


Viewpoint

Adapting to changing times

Dining Insights, Fall 2009

 *he times they are a-changing.*

Bob Dylan wrote and sang that back in 1964 in a time of ferment and change. It would have been just as timely if he had introduced it in 2009.

At Clarion Group, we've been changing to keep up with - and get a step or two ahead of - the changes in the economy, in companies, on campuses and in life that have been going on around us, for the benefit of our clients.

Over the course of 2009 so far, we have . . .

- **Created Fresh & Natural**, a program to bring healthy and sustainable dining to campuses and companies. The first project to convert a dining service to this program is currently under way.
- **Developed** a Six Sigma-based system for operational and financial evaluations of dining services to more effectively analyze systems, services and financials and create imaginative, effective solutions.
- **Redesigned** our website, *clariongp.com*, to provide more useful information about campus and corporate dining service and our organization's capabilities.
- **Launched** a blog, *dininginsights.blogspot.com*, to provide a forum for everyone interested in on-site food service.
- **Opened** new pages on LinkedIn, Facebook and Plaxo.

Now, as announced on page one of this issue, we've taken a big step to broaden our horizons to encompass all the other facilities services that interact with dining service. (See "*Clarion Introduces New Facilities Services Practice.*")

These include conference and event operations and management, room and service reservation systems, catering, audio/visual services and lodging.

Ernie Wilder, who managed all of these services for the International Monetary Fund, has joined Clarion to add the expertise we need to effectively consult on these specialties - either as an integrated project covering all dining and facilities services or for the individual components. We worked with Ernie at the IMF and know his capabilities and his potential to add value to clients' facilities services.

We're still focused on our traditional dining service capabilities, including operations improvement, contractor selection and negotiations, systems, food quality and service improvement, feasibility studies, concept development and facilities design.

What changes are coming in 2010? Stay tuned.

- Tom Mac Dermott