



# FOODSERVICE

people in our industry who are making a difference

**F**ew other industries are as concerned about people as ours. We are virtually obsessed with customer satisfaction. Whether it's a special dinner in a four-star restaurant or lunch on the run consumed in a car, our goal is to meet or exceed customer expectations.

It is no wonder that this emphasis on people extends beyond the business sector. From small local operators, to regional chains, to national corporations, the people of the foodservice industry have a great tradition of caring and "giving back." In this issue of *Hot Topics*, we honor that spirit in recounting some outstanding examples.

## Dave Thomas: adopting a cause

Dave Thomas would achieve much in the course of his lifetime, but his greatest stroke of fortune occurred at six weeks of age when he was adopted by Rex and Auleva Thomas. The mid to late 1930s saw America in the grip of the Great Depression. When Dave was five, his mother died and his childhood was spent moving from state to state as his father sought work.

Despite the difficulties, there were pleasant times, especially those spent with his grandmother who was a major force in molding his character.



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## food for thought

by David Rolston  
President and CEO

## "Breaking bread together"

**S**ince ancient times, the ritual of dining together has marked both casual and important occasions. The Jewish Passover meal and the Christian communion are central to their respective religious rituals. In modern times, family gatherings are normally centered about a common table, whether it be the 4th of July barbecue, Thanksgiving dinner, or the Super Bowl get-together.

The fact that sharing a meal promotes civility, greater understanding, and the opportunity for the resolution of difficulties is never more apparent than when adversaries sit down together. At the conclusion of the Iliad, Priam, King of Troy, goes to ransom the body of his son, Hector, from his enemy, Achilles. In the process, Achilles prepares a special banquet and calls a halt to hostilities. As they dine together, both men are able to see each other in a different light.

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## on the menu

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# Manufacturing opportunities

According to Dave Rolston, "Like our customers, Hatco employees are involved in many charitable and social programs on a local level. One of our most interesting and successful corporate endeavors, though, is our connection with Sunshine House in Sturgeon Bay, Wisconsin."

because they begin with a thorough training program. The people they work with are bright and highly motivated, and their quality control is excellent."

Dave Rolston states, "I think the most effective way that a company can help others is to find a way to use what they do best. Just as many

of our customers in the restaurant business take pride at serving meals or, in other cases, using their marketing skills on promotional activities, we're making a difference by incorporating our manufacturing experience

in opening the door to new opportunities. When I look at our industry, I'm always both awed and proud of the dedication of all our people and the efficiency that they bring to service to others." ■



Started in 1971 by a group of concerned parents, Sunshine House Inc. has compiled an exceptional record providing services to individuals with special needs and disabilities. The combination of day services and employment opportunities has assisted individuals dealing with physical conditions, neurological disorders, substance issues, and mental illness in achieving greater personal independence through the development of various occupational skills. The variety of opportunities include assembly and light manufacture of industrial products; mailing services including assembly, collating and sorting; commercial cleaning, and others.

Although Sunshine House maintains a 17,000 sq. ft. production area, for in-house operations, some program participants have also advanced to full-time employment with client companies. Steve Christoferson, Vice President of Manufacturing at Hatco, comments, "We have an on going relationship with our friends and associates at Sunshine House, and they assist us in the manufacture of electrical sub-assemblies and doors, kitting of parts and many other processes that support our operations. Their approach works



## Correction

In the last issue of *Hot Topics*, we inadvertently misidentified Wendy's founder, Dave Thomas, as "Dave Anderson." *Hot Topics* regrets the error, and we express our thanks to those who called it to our attention.

"FoodSERVICE" from page 1

Starting in the restaurant business at age 12, he moved on to the Hobby House restaurant in Fort Wayne, Indiana, at 15. It may well have been the economic instability of those times that caused him to make what he considered to be his greatest mistake — dropping out of school to work full-time (45 years later, he would go back and receive his GED in 1993).

An opportunity presented by his boss enabled him to turn around four failing KFC restaurants in Columbus, Ohio. Four years later when the stores were sold back to KFC, he received a percentage of the sale and became a millionaire at age 35.

His fortune permitted him to fulfill a personal dream when he opened the first Wendy's (his daughter's name) restaurant in 1969. His insistence on quality, "down home" values, attention to detail and innovation brought him great success. Through the Wendy's commercials, he became known to and beloved by millions.

Dave never forgot how important his adoption was to defining the course of his life, and in 1990, he accepted President Bush's invitation to head the White House Initiative on Adoption. He quickly became aware of the multiple obstacles to prospective adoptive parents and immediately initiated action to turn the situation around. A letter writing campaign to corporate CEOs suggested that they make adoption benefits available to employees. In meetings with U.S. Governors, he urged them to do the same.



Dave Thomas and his mother, Auleva

In 1992, Dave established the Dave Thomas Foundation for Adoption to provide grants to both national and regional organizations to raise awareness and make adoption easier and more affordable. Through his efforts, President Clinton signed the Adoption Tax Credit Bill into law (1996), creating a one-time \$5,000 credit to adoptive parents. It was followed in 1997 by the Adoption and Safe Families Act, reducing waiting time for children in foster care, and "facilitating the adoption process and establishing accountability and state incentives."

Dave's charitable interests did not end with adoption. Major donations to children's hospitals, cancer hospitals and research centers, and





Dave Thomas and friends

educational institutions were just some of the ways in which he sought to “give back” to the nation and the people who meant so much to him. Today, thanks to multiple ongoing programs, his legacy of service continues.

## Panera Bread: Feeding the body — and the spirit

As a successful entrepreneur\* and an accomplished corporate executive, Ron Shaich has always searched for the “better way.”

Although Panera donates upwards of \$100 million each year to charitable organizations, Ron was mindful of setting an example, not only for his employees, but also for his children.

He found the answer one night in a TV broadcast describing a small cafe in Denver, Colorado that served individuals across the entire economic spectrum on a “pay-what-you-can” basis.



Ron Shaich at a Panera Care Community Cafe

Having personally worked with food pantries and community meal facilities, Ron saw inefficiencies in many food distribution systems and had long felt that the “soup kitchen” approach tended to rob people of their dignity.

\*Prior to founding Panera Bread Co., which he serves as Chairman of the Board and Co-CEO, Ron Shaich was co-founder of Au Bon Pain Co. Inc.

The answer he envisioned was a self-sustaining community cafe serving high quality nutritious food in a positive and friendly atmosphere. Location would be an important factor, as it was essential that such an establishment be located not in chronically poor neighborhoods or in overly affluent ones, but rather in areas that offered economic diversity. Called the “Panera Cares Community Cafe,” the unit would be run by the Panera Bread Foundation and would offer the traditional Panera Bread menu and be staffed by the same friendly associates.

The opening of the first cafe, in Clayton, Missouri, in May 2010 provided both a learning experience and a new set of opportunities. Over time, community interest led to the development of a program for volunteers and a subsequent job training internship program for at-risk youth.

Additional Panera Cares community cafes have opened in Dearborn, Michigan; Portland, Oregon; Chicago, Illinois; and Boston, Massachusetts. The success of the program has more than vindicated Ron’s belief that food alone is not enough — it must be served in a positive atmosphere and in a manner that reinforces each individual’s sense of value and self-worth.



## Chili’s — Making the impossible possible

In 2002, seven Memphis-area Chili’s Grill & Bar restaurants created a promotion to assist a favorite local charity — St. Jude Children’s Research Hospital. Founded by entertainer Danny Thomas in honor of St. Jude — the patron saint of impossible causes — the hospital has achieved worldwide recognition for its many successes in combating childhood afflictions. Beginning with crayons and coloring sheets imprinted with a pepper, the initial participants raised more than \$14,000.

The next year, the promotion expanded to five more southeastern states, which raised \$15,000, and by 2004, the program had gone national. Now, on the last Monday of September



during National Childhood Cancer Awareness month, Chili’s donates 100% of net profits to St. Jude during its Donate Profits Day.



Chili’s Care Center for St. Jude kids

The challenge grew in 2006 with plans to raise over \$50 million over 10 years — the largest single donation in the history of the Hospital. A modern medical facility called the Chili’s Care Center, houses the bone marrow transplant inpatient floor, the Department of Radiological Sciences, activities areas and research laboratories. Today, the Center is a major landmark in the fight against childhood cancer.



Chili’s Care Center lobby

The original crayons and coloring sheets have now been augmented by slap bands, T-shirts, scrumptious desserts, and social media initiatives. At present, Chili’s owners, employees, guests and supplier partners have donated more than \$46 million to St. Jude. Although the original goal is well within sight, the efforts will continue. Working together, St. Jude and Chili’s have proven that courage and compassion can conquer the impossible.

## Culver’s — Helping. With a hometown flavor.

Although the Culver’s family today includes nearly 500 restaurants in 21 states — and growing — the company’s values are the same as they were in 1984 when Craig and Lea Culver and Craig’s



parents, George and Ruth, opened their first restaurant in Sauk City, Wisconsin.



The Culver family

Craig's family were foodservice entrepreneurs, and by the time he was a young man, he had worked in establishments ranging from fast foods to family-style supper clubs. But the dishes he most enjoyed — and on which he would build a business — were his mother's hamburgers and fresh frozen custard. Guests agreed with Craig, and before long, distinctive Culver's restaurants featuring "Butter Burgers" and Fresh Frozen Custard were spreading throughout Wisconsin and into adjoining states.

Craig and Lea realized early on that, to assure quality, they had to start with the best suppliers, and that superior customer service was dependent on the restaurant staff. Ultimately, this loyalty to suppliers and team members would result in two major corporate efforts: the Culver's VIP (Very Important Partners) Foundation, and the "Thank You, Farmers" campaign.

The VIP Foundation, led by Executive Director Lea Culver, offers scholarships to team members to further their education in whatever career path they choose. Funded in part by franchise partners, supplier partners, and friends of Culver's, it has grown from a single \$500 scholarship in 1993 to almost \$300,000 awarded to 249 team members from 158 restaurants in 15 states in 2013. The opportunity for education, the work environment, and the values taught assure every Culver's staff member that they are indeed "Very Important Partners."



Partnering with the National FFA Organization, the "Thank You, Farmers" campaign acknowledges the contributions made by the family farms that grow and produce food served at Culver's. Customers and friends who leave a thank-you note on Culver's Facebook site or website ([www.culvers.com](http://www.culvers.com)) trigger a donation to the organization dedicated to educating and assisting the Future Farmers of America.

Other tributes to suppliers include the Culver's "Big Blue Barn" in Beaver Dam, Wisconsin, and a series of television commercials in which Craig Culver and select suppliers discuss their



The Culver's "Big Blue Barn"

contributions. In multiple ways, the people of Culver's, like the sign painted on that distinctive blue barn, are saying, "THANK YOU, FARMERS."

### Foodservice people — the heart of the community

In our feature, we have highlighted a number of the people and organizations in our industry providing notable service to worthy causes. We would be remiss, however, if we failed to mention the many other people, corporations and institutions who go above and beyond their primary jobs on a daily basis. They are there in times of trouble supplying nourishment and assistance to first responders, victims, and other relief workers. On a regular basis, they support both local and national charities, service institutions and schools.

The people of Hatco are proud to be among their number and to take this opportunity to pay tribute to them. ■

### "food for thought" from page 1

When President Nixon visited China, he was entertained at a state banquet presented by Premier Zhou Enlai. As per Chinese custom, Zhou literally chose food from the platters offered and placed it on his guest's plate. That dinner was an important step in the opening of relations between China and the U.S.

Historically, sitting heads of state — even those of our adversaries — are invited to the White House to dine with the President.

At present, we live in a very contentious society. It is almost impossible to open up a paper or turn on the news without hearing of angry demonstrations. With (or without) justification, different groups proclaim themselves as victims of others and demand some form of restitution. I'm not naïve, but I often wonder if some amount of this anger and impatience could be quieted by dining instead of demonstrating.

The act of sitting down together promotes — among most people — a more civilized behavior. The length of the meal provides a reasonable amount of time for discussion and conversation. More than that, by pursuing an enjoyable activity together, individuals can realize their commonality and hopefully extend that discovery to areas of disagreement.

As children, most of us can recall sitting down to dinner with our parents and siblings. Many questions were resolved, and much good advice was given in the course of those meals. It is unfortunate that modern parental work schedules often preclude the opportunity to come together and talk.

Some years ago, Jimmy Carter famously derided the so-called "three-martini lunch" for business people. With or without the martinis, the business lunch provides a more relaxed

atmosphere and a pleasant venue for discussing business questions, problems and opportunities.

The next time you're wrestling with a difficult problem, or a disagreement with an employee, associate or customer, you might wish to find a quiet table in a nice restaurant and sit down together. Even if you haven't completely resolved matters by the end of the meal, you will at least know each other better and have come to a greater mutual understanding.

Try it!

David Rolston  
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# the big tickets



## TRADE EXHIBITIONS

### October 2013

- NACS Show  
October 12 - 15  
Georgia World Congress Center  
Atlanta, GA, USA  
Booth #6154
- HOST  
October 18 - 22  
Fiera Milano  
Milano, Italy  
Booth #5P-NO4

### November 2013

- IH/M&RS  
November 9 - 12  
Javits Center  
New York, NY, USA
- Horeca Expo  
November 17 - 21  
Flanders Expo Gent  
Gent, Belgium

## Hatco's newest addition

by Billy Booster



If you haven't been following my on-line blog, you might not know that, on June 24<sup>th</sup>, we broke ground for the 9<sup>th</sup> addition to our Sturgeon Bay facility.

We'll be adding more manufacturing, office, and training space along with a test kitchen.

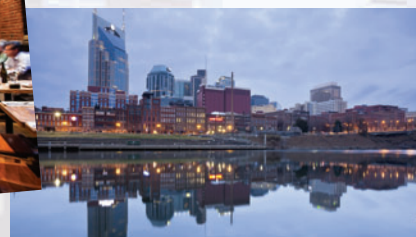
Here is a photo of what it will look like when complete, and another one of the work in process. When it's finished, we hope you'll come and see it for yourself. Tell them, "Billy sent me!" ■



# ROLF AND DAUGHTERS

SEVEN HUNDRED TAYLOR STREET  
NASHVILLE

## cosmopolitan dining in the home of country music



## specialty of the house

Long known as America's country music capital, Nashville is fast becoming a destination for fine cuisine — thanks to restaurants like Rolf and Daughters at 700 Taylor Street.

Located in a historic factory building in the Germantown section, Chef Philip Rolf Krajeck has melded Northern Italian and Mediterranean tastes with southern ingredients to create a menu remarkable for its versatility and seasonal in its approach — what Chef Krajeck calls “modern peasant food.”

According to one patron, “I couldn't really call Rolf and Daughters a pasta restaurant except that the pasta is so exceptional that you keep coming back for more.”

The formula is working, as Rolf and Daughters was recently named *Bon Appétit's* Hot 10 list — the best restaurants in America — in 2013.

Visit them at [www.rolfanddaughters.com](http://www.rolfanddaughters.com) or, better yet, at 700 Taylor Street, Nashville. ■

### Raw Corn Salad with pecorino, pickled chili and mint

#### Ingredients:

6 ears of corn – shaved super sweet corn (only fresh, in season)  
2 each Pickled Fresno Peppers (see below)  
2 oz (57 grams) red onion  
16 mint leaves

1 oz (28 ml) quality red wine vinegar  
4 oz (124 ml) extra virgin olive oil  
4 oz (113 grams) block Pecorino cheese  
Fine sea salt — to taste

#### Instructions:

Cut peppers in half, remove seeds and stem, and cut into 1/8" julienne. Cut onion into very thin julienne and rinse under cold water. Shave off corn from cob with mandolin, and combine corn, pepper, red onion, vinegar and olive oil in stainless steel bowl. Season with sea salt, tear mint leaves, and add to salad. Top each salad with micro-planed Pecorino cheese.

#### Pickled Fresno Peppers — for 2 lbs. (907 grams) of peppers:

Wash and dry peppers, then prick each with tip of a needle to allow pickling to penetrate each to preserve and season evenly. Combine 1-1/2 cups (355 ml) of white wine vinegar, 1-1/2 cups (355 ml) water, sugar, and salt. Bring to boil over medium heat and pour over peppers until completely covered. Place into refrigerator. Can be used within 1 or 2 days but better after 2 weeks.

Introducing  new Intelligent Toast-Qwik®

# The smartest thing in the kitchen — after **YOU**



## product profile

**N**ow, at the touch of a button, you can toast multiple products. Change from bagels to croissants to Texas toast to hash browns. But don't stop there! With Hatco's new Intelligent Toast-Qwik with Spot-On® technology, you can even melt cheese and finish smaller products.

The conveyor can operate in **four** different modes:

- continuous through-put — like a standard conveyor toaster,
- single-product mode — toasts as long as the “eye” sees product then stops automatically if not used,
- in-and-out mode — in pause to toast (set time), then backs out “at ya,” and
- pause and continuous through-put — in pause to toast (set time), then continues through.

### But that's not ALL!

Hatco's ColorGuard ensures just the right color and uniformity.

- Spot-On technology senses when a product is placed on the conveyor
- The toaster's magnificent memory holds up to 18 product settings (but not birthdays and anniversaries)
- A USB port allows for transfer of information including program changes and product usage.

Show everyone how smart *you* are. Specify Hatco's new Intelligent Toast-Qwik and bring the genius of versatility to your operation.

For more information, contact your representative or visit

[www.hatcocorp.com](http://www.hatcocorp.com) today! ■