm **Debra_Blueberry:** RT @IFDA: Dr. Richard George of St. Joseph's Univ conducting research on the distributor-manufacturer relationship for a year now. #iismc10
- 9:00 pm **IFDA:** Study revealed they want associations to be ambassadors of change, helping manu & dist understand one another's language. #iismc10
- 9:00 pm **Debra_Blueberry:** RT @IFDA: He's going 2 tell us about interviews w/distributors & manufacturers 2C what they honestly think, need from each other. #iismc10
- 9:01 pm **Debra_Blueberry:** RT @IFDA: He reminds us Darwin didn't say the strongest survive; Darwin told us those best able to adapt will survive. #iismc10
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- 9:01 pm **Debra_Blueberry:** RT @IFDA: Manufacturers & the data they have access to is critical for "where to start." The real barrier is the level of trust that exists. #iismc10
- 9:02 pm **IFDA:** Dr. George's conclusions: perceived lack of trust exists by all in the supplychain. #iismc10
- 9:03 pm **Debra_Blueberry:** RT @IFDA: Study revealed they want associations to be ambassadors of change, helping manu & dist understand one another's language. #iismc10
- 9:04 pm **Debra_Blueberry:** Agree: RT @IFDA: Dr. George's conclusions: perceived lack of trust exists by all in the supply chain. #iismc10
- 9:06 pm **IFDA:** We just need to have the courage to step out and start the necessary changes. #iismc10
- 9:09 pm **Debra_Blueberry:** So true and industry been saying this 4 years: RT @IFDA: We just need 2 have courage 2 step out and start the necessary changes. #iismc10
- 9:12 pm **IFDA:** @Debra_Blueberry Maybe given the economy, gov't changes, and changing consumer behavior, now will be the time- finally. #iismc10
- 9:12 pm **foodsho:** RT @IFDA: Bennett: small independents "like trying to herd ants" Also, "take a menu item, put a heart beside it and it will drop to zero." #iismc10

July 12, 2010

- 4:07 am **Snydermerge:** RT @IFDA: He reminds us Darwin didn't say the strongest survive; Darwin told us those best able to adapt will survive. #iismc10
- 1:08 pm **IFDA:** @Snydermerge Thanks for the RT! #iismc10
- 1:08 pm **IFDA:** @foodsho Thanks for the RT yesterday! #iismc10
- 1:10 pm **IFDA:** Bill Hale of the Hale Group kicking off Day 2 of IFDA/IFMA Sales & Marketing Conf. Yesterday's round table was highly productive. #iismc10
- 1:17 pm **ThirsTeaCorp:** "Technology Solutions to Manage your Market" - for Foodservice. @ifma #iismc10
- 1:18 pm **IFDA:** This morning we're focusing on critical tools to help our operators succeed. First, Technology Solutions to Manage your Market... #iismc10
- 1:19 pm **IFDA:** Speakers: Rick Heavern Pres of Foodservice Enablers and Mark Christianson, Acct Mgr at Tilbury Corp. #iismc10
- 1:23 pm **IFDA:** Making it easier to share information. Do you have someone responsible for content mgmt at your biz? #iismc10
- 1:25 pm **IFDA:** Also able to share their info w/ their trading partners via the cms. #iismc10
- 1:27 pm **IFDA:** It improved their effectiveness of lead mgmt and shortened times req'd to close new accounts. Expanded reporting capabilities. #iismc10
- 1:28 pm **IFDA:** Other examples: US Foodservice, Sara Lee. Gaining market advantages due to their robust CRM. #iismc10
- 1:29 pm **IFDA:** TPRM - trading partner relationship management. Much needed as was discussed across the board yesterday. #iismc10
- 1:31 pm **IFDA:** Technology is like a hammer. All carpenters have the same tool, but some have the skill to use it better than others. #iismc10
- 1:33 pm **IFDA:** Check out foodservicecrm.com; group focused on helping foodservice with managing customer relationships. #iismc10
- 1:34 pm **IFDA:** There is a finite set of distributors,manufacturers, brokers, operators and we all duplicate efforts of collecting/analyzing data #iismc10
- 1:35 pm **IFDA:** Why aren't we aggregating data for the betterment of all. We just aren't being as efficient as we could be. #iismc10
- 1:36 pm **Debra_Blueberry:** RT @IFDA: There is a finite set of distributors,manufacturers, brokers, operators and we all duplicate efforts of collecting/analyzing data #iismc10
- 1:37 pm **luckypenny:** RT @IFDA: Check out foodservicecrm.com; group focused on helping foodservice with managing customer relationships. #iismc10
- 1:40 pm **IFDA:** Also check out localfoodservice.com "the operator's preferred choice for information". Leverages tech to connect the industry. #iismc10
- 1:44 pm **IFDA:** Common misconception: Data is information. Not the same thing! Data becomes information with proper translation and perspective. #iismc10
- 1:50 pm **IFDA:** Operator profiling: I need to understand what they want and need in order to help them increase their volume. #iismc10
- 1:51 pm **IFDA:** How do distributors make sure they're differentiating themselves, bringing operators the best solution? #iismc10
- 1:52 pm **IFDA:** Tilbury system includes US census data about the market to help you know the target area/group. #iismc10
- 1:54 pm **katerendall:** @IFDA For independents, strategic alliances with buying groups who understand small and mid-size biz needs & specialty channels. #iismc10
- 1:54 pm **IFDA:** Will generate an action plan of opportunities for operator to pursue. Also, how leverage online social networks to reach consumers? #iismc10
- 1:55 pm **IFDA:** Traffic Builder - their consumer campaign tool. Just rolling out this product with some large manufacturers. #iismc10

- 1:59 pm **IFDA:** Traffic builder is having a direct positive impact on sales volumes. Allows clear reportable/targeted use of marketing funds. #iismc10
- 2:00 pm **Toni_IFDA:** That's #iismc10 actually...RT @Toni_IFDA: At #iismc10. Looking forward to the @Dine4AZ preso later this AM!
- 2:02 pm **IFDA:** @Toni_IFDA Me too! Hoping Saval Foodservice will get a chance to share some of their social media efforts too. Doing a lot! #iismc10
- 2:11 pm **Debra_Blueberry:** RT @IFDA: Operator profiling: I need to understand what they want and need in order to help them increase their volume. #iismc10
- 2:12 pm **Debra_Blueberry:** RT @IFDA: Common misconception: Data is information. Not the same thing! Data becomes information with proper translation and perspective. #iismc10
- 2:12 pm **Debra_Blueberry:** RT @IFDA: Now Mark from Tilbury. He agrees with Rick: efficiency in processes is the key to future success for this industry. #iismc10
- 2:14 pm **IFDA:** Next "critical tool" is about Dynamic Customer Segment Campaigns. Folks from Kellogg's FAFH will speak: Kim Belson, Cust Mktg Mgr, #iismc10
- 2:15 pm **IFDA:** and Paul Stippich, Business Unit Mgr, also from Kellogg's FAFH. Also speaking, Mick Asmussen, CEO of Midwest Venture Partners. #iismc10
- 2:20 pm **IFDA:** RT @ThirsTeaCorp: "transparency & effective communication"-> the buzzwords @ #iismc10.... who will bcome our industry #trustagents? #iismc10
- 2:21 pm **Toni_IFDA:** Mick Asmussen, Midwest Venture Partners: Operators value services more than product. #iismc10
- 2:22 pm **davidhenkes:** Way to go Bob! RT @IFDA: Bob Goldin, Technomic: check \$ avg was impacted more than actual traffic numbers. Ordering habits changed. #iismc10
- 2:22 pm **IFDA:** RT @Toni_IFDA: Mick Asmussen, Midwest Venture Partners: Operators value services more than product. #iismc10
- 2:23 pm **IFDA:** Rick: in all candor, to be able to offer operators the services they want, had to become a larger broker so became regional. #iismc10
- 2:26 pm **IFDA:** In house, he'll produce videos to promo new products and send it to operators who will want to see it. And operators are likely to #iismc10
- 2:26 pm **IFDA:** view it because they trust him & know he knows their needs. #iismc10
- 2:28 pm **IFDA:** He's also shared these videos w/ his distributors to use. #iismc10
- 2:29 pm **rgeorge0826:** #IISM10
- 2:39 pm **IFDA:** Paul of Kellogg's reminds us developing new products is expensive and risky. So fully knowing your segment first is wise. #iismc10
- 2:39 pm **RW3_RWelch:** RT @ThirsTeaCorp "Technology Solutions to Manage your Market" - for Foodservice. @ifma #iismc10
- 2:40 pm **RW3_RWelch:** RT @ThirsTeaCorp Relationship between distributors and manufacturers at #iismc10. The challenges of a mutually profitable relationship.
- 2:41 pm **IFDA:** Paul Stippich, Kellogg's: New product development doesn't need to be "brand new." Can be a fresh perspective of a not-so-new item. #iismc10
- 2:43 pm **IFDA:** Stippich: Cutting a portion back in an economy that's restrained also sends a nutrition msg. w/o focusing on \$\$. #iismc10
- 2:44 pm **IFDA:** Stippich: 73% of consumers feel restaurants have a responsibility to address nutritional concerns #iismc10
- 2:45 pm **Debra_Blueberry:** RT @IFDA: Stippich: 73% of consumers feel restaurants have a responsibility to address nutritional concerns #iismc10
- 2:45 pm **IFDA:** Stippich: Appetite appeal is an overlooked aspect of the veggie category. #iismc10
- 2:45 pm **Debra_Blueberry:** RT @IFDA: Stippich: Cutting a portion back in an economy that's restrained also sends a nutrition msg. w/o focusing on \$\$. #iismc10
- 2:47 pm **IFDA:** Stippich: Veggie foods deliver a 100% yield in comparison to a light animal protein. #iismc10

- 2:48 pm **IFDA:** Stippich: why should we care about veggie category? Trending up in comparison to other categories, like desserts. #iismc10
- 2:48 pm **IFDA:** BTW, Stippich is concentrating on meatless alternatives when addressing "veggie category." #iismc10
- 2:49 pm **IFDA:** Stippich: 80% of patrons are going to purchase a branded meatless alternative if it's on the menu. #iismc10
- 2:51 pm **IFDA:** Kim Belson, Kellogg's: 5 P's to Veggie Success: products, presentation, placement, pricing, promotion. #iismc10
- 2:53 pm **IFDA:** Presentation includes a good menu description. Use adjectives and colorful wording. #iismc10
- 2:54 pm **Debra_Blueberry:** RT @IFDA: Stippich: 80% of patrons are going to purchase a branded meatless alternative if it's on the menu. #iismc10
- 3:01 pm **menumaxsteve:** RT @IFDA: Presentation includes a good menu description. Use adjectives and colorful wording. #iismc10
- 3:02 pm **IFDA:** Next set of panelists are up to talk about Kicking It Up a Notch with Innovative Food Shows. David Werner from Ben E Keith and #iismc10
- 3:03 pm **IFDA:** Christopher Neary from J. Kings Foodservice Professionals in NY. #iismc10
- 3:04 pm **menumaxsteve:** RT @IFDA: Christopher Neary from J. Kings Foodservice Professionals in NY. #iismc10
- 3:07 pm **IFDA:** Chris is J. Kings Exec Chef and heads up their R&D. J Kings has great example of how they keep their food show innovative. #iismc10
- 3:08 pm **menumaxsteve:** RT @IFDA: Chris is J. Kings Exec Chef and heads up their R&D. J Kings has great example of how they keep their food show innovative. #iismc10
- 3:08 pm **IFDA:** They start planning 4 months ahead. In selecting chefs, they make sure they are all well-trained on and familiar w/ the products. #iismc10
- 3:09 pm **IFDA:** @menumaxsteve Thanks for the RT support! #iismc10
- 3:10 pm **IFDA:** 8-10 weeks out, they get good descriptive promo materials out to vendors. Each year has a new theme. #iismc10
- 3:12 pm **IFDA:** Give their drivers seasonal uniforms with show logo on it to help promo the show - nice! Exp theme: Out w/ the old, in w/ the New. #iismc10
- 3:12 pm **IFDA:** Show to be about new ideas, re-inventing old faves, designing cost-effective menu specials for new items. #iismc10
- 3:14 pm **IFDA:** J Kings also using technology to enhance their show. They have "NY minute" clips on their website& online ordering w/ product pics. #iismc10
- 3:15 pm **Grecian_Delight:** Grecian Delight is @ the IFMA/IFDA conf. Hoping 2 learn more abt partnering w/disit. & customers. #IISMIC10 <http://ow.ly/2adRh>
- 3:20 pm **IFDA:** Glad you're here! RT @Grecian_Delight: Grecian Delight is @ the IFMA/IFDA conf... #IISMIC10 <http://ow.ly/2adRh> #iismc10
- 3:21 pm **IFDA:** They also update their truck designs to promo the show using truck wraps. #iismc10
- 3:23 pm **IFDA:** They use a separate stage to demo house brands. Build a specialized culinary team based on the product to be showcased. #iismc10
- 3:23 pm **davidhenkes:** RT @IFDA: Paul Stippich, Kellogg's: New product development doesn't need to be "brand new." Can be a fresh perspective of a not-so-new item. #iismc10
- 3:25 pm **IFDA:** David from Ben E Keith tells us they really focus on relationships at their food show. They have 6 divisions and 11 shows annually. #iismc10
- 3:26 pm **IFDA:** They get the year's calendar out well in advance with all show dates on it so operators can plan to attend. #iismc10
- 3:27 pm **IFDA:** They offer wait staff training & menu analysis, etc in sessions at their show - extra services to help operators. Promo via emails. #iismc10

- 3:28 pm **IFDA:** They use Data Connect and vendors LOVE it. It pulls product attendees search and related items too and where to find at the show. #iismc10
- 3:30 pm **IFDA:** There's a Data Connect station at every booth. Hold pre-event vendor meetings to get all on same page with show goals. #iismc10
- 3:31 pm **IFDA:** Location of show can be an asset. They had show at new Cowboys stadium and it was elbow to elbow packed! #iismc10
- 3:33 pm **IFDA:** They ask for true honest critique - don't be nice; tell the truth so they can keep getting better and better. #iismc10
- 3:34 pm **menumaxsteve:** RT @IFDA: Glad you're here! RT @Grecian_Delight: Grecian Delight is @ the IFMA/IFDA conf... #IISM10 <http://ow.ly/2adRh> #iismc10
- 3:35 pm **IFDA:** Robin Feldman, Kellogg's: Jordano's food show focused on new products, bringing in 250 new SKU's #iismc10
- 3:37 pm **IFDA:** Feldman: Jordano's show broke all attendance & sales records. #iismc10
- 3:40 pm **ThirsTeaCorp:** "Innovative Foodshows": great presentations. We're distributed thru BenEKeith who do run a great show. #iismc10 #ifda
- 3:44 pm **RW3_RWelch:** RT @ThirsTeaCorp "Innovative Foodshows": great presentations. We're distributed thru BenEKeith who do run a great show. #iismc10 #ifda
- 3:55 pm **IFDA:** Next session is "The Human Element: Bringing Solutions to the Operator"; building the relationship by providing services they need. #iismc10
- 3:57 pm **IFDA:** Pare showed video of an operator customer expressing loyalty and appreciation of Pate Dawson. Pare to explain how to earn that. #iismc10
- 3:59 pm **IFDA:** Pare used to be an operator himself so he knows their perspective. Understanding is the foundation of the successful relationship. #iismc10
- 4:06 pm **IFDA:** Large scale issues make things tougher for operators: unemployment, little available credit, healthcare, low consumer confidence. #iismc10
- 4:07 pm **IFDA:** Pare: Problems and solutions come in equal pairs. So let's focus on solutions. #iismc10
- 4:08 pm **Debra_Blueberry:** RT @IFDA: Large scale issues make things tougher for operators: unemployment, little available credit, healthcare, low consumer confidence. #iismc10
- 4:08 pm **IFDA:** The solution: shift the distributors' paradigm from training to learning. We need to know our individual customers. #iismc10
- 4:09 pm **IFDA:** The conventional DSR is obsolete. A plain old sales/order taker is not what operator needs to succeed. #iismc10
- 4:10 pm **ThirsTeaCorp:** John Pare "...understand and help your customer and they become your biggest advocate." #iismc10
- 4:10 pm **IFDA:** RT @ThirsTeaCorp: John Pare "...understand and help your customer and they become your biggest advocate." #iismc10
- 4:12 pm **ThirsTeaCorp:** "The conventional DSR role is obsolete." John Pare #iismc10 Amen, brother.
- 4:15 pm **IFDA:** Operators need your frontline person to be more of a "Solutions Consultant" who knows their biz objectives and customers. #iismc10
- 4:15 pm **menumaxsteve:** RT @IFDA: The conventional DSR is obsolete. A plain old sales/order taker is not what operator needs to succeed. #iismc10
- 4:18 pm **IFDA:** Get the details; know the systems they use, their customer base, mgmt style, current trends, how their restaurant works. #iismc10
- 4:19 pm **Debra_Blueberry:** RT @IFDA: Operators need your frontline person to be more of a "Solutions Consultant" who knows their biz objectives and customers. #iismc10
- 4:19 pm **Debra_Blueberry:** RT @IFDA: Get the details; know the systems they use, their customer base, mgmt style, current trends, how their restaurant works. #iismc10
- 4:19 pm **IFDA:** Pate Dawson (PDC) helps their customers create strategic marketing plans, social media strategies, website development, email mktg. #iismc10

- 4:19 pm **IFDA:** PDC also helps with menu engineering, food cost mgmt, plate layout/design. #iismc10
- 4:20 pm **IFDA:** And w/ optimizing labor costs, employee scheduling, hiring & trainin, and systems implementation. #iismc10
- 4:22 pm **Toni_IFDA:** RT @ThirsTeaCorp: "The conventional DSR role is obsolete." John Pare #iismc10 Amen, brother.
- 4:23 pm **IFDA:** It's not a cliché. Operators wear many, many hats. The hats don't fall off, they just don't all get the attention they need. #iismc10
- 4:29 pm **IFDA:** The DSR needs to know the various hats the operator wears in order to be the partner the operator needs. #iismc10
- 4:31 pm **Toni_IFDA:** John Pare', Pate Dawson: We don't need better schools, we need better learning environments. #iismc10
- 4:31 pm **IFDA:** Once the DSRs mindset has changed from sales to business solutions consultant, trust will develop between operator & dist. #iismc10
- 4:32 pm **IFDA:** Business solutions consultant's goal is mutual profitability. #iismc10
- 4:46 pm **IFDA:** Next session: Social Media Marketing for Operators. Speakers are David Werner, Ben E Keith, and Rob Ahrens Dorf of Shamrock Foods. #iismc10
- 4:50 pm **IFDA:** David: for Ben E Keith social media isn't so much for them as it is their job to help operators use it to reach consumers. #iismc10
- 4:51 pm **IFDA:** David: biggest mistake we can make is dismiss social media as a fad for kids that will pass. #iismc10
- 4:51 pm **Toni_IFDA:** David Werner, Ben E. Keith: poo-pooing social media is the biggest mistake we could make. #iismc10
- 4:54 pm **Toni_IFDA:** Werner: face-to-face is not going away, but we do need to help the independent operators to them get into social media marketplace #iismc10
- 4:54 pm **IFDA:** David: the typical social media user doesn't want to be sold. they want it to be their idea. #iismc10
- 4:56 pm **IFDA:** David: Teach your operators to monitor social networking sites to know what's being said about them. #iismc10
- 4:56 pm **Toni_IFDA:** Werner: Independent operators first need to go find out about what folks are saying about them online #iismc10
- 4:56 pm **IFDA:** David: Teach operators there are more profitable ways to get customers in the door than by discounting or couponing. #iismc10
- 4:58 pm **Toni_IFDA:** Werner: make someone on staff your social media marketing mgr. Who is on their smart phone every chance they get? #iismc10
- 5:00 pm **IFDA:** David: It's tough for an operator to stay trendy and new but keep being uniquely themselves. It's dist job to help them. #iismc10
- 5:03 pm **ThirsTeaCorp:** Shamrock and BenEKeith are two distributors that understand and embrace social media. #iismc10
- 5:03 pm **ThirsTeaCorp:** RT @Toni_IFDA David Werner, Ben E. Keith: poo-pooing social media is the biggest mistake we could make. #iismc10
- 5:04 pm **IFDA:** Rob: Had to step up and do it themselves in order to help their local operator customers. #iismc10
- 5:05 pm **IFDA:** Rob: Dine4AZ now one of the largest restaurant sites in the state. 13K visitors per month! #iismc10
- 5:06 pm **IFDA:** Rob: 7,500 people have subscribed to get their weekly updates. Helping their local restaurants market to their customers. #iismc10
- 5:07 pm **IFDA:** Rob: Shamrock has done this at no cost to their customers. It's mutually profitable for both the restaurants and the dist. #iismc10
- 5:08 pm **Toni_IFDA:** Ahrens Dorf: @Dine4AZ program started b/c operators were asking them to help them put butts in seats. "It's the right thing to do.." #iismc10

- 5:10 pm **IFDA:** Rob: Goals: getting more restaurants on the site& more subscribers. Site will list all AZ restaurants, not just Shamrock customers! #iismc10
- 5:10 pm **IFDA:** Rob: They incent their DSRs to promo the site to their customers. #iismc10
- 5:21 pm **IFDA:** @ThirsTeaCorp pointed out that Dine4AZ has built-in lead generation for Shamrock. Very smart. #iismc10
- 5:24 pm **menumaxsteve:** RT @IFDA: PDC also helps with menu engineering, food cost mgmt, plate layout/design. #iismc10
- 6:02 pm **JeffreySummers:** Ben E. Keith has 15 Fans on FB and 31 followers on Twitter. Social media Gurus? # NowThats Funny #iismc10
- 6:04 pm **JeffreySummers:** Shamrock has no FB presence and barely tweets. The Updates opt-in form on their webpage is broke. #MoreSocialMediaJokes #iismc10
- 6:17 pm **JeffreySummers:** RT @IFDA: David: Teach operators there R more profitable ways 2 get customers in the door than discounting or couponing. #iismc10 | Finally!
- 6:21 pm **JeffreySummers:** RT @Toni_IFDA: Werner: Make some1 on staff yur social media marketing mgr... #iismc10 | No - they need authority & experience.
- 6:23 pm **JeffreySummers:** RT @Toni_IFDA: Werner: Ind operators 1st need 2 find what folks R saying abt them online #iismc10 | No they 1st need 2 ask guests in DR
- 6:24 pm **JeffreySummers:** RT @Toni_IFDA: RT @ThirsTeaCorp: "The conventional DSR role is obsolete." John Pare #iismc10 Amen, brother. | Truer words were never spoken.
- 6:32 pm **ThirsTeaCorp:** Monetizing social media RT @IFDA: @ThirsTeaCorp pointed out that Dine4AZ has built-in lead generation for Shamrock. Very smart. #iismc10
- 6:38 pm **IFDA:** Thanks for the RT @JeffreySummers! RT @IFDA: David: Teach operators there R more profitable ways 2 get customers than discounting.. #iismc10
- 6:39 pm **ThirsTeaCorp:** Where's "Waldo"? Right here in Chicago. Lt. Col Rob "Waldo" Waldman is building trust and partnerships at #iismc10
- 6:40 pm **IFDA:** He is! RT @ThirsTeaCorp: Wheres "Waldo"? Right here in Chicago. Lt. Col Rob "Waldo" Waldman is building trust and partnerships at #iismc10
- 6:43 pm **IFDA:** Waldo the Wingman says winners never fly solo! Foster that trust between yourself and your wingmen (wing-people, I say!). #iismc10
- 6:45 pm **OhioFoodService:** RT @IFDA @JeffreySummers Teach operators there R more profitable ways 2 get customers than discounting.. #iismc10
- 6:45 pm **PghFoodService:** RT @IFDA @JeffreySummers Teach operators there R more profitable ways 2 get customers than discounting.. #iismc10
- 6:46 pm **IFDA:** Waldo just got the entire room to yell "Push it up, push it up, push it up" to prove our commitment! What a crowd! #iismc10
- 7:07 pm **FdsvsU:** RT @ThirsTeaCorp: "The conventional DSR role is obsolete." John Pare #iismc10 Amen, brother.
- 7:44 pm **thomasjgrady:** RT @JeffreySummers: RT @Toni_IFDA: Werner: Ind operators 1st need 2 find what folks R saying abt them online #iismc10 | No they 1st need 2 ask guests in DR
- 7:53 pm **IFDA:** This session is "Success Stories in the distributor-manufacturer relationship" - two examples of successful partnerships. #iismc10
- 7:54 pm **IFDA:** First partnership: Rich's Foods (Jim Stapleton speaking) and Dot Foods (Aimee Wheatley speaking) #iismc10
- 7:56 pm **IFDA:** Jim: All of us in the supply chain share the goal of selling more cases long term. To accomplish it together, requires trust. #iismc10
- 7:57 pm **IFDA:** Aimee: Trust is definitely the recurring theme here at #iismc10. and it does take time, even years, to build trust. #iismc10
- 7:58 pm **ThirsTeaCorp:** "Successful Partnerships": Dot Foods and Rich's Products, a partnership built on trust and (initially) a leap of faith. #iismc10 #IFMA #ifda
- 8:04 pm **IFDA:** Aimee: Better supply chain efficiencies benefit everyone in the chain; can then focus on core competencies & cost-effectiveness. #iismc10

- 8:05 pm **IFDA:** Aimee: Their virtual warehouse allows more item options for operators w/out warehouse costs for distributors. #iismc10
- 8:09 pm **IFDA:** Jim: Dot reaches the markets that Rich's can't get to and increases their visibility to the operators. #iismc10
- 8:10 pm **IFDA:** Jim: Rich's sales reps, brokers and Dot sales all work together to enforce common themes. #iismc10
- 8:12 pm **Toni_IFDA:** YES when starting out in social media. RT @JeffreySummers: #iismc10 | No they 1st need 2 ask guests in DR
- 8:14 pm **IFDA:** Q from audience: What were challenges to get the Rich's/Dot relationship started? Jim: concern over how distributors would see Dot. #iismc10
- 8:15 pm **IFDA:** Jim: another hurdle: costs to setting up the program. but Dot was set up to do what Rich's couldn't. They complemented each other. #iismc10
- 8:17 pm **IFDA:** Aimee: it's about leaving your ego at the door, so you can openly discuss costs, optimal volumes, etc to find the mutual benefit. #iismc10
- 8:18 pm **Toni_IFDA:** Disagree with authority. Head honchos might not know SM tools .RT @JeffreySummers: #iismc10 | No - they need authority & experience.
- 8:20 pm **IFDA:** Second example relationship: Martin Brothers Distributing (speaker: Megan Zuniga) and McCain Foods (speaker: Paul Gere). #iismc10
- 8:21 pm **IFDA:** Megan: They've developed relationship w/ McCain on all levels of their company. They collaborate on promotion campaigns together. #iismc10
- 8:24 pm **IFDA:** Megan: Campaigns they collab on are to promo products to DSRs to make them fun and memorable. Ex: designed a fantasy football... #iismc10
- 8:24 pm **IFDA:** campaign where DSRs can earn points for selling a product. Cute video in full uniform (and out!) included. #iismc10
- 8:27 pm **IFDA:** Megan: Martin Brothers reworks product info from McCain, puts into their own culinary magazine to distribute to customers directly. #iismc10
- 8:29 pm **IFDA:** Paul Gere, McCain: wanted their partnership to be a step up from usual.collaborated using proprietary insights to drive a category. #iismc10
- 8:30 pm **IFDA:** Paul: to get started, they agreed on objectives, then decided on the collaborative environment - Tilbury. #iismc10
- 8:30 pm **IFDA:** Paul: Neither McCain nor Martin Brothers know it all, but between the two could put together the necessary pieces to make it work. #iismc10
- 8:32 pm **Toni_IFDA:** W00t! Waldo the Wingman affects all the ensuing #iismc10 presos, which are now sprinkled with "Push it up!" & "Proud to be your wingman."
- 8:32 pm **IFDA:** Paul: Tilbury program allows easy data mixing then better analysis. Began to learn next steps; where the opportunities lie. #iismc10
- 8:37 pm **Toni_IFDA:** Paul Gere, McCain Foods: the bigger lens is bigger drops for Martin Bros, b/c if they're successful, we're successful. #iismc10
- 8:38 pm **IFDA:** Paul: McCain and Martin Brothers plan to kick off their campaign to grow appetizer sales this summer. #iismc10
- 8:41 pm **IFDA:** RT @Toni_IFDA: Paul Gere, McCain Foods: the bigger lens is bigger drops for Martin Bros, b/c if theyre successful, were successful. #iismc10
- 8:42 pm **IFDA:** Marc Preininger, Exec VP of Innovative Concept Group (a broker) speaking now. Was with Sara Lee for 11 years. #iismc10
- 8:46 pm **IFDA:** Marc says in the eyes of kids a hot dog salesman beats a surgeon, hands down! :) #iismc10
- 8:48 pm **IFDA:** Marc: A good broker can be the right arm of the manufacturer and great resource for distributor. #iismc10
- 8:50 pm **IFDA:** Marc: Broker level facing many structural changes. lots of consolidation, need increased efficiency & service effectiveness. #iismc10
- 8:51 pm **IFDA:** Marc: and need improved transparency to the field thus better info systems. #iismc10

- 9:07 pm **IFDA:** Marc: A progressive broker can provide these things for manufacturers and distributors. #iismc10
- 9:09 pm **menumaxsteve:** RT @IFDA: Marc: A progressive broker can provide these things for manufacturers and distributors. #iismc10
- 9:10 pm **ThirsTeaCorp:** Comment made was "We all own the account." better thought is, "we all have a relationship with the operator." #iismc10
- 9:10 pm **IFDA:** RT @ThirsTeaCorp: Comment made was "We all own the account." better thought is, "we all have a relationship with the operator." #iismc10
- 9:58 pm **foodsho:** RT @IFDA: RT @ThirsTeaCorp: Comment made was "We all own the account." better thought is, "we all have a relationship with the operator." #iismc10
- 10:14 pm **ThirsTeaCorp:** BEST comment ever..."This social media stuff is a little like the internet." #iismc10
- 10:43 pm **FdsvsU:** RT @ThirsTeaCorp: "This social media stuff is a little like the internet." #iismc10 its like the early days of websites: "Iget me one"

July 13, 2010

- 1:25 pm **Grecian_Delight:** Grecian Delight Foods is statring day 3 of the IFMA/IFDA conference. Lots of great conversations. #IISMC10 <http://ow.ly/2ae2h>
- 1:32 pm **IFDA:** Dan Wilkinson of GS1US is talking this morning about the Foodservice GS1 Initiative. Says the solution must be at industry level. #iismc10
- 1:38 pm **Toni_IFDA:** RT @Grecian_Delight: Grecian Delight Foods is statring day 3 of the IFMA/IFDA conference. Lots of great conversations. #IISMC10 <http://ow.ly/2ae2h>
- 1:44 pm **IFDA:** Now Mike Roach, Exec VP of Ben E Keith, and Tom Sampson, Presidence of Kraft's North American Foodservice talk about GS1 Initiative #iismc10
- 1:51 pm **IFDA:** Tom says Initiative represents a big opportunity for marketing because can be sure accurate info passes all way thru supply chain. #iismc10
- 1:53 pm **IFDA:** Mike says right now the info passing through the system is basically "crap" and will be great when DSRs have guaranteed true data. #iismc10
- 1:54 pm **IFDA:** Mike: the Initiative fits with our theme "helping the operator" because they need the true product data for their consumers. #iismc10
- 1:59 pm **IFDA:** Goal of the Initiative is that 75% of the transactions in the entire supply chain be GS1/accurate data by 2015. #iismc10
- 2:02 pm **IFDA:** Comment from audience: We already have leaders from operator side involved/supportive (such as Yum!, Darden, Applebees, more) #iismc10
- 2:24 pm **IFDA:** Next session is "How People Learn-Generations & Genders", speaking is Ken Wasco, Customer Effectiveness Mgr, of Gordon Foodservice. #iismc10
- 2:27 pm **IFDA:** Ken: Learning is only about problem solving. That's when we pay attention. We are an exploration nation. #iismc10
- 2:36 pm **IFDA:** People hear in ways that make sense to them; each generation hears the same phrase very differently and not in your mindset. #iismc10
- 2:39 pm **IFDA:** The worst possible scenario for learning for anyone is a traditional classroom setting. Learning depends on interaction. #iismc10
- 2:52 pm **foodsho:** RT @IFDA: The worst possible scenario for learning for anyone is a traditional classroom setting. Learning depends on interaction. #iismc10
- 3:00 pm **menumax:** RT @IFDA: David: Teach your operators to monitor social networking sites to know what's being said about them. #iismc10
- 3:26 pm **IFDA:** This session Supporting DSRs Supporting Operators. speaking: Ken Monacelli, Labatt Food Service; Bill Pitts, Merchant's Foodservice. #iismc10
- 3:29 pm **IFDA:** Ken: Of the 330 new 2010 products, only 50% of manufacturer brands and 80% distributor brands stuck. #iismc10
- 3:32 pm **IFDA:** Ken: Dist say most effective support from manufacturers is DSR product training but not getting nearly enough of it. #iismc10

- 3:37 pm **IFDA:** Another recurring theme for this event: it's about selling solutions to the operator, not products. #iismc10
- 3:49 pm **IFDA:** Bill: the last thing a DSR is going to do is bring up a product on a customer call when he's not 100% comfortable talking about it. #iismc10
- 3:53 pm **IFDA:** Bill: a good DSR tries to be the filter for the operator so to not waste the operator's valuable time. #iismc10
- 3:57 pm **IFDA:** Ken: Labatt has incentive program for DSRs based on building relationships, not on sales. #iismc10
- 4:00 pm **foodsho:** RT @IFDA: Bill: a good DSR tries to be the filter for the operator so to not waste the operator's valuable time. #iismc10
- 4:01 pm **foodsho:** RT @IFDA: Another recurring theme for this event: it's about selling solutions to the operator, not products. #iismc10 #duh
- 4:03 pm **IFDA:** Ken: remember people learn well in small, repetitious bits -- including DSRs! 60 & 90 minute meetings no fun for anyone. #iismc10
- 4:21 pm **IFDA:** @foodsho Thanks for the RTs today! #iismc10
- 7:55 pm **foodsho:** RT @IFDA: Ken: Labatt has incentive program for DSRs based on building relationships, not on sales. #iismc10 |best tweet yet| #foodsho
- 9:40 pm **TilburyUSA:** RT @IFDA: Paul: Tilbury program allows easy data mixing then better analysis. Began to learn next steps; where the opportunities lie. #iismc10

July 14, 2010

- 9:53 pm **RW3_RWelch:** Foodservice is an industry just beginning to grasp the importance and power of social media. <http://bit.ly/dnLL7r> #iismc10 #socialmedia
- 9:58 pm **ThirsTeaCorp:** RT @RW3_RWelch: Foodservice is an industry just beginning to grasp the importance and power of social media. <http://bit.ly/dnLL7r> #iismc10 #socialmedia
- 10:37 pm **foodsho:** RT @RW3_RWelch: Foodservice is an industry just beginning 2 grasp the importance & power of social media. <http://bit.ly/dnLL7r> #iismc10