



OPERATION REVIEW

FALL 2011



August – September 2011

AWARDS



Chartwells at Salem State University is very proud to announce that we were awarded the **Be A Star 2011 North East Regional Account of the Year**. Our Northeast Regional Be A Star committee selected Salem State for demonstrating the highest level of operational excellence, guest satisfaction and promotional programming.

Be A Star is Compass Group's premier business excellence recognition program. The mission of Be-A-star is to provide a consistent platform for each of our unique sectors to communicate their key business initiatives and to recognize associates and teams that deliver *great results* while accomplishing these objectives.

The vision of Compass Group's Be-A-star Program is to be the primary recognition tool, implemented throughout all sectors, for all associates that

exceed business excellence by providing great results every day.

GUEST RELATIONS



To start the year Chartwells promoted two “Welcome Back” BBQs for the freshman and returning students. The first was held at North Campus and featured Carved Pork Loin, Portabella Mushroom Burgers, Beans & Rice, and Peach Cobbler for dessert.

The other BBQ was at Marsh Hall which featured Carved Flank Steak, Chili Macaroni & Cheese, BBQ Ribs, Roasted Vegetables, Sweet Potato Salad and a Strawberry Short Cake Bar.

MARKETING AND MERCHANDISING



Chobani Yogurt, one of the most popular breakfast trends this year, was featured in Chartwells retail samplings on September 20, 2011. Students were able to sample all of the most popular flavors of Chabani including; lemon, strawberry, blueberry, peach, black cherry, pineapple, honey, pomegranite, raspberry, mango and vanilla. Students were pleased after sampling the Greek yogurt at what a delicious treat it was.



Chartwells celebrated National Pancake Day on September 26th by having a “Create Your Own Pancake” bar at our Menutainment station at Marsh Hall.

We made over-sized pancakes with a choice of any of the following toppings: bananas, blueberries, raspberries, chocolate chips, raisins, dried cranberries, coconut, whipped cream, M&M's, walnuts and of course warm maple syrup.



As apart of our You First Program, each month we celebrate our students and associates birthdays. We give cards to our associates and announce their birthday during our daily meetings. For our students we make a birthday cake with “Happy Birthday September Babies” on it and have a celebration that night in our dining halls.

CULINARY – CATERING



This year saw the addition of Marsh Hall's new Executive Chef David Delp. Chef Delp comes to SSU with a vast amount of culinary experience. David comes to us from the Eurest division of Compass and previously worked at University of Maine Orono and University of North Carolina Charlotte.



Salem State University held their bi-annul Salem Series and started off the year with a visit from author John Irving. He spoke to a large crowd of fans and later signed books for a lucky select group. Chartwells catered the event with an assortment of cheese, crackers, fruits, crudités, and pastries.

COMPASS IN THE COMMUNITY



As one of our community service projects this year, we teamed up with Kellogg's for their Share Your Bowl promotion. For every bowl of cereal the students eat at one of our dining locations between September 19th & October 18th, Kellogg's will donate a bowl of cereal to our local food bank. We kicked off the event with a visit from Tony The Tiger on the 19th to get the students aware of what the Share Your Bowl program is all about!



Another community service project Chartwells at SSU took part in was a fundraiser for the Juvenile Diabetes Research Foundation Walk that took place on Oct 1, 2011 in Boston. To raise money for the cause, we sold cookies at our retail locations on September 21, 2011 as well as September 28, 2011. All proceeds were donated to the Foundation through "Team Teenie" who participated in the Walk.



Before the fundraisers even began, we wanted to spread awareness about juvenile diabetes. We create signage with statistics about the disease including; 80 people will get diagnosed with juvenile diabetes everyday, 15,000 children and 15,000 adults get diagnosed each year as well as the alarming statistics that there are over 3million people living with juvenile diabetes today.



We sold Otis Spunkmeyer cookies for \$1 each. We decided to name our fundraiser "Cookies for a Cure" Between both days; we were able to donate \$396 towards finding a cure for a disease that touches so many of our lives. Thanks Salem State!!!!

SOCIAL MEDIA



Chartwells has a website: www.dineoncampus.com/salemstate/, here you can see what's on our menu at any Chartwells location on campus; pictures from special events; upcoming events and much more. Also make sure to follow us on Facebook and Twitter, our account name is SalemStateEats. We post all our upcoming events and pictures on these social media sites.