

FOODSERVICE DIRECTOR

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INSIDE LINKS



MY OTHER PASSION- Knox County Schools' Mary Lou Henry designs Civil War-era ball gowns for her daughter. **12**



SEEN- New Jersey ASHFA chapter recognizes employees at annual recognition night. **12**

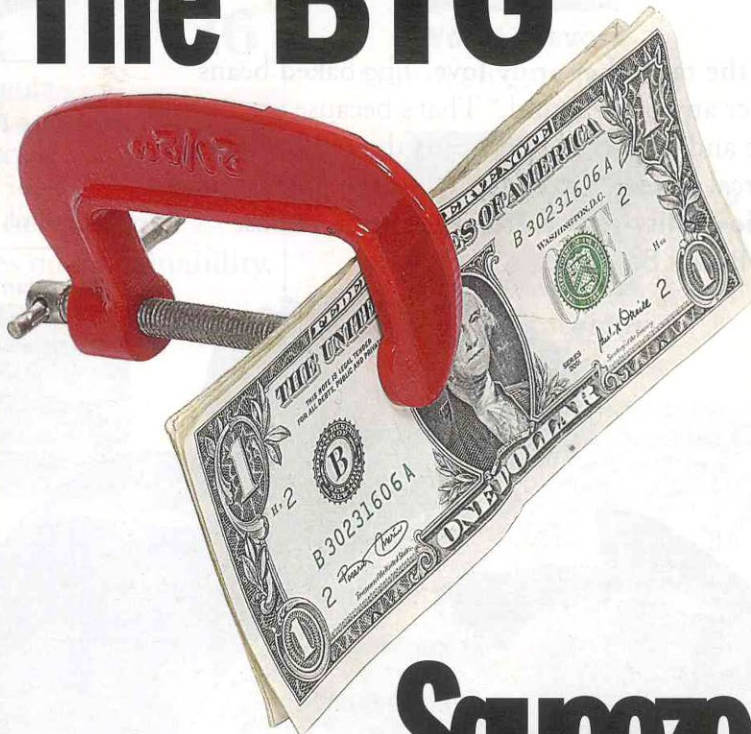


STEAL THIS IDEA- Ball park treats, a nutrition labeling system, stainless steel tumblers and more great ideas. **14**



TRENDSETTER- Students at ASU enjoy a new sustainable dining concept called Engrained. **24**

The BIG



Squeeze

There has been no relief on the rising prices front, and many agree it's going to get worse before it gets better. Are there any ideas operators haven't tried yet to save a buck? *FoodService Director* examines how operators in the four major markets are coping and what their strategies are for the coming year. **MORE ON P. 16**

Kinsey Tops FAME Awards



CHESAPEAKE, Va.— Joanne Kinsey, director of school nutrition services for 40,000-student Chesapeake (Va.) Public Schools, was awarded the 2009 Golden School Foodservice Director of the Year Award from FAME (Foodservice Achievement Management Excellence). The award is given to a director who demonstrates outstanding achievement in leadership, spirit/dedication, innovation, career awards, management systems, humanitarianism/community involvement and bettering the lives of students.

Kinsey manages a \$14-million budget. Since coming to the district in October 2006, Kinsey expanded the breakfast program to include breakfast in the classroom. She also expanded the lunch program in the high schools by making cafeterias into food courts, where every student, regardless of their payment status, can receive every menu option.

Others honored this year include: Stephanie Bruce, director of foodservice for the Chaffey Joint Union High School District in Ontario, Calif, with the Silver Leadership Award; Sally Spero, food planning supervisor for the San Diego Unified School District, with the Silver Spirit Award; Debra Amos, foodservice director for the Arcadia Unified School District, with the Silver Special Achievement Award; Jodi Risse, supervisor of food and nutrition services for the Anne Arundel County Public Schools in Annapolis, Md., with the Silver Rising Star Award; and Tracey Tinder, southwest region manager-education ConAgra Foods, with the Silver Friend of Child Nutrition Award.

FAME's yearly awards are presented to outstanding leaders, recognizing them for their achievement, innovation and service to the school foodservice industry.



FSD OF THE MONTH
At UMass, Ken Toong uses authentic big flavors to create world cuisines. **26**

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NEWS / INNOVATION

Checking In

USC debuts first of three restaurants in nearby hotel.

LOS ANGELES—Trojan Hospitality recently opened a 3,500-square-foot full-service restaurant called McKay's at the nearby Radisson hotel, the first of three planned eateries for the area. Located just across the street from the main campus, the restaurant is within walking distance of USC's Galen Center, where the Trojans play basketball and volleyball and a few blocks from the Los Angeles Memorial Coliseum, where the Trojans play football. Named for former USC football coach John McKay, the restaurant aims to become a staple of pre- and post-game celebrations—not to mention a tasty anytime option—for students, faculty, staff and members of the community.

"It was a way of servicing the university's needs as well as activating an underutilized space," said Scott Shuttleworth, director of Trojan Hospitality.

"We are very proud of paying homage to John McKay and his legacy with the restaurant's theme and décor."

The Radisson is owned by USC, but even though the school has a hotel management company, Shuttleworth said the decision was made to use his department's in-house experience. The ongoing renovation and use of the hotel was a way for the department to provide additional services and dining options for the university population and our many visitors, Shuttleworth said.

"USC Hospitality consists of many individuals who come from the private sector and have run great hotels and restaurants," Shuttleworth



McKay's looks to be a fan favorite before and after sports games.

of the Figueroa Boulevard corridor at USC's busiest entrance."

McKay's creates a casual and warm atmosphere with stone accents and natural wood ele-

said. "With McKay's, we are giving students a great option for off-campus dining and introducing another sit-down restaurant into a community that lacks a wide selection of full service restaurants. When all three restaurants are open it will completely change the dynamic

ments. McKay's menu focuses on casual, contemporary American, which makes use of many local ingredients. Customers can watch the game on one of five flat screen TVs, while enjoying menu items such as a signature burger with toasted tomatoes and caramelized onions, toasted angel hair scampi, a Reuben with gruyere and sauerkraut and a truffle-honey glazed salmon. There is also

a bar/lounge area that serves items like spinach and artichoke dip and quesadillas.

"We have outstanding culinary talent that love challenges," Shuttleworth said. "We wanted this to be one of the best restaurants in Los Angeles."