SOLUTIONS

QUALITY OF LIFE SERVICES:
A powerful vision

sodexo
QUALITY OF LIFE SERVICES
For more information, contact Brand Management & Marketing Communications at BrandIdentity.USA@sodexo.com.

What services does Sodexo provide?
A. Materials & Inventory Management
B. Tutoring Services
C. Health Monitoring
D. Foodservices
E. All of the Above

Sodexo rode alongside the world’s most famous cycle race, the Tour de France, for the twenty-first year in a row providing catering for 4,000 people every day, including organizers, drivers, official motorcyclists, the Tour caravan with its 180 vehicles and 700 passengers, and VIP guests.

Sodexo was recognized for the eighth year in a row as the global leader in our industry sector by the Dow Jones Sustainability Index, one of the main international index evaluating companies on their performance in terms of sustainable development.

Sodexo was selected for the 5th consecutive year, as the official foodservices provider for the 2013 edition of the Dakar Rally, the world’s largest car rally competition, taking place in Peru, Chile and Argentina from January 5th to 20th.

AMAZING FACTS

With 420,000 employees worldwide, Sodexo is the 21st largest employer in the world... That’s a lot of Brand Ambassadors.
G.I. JOBS RECOGNIZES SODEXO FOR FIFTH CONSECUTIVE YEAR AS A TOP MILITARY FRIENDLY EMPLOYER

Sodexo has been named one of the nation’s top 100 Military Friendly Employers for its enterprise-wide focus on hiring, supporting and retaining military veterans and reservists, according to GI Jobs, the premier publication for post-military employment. The GI Jobs list recognizes the best corporate recruitment and retention programs aimed at veterans. This is the fifth consecutive year that Sodexo has been included on the list, which is compiled from a review of 5,000 eligible companies. This year, Sodexo ranked 34, up from 56 last year.

“Sodexo proudly employs veterans, reservists and members of the National Guard who will find job opportunities right for them in a range of areas including Food & Beverage Management, Facilities Management and Engineering, as well as Sales, Accounting, IT and Human Resources Management,” explains Ari Ball, vice president, Sourcing and Talent Acquisition. “With 6,000 locations across the U.S., Sodexo can provide transfer opportunities for military spouses who work for Sodexo when a service member is deployed or relocated across the U.S.”

Sodexo fosters a workplace environment often conducive to flexible work arrangements, telecommuting and job transfers, which is helpful to employees with military ties. From a veteran-tailored onboarding program to its business resource group HONOR (Honoring Our Nation’s finest with Opportunity and Respect), Sodexo aims to help veterans smoothly transition to civilian employment.

To explore opportunities at Sodexo, visit www.sodexohiresheroes.com

Sodexo’s technology platform also provides a centralized management system incorporating scalability and flexibility, which allows for future enhancements to ADP’s recognition programs and ultimately boosts employee engagement. With built-in spend-control governance and real-time reporting, the Human Resources professionals at ADP will be able to dedicate more attention to employee development and less time on program administration.

ADP also benefits from Motivation Platform’s in-depth business intelligence. The Sodexo platform provides data in an easy-to-read suite of robust reporting metrics that reveal program activity, and monitor participation and recipient recognition history. With the insightful 360-degree view of its recognition activity, ADP will have the ability to refine programs to increase long-term employee motivation and engagement.

Research has shown that organizations with a more engaged workforce are more likely to see increases in loyalty, productivity and customer satisfaction.

To schedule a demo of Sodexo’s technology platform and for information you can share with your client, contact Benefits and Rewards Services at 888 663 4437, option 1.

Contact: Jennifer Tekin, Senior Marketing Manager, Benefits and Rewards Services, 301 987 4329, Jennifer.tekin@sodexo.com

Solutions is published on a regular basis for Sodexo employees. Please direct your questions, requests and comments to:

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Dear Team:

Quality of Life Services means a dynamic new way of presenting who Sodexo is and what we do. Our leadership in providing Quality of Life Services differentiates us from our competition and raises the bar for how we partner with our clients and what our customers can expect. This is important to our business, and it’s an exciting opportunity for our brand.

It’s more than a phrase or a redefinition of our offerings. Quality of Life Services is a way of thinking about what our expertise and our values mean, within Sodexo and to every company, organization and person in the communities we serve.

Solutions Magazine has been a key part of how we communicate our capabilities, ideas and events, as well as featuring the many people who contribute to our success. This special final printed edition of Solutions Magazine is a fitting place for the introduction of a few of the ads from our new campaign that capture the spirit of who we are, what we do and what Quality of Life means to the people, businesses and organizations with whom we interact every day.

Our mission is twofold:
- Improve the Quality of Daily Life of our employees and all whom we serve
- Contribute to the economic, social and environmental development of the communities, regions and countries in which we operate

MESSAGE FROM GEORGE CHAVEL

George Chavel
President and CEO
Sodexo North America

Our Mission and Values

Our mission is twofold:
- Improve the Quality of Daily Life of our employees and all whom we serve
- Contribute to the economic, social and environmental development of the communities, regions and countries in which we operate

- Service Spirit
- Team Spirit
- Spirit of Progress

It means a new way of thinking and a new way of doing business with our clients. Being the source of innovative thinking. Understanding that budget limitations should not limit performance. Knowing that to truly serve our clients, we must be our clients; share their aspirations and the motivation to excel. It means doing whatever it takes to create a better experience for their people and the people they serve.

That’s what we do.

www.sodexoUSA.com
Health Care selected four new division presidents—Calvin (CJ) Johnson, Jennifer Bonilla, Jeff Paulson and James Taylor—who will collaborate to lead not only operations teams, but support teams as well, assuring that Health Care is completely aligned and engaged in delivering the best possible solutions to clients and customers.

Calvin (CJ) Johnson serves as Division President for Healthcare Systems. Johnson has been President for Sodexo Hospitals segment since 2010 and during this time, he built strong top level relationships, particularly within blue-chips and systems. Johnson is a keen strategic thinker and in his new role focuses on growing relationships with the industry’s top hospital and senior living systems.

President for Hospitals and Senior Living in the Northeast, Jennifer Bonilla, is joining Sodexo from Pitney Bowes Management Services where she served as the President of Service Delivery for the Americas. She also was a business leader with ARAMARK, focusing on food service and facilities management clients in multiple segments. Bonilla brings strong results orientation combined with an understanding of the value of our people, which will assure high engagement and accountability.

Jeff Paulson is President for the West. He has served as Sodexo’s Division Vice President for Hospitals in the West since 2010, where he developed high levels of commitment and a focused and motivated team. In his new role, Paulson combines his multi-divisional experience in both operations and business development to lead Hospital and Senior Living accounts in that region.

James Taylor serves as President for the Southeast. Taylor has been Sodexo’s Division President for Senior Living for the past four years. He is a passionate and committed leader who brings a global perspective to his new role. His experience in strategic planning and operations at both the division and NorAm level is valuable in this new role.

SODEXO WELCOMES NEW HEALTH CARE PRESIDENTS

Our global STOP Hunger program engages entire Sodexo communities in the fight against hunger. Every April during Sodexo Servathon, more than 413,000 employees globally are encouraged to get involved in service projects to take action against hunger. They dedicate time, talent and energy in a variety of ways to provide hunger-relief to those in need, participating in efforts like donating and serving meals; sharing Sodexo expertise by providing nutrition, hygiene, food waste, and food safety education; collecting and donating non-perishable food; and having fundraisers.

This year Sodexo teams across the country joined in serving their communities and sharing their stories, expanding Sodexo’s footprint in the fight against hunger. Maryland Governor Martin O’Malley issued a proclamation, saluting Servathon and Sodexo’s important work fighting hunger.

As we engaged as a team during Servathon 2013, employees were encouraged to include young people in activities. Employees connected with youth to raise awareness about the problems we are facing as a nation and teach them how they can be part of the solution. Sodexo believes that engaging youth builds a strong foundation for the long-term success of anti-hunger movement.

There are endless ways to tackle hunger. Tell us how you were a part of Servathon this year. Did you engage youth? Did you have a fundraiser? Did you raise awareness at your account or in your community? Did you participate in the French’s promotion? If you haven’t already, share your 2013 Servathon story by entering your anti-hunger activity into the online survey. Your commitment is important to us and Sodexo’s hunger-fighting footprint. See the impact of Sodexo Servathon in the next issue of Solutions.

Contact: Lauren Brayer, program manager, 301 987 4235, lauren.brayer@sodexo.com
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https://twitter.com/stophungerusa
http://www.youtube.com/user/SodexoSTOPHunger
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http://blogs.sodexousa.com/hunger/
Sodexo Foundation and Share Our Strength know that youth are powerful and can make a difference in ending childhood hunger, which is why they’ve worked together to create a suite of tools to help kids help other kids struggling with hunger.

Sodexo Foundation is proud to sponsor NoKidHungry2.org, a website for youth ages 5-25 featuring educational resources about childhood hunger. There is even a rewards program where youth can earn No Kid Hungry swag for a job well done!

New this year is Schools for No Kid Hungry and No Kid Hungry, Every Kid Healthy, a turn-key program that helps students develop life-long healthy eating habits while raising funds to make sure that children less fortunate can grow up healthy too. Whether a school wants to help by doing one-day awareness or fund-raising events, or embark on our school-wide program—there's a way to help.

“I am constantly amazed by the power of students who recognize a need among their peers and then rally to see it met. “I find this new program very exciting because not only is it an excellent vehicle for instilling the critical nutrition and wellness habits that students need to ensure growth and academic performance, but it also takes advantage of the natural instinct of children to help their peers by promoting activities for students that help raise funds for those less fortunate, but equally deserving of fair access to nutritious meals,” said Stephen Dunmore, president for Sodexo Schools segment and board member of Sodexo Foundation.

To learn more visit www.NoKidHungry2.org

Contact: Lauren Brayer, program manager, 301 987 4235, lauren.brayer@sodexo.com

At the Sodexo Management Conference in Orlando, FL, more than 550 people supported the STOP Hunger 5K, and, with the company match, raised more than $60,000 in support of Sodexo Foundation’s mission. The Sodexo team even managed to more than double last year’s STOP Hunger 5K donation!

The support was incredible. From generous sponsorships from Dr. Pepper/Snapple, Minute Maid, Nestle Waters, and PepsiCo, to all those who ran on the early morning of Oct. 17, to others who simply showed their support through a donation, it was all for an admirable cause—to honor the legacy of Steve Brady, founder of Sodexo Foundation. Brady’s commitment to end hunger was a global force that expanded from North America throughout Sodexo worldwide. To all of our devoted supporters, thank you for helping to keep his legacy alive.

Contact: Lauren Brayer, program manager, 301 987 4235, lauren.brayer@sodexo.com

Top Female Finishers

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<td>Cynthia Lauer</td>
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Top Male Finishers

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MAKING A STRONG INTERNATIONAL BRAND

The Sodexo brand and visual guidelines have officially evolved to support the Quality of Life Services positioning.

“Though we started out as a French company, we have quickly grown into an international leader with operations in 80 countries. In addition, while we once focused mainly on food services, we are now the leading global provider of a wide range of high-value Quality of Life Services, delivering more than one hundred types of services to companies, universities, hospitals and individuals across the globe,” said Group CEO Michel Landel.

The brand evolution is a two-phased approach. Phase I launched in December and includes the graphic identity; logos and fonts; and stationery. Phase II will launch in the spring and will offer a more complete set of brand identity rules and guidelines on the Global Brand Visibility on-Site Initiative; vehicle branding; disposables; and our Employee Value Proposition (EVP) branding.

It is important to understand that Sodexo North America will be efficient in its transition to the new standards. Cost control and waste reduction are key.

- Deplete all supplies/materials from inventory before reprinting.
- Continue to use larger or more costly items (such as tradeshow booths) until they are ready for replacement.
- Stationery items such as letterhead or envelopes cannot be personalized for individuals.

Brand training for internal employees is currently available via virtual Webinars, and can also be held during client segment or department meetings with advanced notice. Starting in mid-February, a recorded Brand presentation that employees can access 24/7 will be available on SodexoNet. Vendor training will also begin in February.

For more information on our brand evolution, search keyword Brand Management on SodexoNet.

Contact: Laurie Kelly, director of Brand Management and Marketing Communications, 301 987 4465, laurie.kelly@sodexo.com

ADDING VALUE

MAKING A STRONG INTERNATIONAL BRAND

At Sodexo, we are working hard to improve how we use the world’s limited natural resources by reducing waste and helping others do the same. Our Better Tomorrow Plan includes commitments to reduce waste and to fight hunger—goals that are closely linked as we all strive to make the best use of resources.

To generate awareness and inspire behavior change in support of this vision, we celebrated our first annual WasteLESS Day on Oct. 16, 2012. During WasteLESS Day, Sodexo teams, clients and consumers made personal pledges to reduce waste. Here are just a few of the pledges made and actions taken across the markets we serve in North America:

**Campus:**
- Students at Merrimack College, MA, pledged to be more conscious of serving themselves only what they plan to eat.
- Merrimack and other campuses initiated programs to reuse, recycle and track waste.

**Schools:**
- Managers at Wilcox Unified School District, AZ, made a new commitment to zero waste.
- Campus: Managers at Wilcox Unified School District, AZ, made a new commitment to zero waste.
- Corporate:
  - Employees at Disneyland Resort pledged to initiate payroll deductions for STOP Hunger.
  - The resort implemented a reusable cups program and promoted a special WasteLESS menu, while other Corporate managers started using SMART to track environmental performance.

**Health Care:**
- Staff at Jacobi Medical Center, NY, pledged to recycle empty toner cartridges along with cans and bottles.
- Jacobi and other healthcare clients implemented comprehensive reusable programs.

**Government:**
- Employees at the MEDCOM Fort Sill, OK, pledged to start composting at home and to donate unused food to local food banks.
- This hospital started a waste management plan and waste tracking program.

**Canada:**
- Sodexo staff at Hamilton Health Sciences pledged to follow energy-saving on-off procedures for equipment and in office/departments areas not in use, and to use sustainable products including micro-fiber cloth instead of paper towels and convert to energy efficient light bulbs.
- Managers initiated a campaign to engage employees in existing sustainability initiatives.

Contact: Kate Shearer, communications manager, Sustainability & Corporate Social Responsibility, 301 987 4698, kate.shearer@sodexo.com
When disaster strikes, Sodexo people respond. In communities devastated by Super Storm Sandy, Sodexo teams were key to the relief efforts. The organization is proud of the schools teams who supported Red Cross shelters in New Jersey and the amazing effort by the Metro New York teams who provided more than 5,000 meals to emergency stations on Staten Island. The inspirational cross-divisional leadership of Health Care’s Sue Kiley and her charity, the R.A.I.N.E. Foundation, delivered up to 20,000 meals a day.

Service doesn’t stop with relief efforts in surrounding communities. Sodexo employees voluntarily contribute to a fund to assist coworkers and their families in times of crisis. The Sodexo Employee Disaster Relief Fund has distributed more than $300,000 in assistance to employees since 2007. The fund is supported solely by contributions from Sodexo employees. Choosing to help fellow employees through this fund is a testament to the service spirit of Sodexo.

Trudy Turner, a Sodexo employee and recipient of the Relief Fund, said it well in a thank you note: “I realized Sodexo was the best place for me to work after a hurricane destroyed our house in Houston. The company helped my family get through a tough time. I am proud to work for such a large company that is so generous to its employees.”

The Sodexo Employee Disaster Relief Fund—Make a donation today.

Sodexo employees can use Employee Self Service to sign up for a payroll deduction.

Contact: HumanResources-CorporateStaff.USA@sodexo.com

A new partnership between Sodexo, New Mexico State University (NMSU) and Cotton Incorporated has created a “circle of cotton sustainability” at the university’s Las Cruces, N.M., campus by leveraging the group’s combined expertise and resources in agricultural research, food preparation, recycling and alternative fuel production.

The partnership begins with Cotton Incorporated’s support of the Leyendecker Plant Science Research Center at NMSU and its work to develop cotton that is comparable to common cotton varieties while offering a robust seed that can be converted into food and energy products.

As NMSU’s campus dining provider, Sodexo identified ways to support the partnership by using cottonseed oil in its campus dining and catering operations. The result is a healthier alternative to soy and other oils used in fryers, which is low in saturated fat, free of cholesterol and trans fat and a good alternative oil for people with food allergies.

Sodexo Marketing Director Katrina Miner and the Sodexo team at the university worked closely with NMSU and supply partner Sysco Foods to use cottonseed oil developed through the program in all fryers on campus. Additionally, Sodexo collects used cottonseed oil from its operations and sends it to researchers who convert the oil into biodiesel. The fuel is used to power both a campus catering vehicle and a multipurpose farm vehicle.

“Collaborative efforts like those by Sodexo, Cotton Incorporated and our client-partners at New Mexico State University help provide alternative energy and healthier food preparation solutions in local communities every day,” said Deborah Hecker, vice president, sustainability and CSR, Sodexo.

Contact: Greg Yost, manager, Public Relations, 301 987 4214, gregory.yost@sodexo.com
TODAY’S K-12 STUDENTS: GEN Z OR GEN S?

Sodexo Schools and Ideaworks Food Marketing have created a new publication “A Look @ Today’s K-12 Students” offering insight on K-12 students for partners, administrators, teachers and parents to align with student trends. Key themes highlighted in the research include technology, social media, purchasing power, entertainment, bullying and obesity.

The focus is on Generation Z (born 1995 to 2012), also referred to as Gen S or Generation Screen. Their nickname is fitting as Gen S will never know a world without screens, without being connected, without touch and swipe, or without cameras to capture, interact, share and connect with others, instantly.

What do we do with this information? To capture the attention of Gen S we will need to adopt their technology and cater to these future consumers who want everything at their fingertips. Additionally, current brands will have to demonstrate value and purpose, and be more transparent, more authentic and more open to negotiation.

Contact: Julie Whitten, communications manager, Schools, 607 257 2336, julie.whitten@sodexo.com

Here are a couple other fun facts about Gen S:

- Every generation has cultural icons and for today’s kids, it’s Angry Birds, Mario and Lego®. They feel a strong connection to these characters/objects as gaming is a huge part of their world.
- Kids today seek interactive entertainment, which is why live tours that bring their favorite characters to cities near them are popular.
- For the first time in human history, it truly is hip to be square. According to recent research conducted by MTV, more of today’s teens want to be nerds than want to be jocks.
- Every generation has cultural icons and for today’s kids, it’s Angry Birds, Mario and Lego®. They feel a strong connection to these characters/objects as gaming is a huge part of their world.
- Four elements will form the foundation of the PR strategy, a thought-leadership approach on core topics, largely driven through digital and social media, to advance our Quality of Life positioning and ownership, in support of sales and business development. Ultimately, we are a service brand, and offer help in improving well-being and performance, and contribute to the progress of companies and people alike—and that’s the bottom-line message we’ll deliver through our thought-leadership approach.

What are the challenges ahead for PR?

One challenge will be prioritizing opportunities—applying focus and discipline to stay true to our PR strategy and in support of our business strategy. We may need to curb our appetite and not allow ourselves to end up doing too much in too small a way. Sodexo is a broad, diverse company that can and should engage in many digital channels, in many local communities and with local media outlets—but also, at the corporate and brand level, needs to tell fewer, bigger more impactful stories.

How does PR support sales and business development?

PR is one piece of integrated marketing communications, and delivers best results when used early and often in sales and business development processes. PR can help create awareness for brands and offerings in geographies and market segments—for example through a focused combination of media and community relations. PR also is tailor-made for social media engagement—reaching prospects and potential brand advocates interested in dialog instead of promotion-based or one-way communication.

How can Sodexo be successful with social media?

Whether it’s Facebook, Twitter, LinkedIn, Google+, or Pinterest, users expect engagement. They want to give feedback, and get and share information, stories, videos and pictures. Five ‘rules’ I’ll offer include two that are strategic—clarity of purpose (what are you trying to achieve via social media) and audience understanding (who, where, why). Three other rules are tactical—plan to listen (except criticism), plan to respond (quickly), and plan to use visual elements to tell your story (not just words).

What do you like to do in your free time?

Growing up in Memphis and Chattanooga, TN, I was one of those kids who played whatever sport was in season—football, baseball, basketball. While my competitive sports days are long past, I still enjoy a variety of different fitness activities, and have been working on my golf game the past few years (without much success I might add). And of course, I’m a sports fan, cheering for our local teams in Washington, DC, the Redskins, Nationals and Capitals.
A REFRESHING APPROACH: NEW ODC SUPPORTS RETAIL OFFERS

A Powerful Vision

What do understanding consumer needs, developing great-tasting recipes and deploying operator-efficient offers have in common? All these functions and more are now part of the newly created Offer Development Center (ODC) formed to support the development and profitability of our retail sales in NorAm for both Sodexo and clients.

As a true support partner to Sodexo’s division marketing teams, ODC focuses on mutualized or cross-divisional offers and signature brand management (such as Jazzman’s and Pandini’s), as well as supporting divisions in the creation of value propositions and customized solutions for significant clients and sales opportunities.

By mutualizing efforts, ODC aims to maximize resources while providing innovation, creativity and systems architecture that enable profitable growth and improved margin, and deliver unprecedented value to internal clients and their consumers.

Features and Benefits of Mutualization include:

- Economic synergies and efficiencies throughout the development process, implementation and beyond
- Leveraged value of NorAm enterprise with harmonized efforts
- A strengthened Sodexo brand through a unified approach that transcends health care, universities, government and business accounts
- Full realization of promotions

Moving to Mutualization: A Look at Mindful

One of ODC’s key responsibilities is leading the development of Sodexo’s mutualized or cross-divisional offers. An example of mutualization is our new wellness approach, Mindful.

Rolled out initially to Business & Industry accounts in February 2013 followed by Health Care and Campus later in the year, Mindful meets customers’ needs for quick, healthy choices from full plates to soups and desserts.

“Mindful is an excellent example of bringing together divisional expertise with ODC to develop a solution which resonates with our customers,” says John Wright, vice president, Offer Development. “Results from our pilot locations have been very favorable.”

Contact: Kimberly Lipsky, senior writer, Offer Development Center 484 201 2461, kimberly.lipsky@sodexo.com
It’s lunchtime. You’re at work and hungry. You’re not sure what you want to eat but you’re tired of the same old options. Where do you go to grab a bite? And what catches your eye when you get there?

Understanding these consumer thoughts, behaviors and preferences is at the core of what the Offer Development Center’s Consumer Insight department does every day.

“At Sodexo, we believe that the better we understand our consumers, the better our business decisions will be,” says Rick Ortman, senior director, Consumer Insight. “Whether we’re developing a new offer or refreshing an existing one, we take into account what consumers want.”

Insight gleaned from research can result in offering personal pan pizzas versus just slices or offering a salmon burger in addition to traditional hamburgers. “Most people don’t think of their company café as innovative, so we’re looking for solutions that drive participation and loyalty while giving customers what they want,” says Ortman, who also works with Sodexo globally on consumer insights, trends and analysis.

One way Consumer Insight is looking to understand consumer preferences is through an innovative online community of adults. Set to launch in the First Quarter of 2013, the panel will include several hundred consumers and involve weekly conversations related to buying behaviors, pricing and food concepts.

“We might present five different ideas for a new sandwich or grill item including photographs and prices and ask them if it’s something they would buy, if they think it’s new and different, and if they would buy the item more than once,” Ortman explains. Then the Insight team will compare the consumer ratings across all ideas tested to identify the ones with the greatest appeal.

By cultivating this online community, Consumer Insight will be able to quickly solicit feedback from its participants and manage research requests both large and small while making consumer research a key part of a much wider range of business decisions.

Another focus of Consumer Insight is leveraging the existing research of our vendor partners to develop products, price menu items better, communicate to consumers and evaluate food trends.

“We are in a unique position in that we have touch points with our customers every day,” says Ortman. “So we’re looking at how we can use these opportunities to solicit feedback systematically such as giving consumers a message at the point-of-purchase and asking them to go online and tell us about their choice.”
At Circuit of The Americas, Sodexo had the opportunity to design, manage and deliver food and beverage services from the ground up, taking into account the geography, the culture and the people to help shape the fan experience the Circuit wanted to achieve.

Sodexo’s unwavering support for the Austin community brought 34 local area clubs and civic groups to help staff concession areas around the track, like La Plaza Paella, generating a portion of sales for their non-profits. Sodexo gave more than $142,000 back to the community through this initiative.

Circuit of The America’s inaugural Grand Prix weekend in November outside of Austin. An extraordinary team effort from development to execution, from our cross-divisional ops team in Leisure and Campus, to the offers created by the Offer Development team, like this row of in-line concepts at the track’s main grandstand.

Five hundred-plus points of service and 200 roaming vendors for 117,000+ very discerning Formula One race fans from around the world for three days—it was the largest opening weekend ever for a North American operation. Only a global leader with a proven ability to manage large-scale events on international stages could make this a reality for Circuit of The Americas.
SODEXO’S PARTNERSHIP WITH GUY FIERI

In a year full of memorable moments, one of the biggest highlights of 2012 was a new enterprise-wide partnership with Food Network icon Guy Fieri. Through this exclusive agreement, Fieri is working with Sodexo to create new concepts and branded retail offers.

The first product to emerge from this partnership is Guy Fieri On Campus (GFOC), a fast casual retail dining concept created specifically for use at Sodexo-served campuses. GFOC features Fieri’s signature culinary style with hints of Italian, Asian and Mexican flavors—the kind of food featured regularly on the TV host’s shows.

The GFOC menu, which Fieri created personally and is constantly tweaking and updating, includes a broad selection of sandwiches, pasta, tacos, quesadillas, rice bowls, salads, soups and burritos. Another highlight is a full offering of appetizers, sides and snacks including Fieri’s famous Vegas Fries, a recipe inspired by his college days featuring extra crispy spuds tossed in buffalo sauce and served with a side of bleu cheese.

The first GFOC officially opened its doors in November at Montclair State University in New Jersey. Students and the campus community warmly embraced the restaurant from the start and they showed Fieri their love when he dropped by the campus for a surprise visit. Fieri met with students, took pictures and signed books at GFOC.

During his visit to the campus, Fieri exclaimed, “Sodexo, you have blown my mind! It takes big vision to make something like this happen.” He went on to compliment the campus, “I am so impressed by Montclair State University for the time, care, and commitment to bring great food to its students. People expect great food. We’re in the midst of a food revolution. If the school goes to these lengths to enhance quality of life on campus, I can only imagine how tremendous the education is here.”

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ROBOFUSION:
SERVING A DELICIOUS TREAT IN A WHOLE NEW WAY

Having a frozen treat at the The Children’s Museum of Indianapolis isn’t just tasty—it’s fun and educational too. Robofusion serves Reis & Irvy’s Frozen Yogurt, made-to-order, and is served to museum guests by a robotic arm. This fun new kiosk provides a great way to further the museum’s mission of educating kids in an engaging manner—demonstrating the exciting new ways in which technology and robots are being used in everyday life.
A visit by National Geographic Fellow Barton Seaver highlighted Beth Israel Deaconess Medical Center’s (BIDMC) new sustainable seafood initiative, designed to support local fisheries and sustainability efforts while delivering wellness to patients and staff. BIDMC in Boston is affiliated with Harvard Medical School.

Collaborating with the Sodexo chefs, Seaver created a fish entrée made entirely from locally sourced ingredients. A celebrated chef and author based in Washington, D.C., Seaver recently began working with National Geographic, shifting his focus toward wellness and sustainability as it relates to food and community. His involvement with BIDMC began when Food Services Director Nora Blake contacted him after attending the Healthy and Sustainable Food for Health and Community Care Workshop sponsored by Harvard University’s Center for Health and the Global Environment.

Listening to Seaver describe how the viability of the fishing industry and the ocean can be protected, she thought, “I bet I can change the buying patterns and eating habits at BIDMC.”

Blake organized a visit from Seaver to the Gloucester, MA, fish pier and the Ipswich Shellfish Company to educate the team about the seafood industry and what kinds of sustainable fish are available regularly. Local, sustainable seafood—clams, tilapia and bluefish—are making a regular appearance on BIDMC’s menus. And haddock, a more sustainable option, is replacing other options.

“I love that we’re bringing local fish to our patients and staff. This is the way food should be,” said BIDMC Executive Chef Akeisha Hayde. “Basically, we want our customers to say, ‘Wow, this is great fish and I got it at a hospital cafeteria.’ If we can do that while supporting our local fishermen, it makes me proud.”

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Managing energy is an often overlooked opportunity to control expenses. But getting a handle on how and where energy is being used and how much you are paying can be a challenge. Sodexo’s Energy Management service offering can position clients to take control of their energy budget.

Using energy in an environmentally sensitive manner can make a company “green.” Managing energy expenses produces another kind of green. While both are desirable, can they coexist? With one of Sodexo’s newest Quality of Life solutions, the answer is “yes.”

Experience has shown that up to 40 percent of utility bills contain errors. Sodexo’s Utility Expense Management service captures utility data directly from the utility provider, audits each bill for accuracy, secures corrections prior to bill payment, loads the use and cost data into energy reports, and pays the bill. When Sodexo pays the bills, elimination of late fees is guaranteed.

Strategic procurement of electricity and natural gas can help achieve risk management and sustainability objectives. Sodexo has partnered with the leading retail supplier of energy commodities, Constellation Energy, to deliver its Energy Procurement services. Constellation will work with each client to design a custom procurement plan to manage clients’ price exposure—from fixing a price for the long term to triggering purchases when market prices match desired target levels.

Contact: Randy Michael, senior director of Energy Services, 855 SodexoE (855 763 3963), randy.michael@sodexo.com
Facilities management is an essential part of Sodexo’s Quality of Life positioning. To meet clients’ needs and boost global competitiveness, Sodexo must establish common procedures and standards applicable in all the countries where it operates.

Today, Sodexo accounts use various computerized maintenance management systems (CMMS) to manage client assets. As part of a global technical initiative, Sodexo has chosen to use one platform—IBM’s Maximo—across all sites to enable uniform reporting for the technical maintenance services delivered to clients around the world.

In addition to being the “gold standard” for global asset management, Maximo offers numerous benefits. First, Maximo replicates and enhances all current platform functionality without the need for constant customization. Second, Maximo will provide clients with consistent operational standards and processes. Third, Maximo will enable Sodexo to more effectively maintain clients’ assets throughout the life cycle.

The Solution Center will lead the deployment across NorAm, working collaboratively with IS&T and “champions” from each client segment to ensure a seamless transition. The initial deployment took place in two waves of “early adopters” from each client segment in January 2013. The target is that majority of Sodexo sites will be converted by the end of 2014.

Through the creation of a systemic approach to a state-of-the-art CMMS platform that interfaces with other building automation equipment, purchasing, labor management and cost analytics capabilities, Sodexo is truly moving toward a complete client-centric approach and strengthened position as an innovator and partner for global clients.

For more information, please contact Marten Stenfors, Vice President, Performance and Operations Improvement at marten.stenfors@sodexo.com

SodexoMAGIC chairman and CEO Earvin “Magic” Johnson has been on the road bringing excitement and energy to two SodexoMAGIC clients—Arizona Public Service (APS) in Phoenix, AZ, and Dominion Resources in Richmond, VA. On Sept. 20, Johnson was the keynote speaker at the Arizona Supplier Diversity Awards Luncheon held by Arizona Public Service. Attendees at the annual luncheon include minority- and women-owned businesses that work with APS, and each year they honor companies that provide exceptional service and commitment to supplier diversity. Johnson was introduced by Don Brandt, APS Chairman and CEO, and gave remarks to a filled ballroom. In 2011, SodexoMAGIC was awarded the APS contract to provide café and catering services at two sites—Phoenix, AZ, headquarters and Palo Verde Nuclear Power Plant in Wintersburg, AZ, as well as vending and office coffee services at five other locations in the Phoenix area.

A few days later, on Sept. 26, Steven Rogers, president and chief administrative officer, Dominion Resources Services (DRS), introduced Johnson to an enthusiastic crowd of 250 Dominion employees. The theme was “Entrepreneurship and Supplier Diversity” and Johnson stressed the importance of supplier diversity and how it affects the bottom line, and the value of supporting minority-owned businesses. According to Vicki Dale, manager of Office Services at DRS, “Mr. Johnson’s visit was exciting and inspirational for Dominion employees. He shared life lessons and energized the audience with his message of diversity, teamwork and entrepreneurial spirit in the workplace.”
Sodexo’s annual STOP Hunger Food Drive has touched countless lives across America since 2008. The fall food drive took on a new face this year, but still meant nutritious food and hope to those less fortunate. Formerly known as Helping Hands Across America, the company-wide food drive is designed to benefit the communities in which Sodexo employees live and work by donating non-perishables to local charities. During October and November, Sodexo teams showed support by not only donating food and money, but also volunteering their time to collect donations and take them to local hunger-relief organizations.

The Sodexo community came together to give to neighbors in need, donating the equivalent of more than 402,000 pounds of food to food banks across the country. Additionally this year PepsiCo, a proud long-time sponsor of the food drive, donated $5,000 to Sodexo Foundation to support our hunger-fighting efforts. This year, a new dimension was added to the program to amplify its impact—PepsiCo, a proud long-time sponsor of the food drive, donated $5 to Sodexo Foundation for every Sodexo success story that was entered into an online survey by Dec. 21. The total donation from PepsiCo was $5,000, which will be used to fight domestic childhood hunger.

Thank you PepsiCo and the entire Sodexo community for making the annual STOP Hunger Food Drive such a success, and more importantly for making a difference in the lives of so many!

Contact: Lauren Brayer, program manager, 301 987 4235, lauren.brayer@sodexo.com
The Food Bank of Western New York, in Buffalo, NY, was presented with a check for more than $5,000 by local Sodexo employees from the company’s Buffalo Service Center. With the presentation of its fall 2012 donation (more than $3,500 was donated in April as well), the Sodexo team has now donated a total of $101,829 and more than 24,700 lbs. of food to the food bank.

SODEXO EMPLOYEES CROSS $100,000 MARK IN FUNDS RAISED FOR THE FOOD BANK OF WESTERN NEW YORK

The largest Fresh Inspirations café in Health Care opened this fall in Yale New Haven Hospital (YNHH), New Haven, CT. The official ribbon cutting took place on Dec. 17, with YNHH executives and Sodexo team members doing the honors.

Fresh Inspirations embodies the holistic view that the nutritious offerings and dining experience are an integral part of the delivery of health care. Each Fresh Inspirations team understands that in their own way they are caregivers, too, as they serve and nourish the staff that provide direct patient care and the family members and visitors who support the healing process.

For more information on Fresh Inspirations, contact Mario DeLuca mario.deluca@sodexo.com

FRESH INSPIRATIONS ENHANCES THE CUSTOMER EXPERIENCE AT YALE-NEW HAVEN HOSPITAL

The Food Bank of Western New York, in Buffalo, NY, was presented with a check for more than $5,000 by local Sodexo employees from the company’s Buffalo Service Center. With the presentation of its fall 2012 donation (more than $3,500 was donated in April as well), the Sodexo team has now donated a total of $101,829 and more than 24,700 lbs. of food to the food bank.
Sodexo employees are doing amazing things every day for their clients and the communities they serve. The outstanding achievements of the top recipients of the Spirit of Sodexo Awards were celebrated at a ceremony at the 2012 Management Conference. George Chavel introduced the honorees by saying “…the Power of Sodexo… there is no better representation than the people we honor tonight—the people who bring our solutions and service to life in new and innovative ways—the people who truly are the Spirit of Sodexo.”

In the presence of more than 2,000 Sodexo managers, the recipients of the 2012 Spirit of Sodexo Award were brought on stage to be recognized in the categories of Team Spirit, Service Spirit and Spirit of Progress. Each award was presented by executive leaders who shared highlights of the award-winning achievement.

Congratulations to this year’s Spirit of Sodexo NorAm recipients:

**Spirit of Service:**
- **Sterling Smith** for providing opportunities for job training, mentoring and nutrition education to improve the lives of at-risk teenagers.
- **Teresa White** for going above and beyond to serve the veterans and community of Fort Knox.

**The Spirit of Progress:**
- The **team at Stanford Medical Center** for their innovations and commitment to provide outstanding support to the client that has resulted in new business for Sodexo.
- **Matthew Mantini** for his innovation to meet the special dietary needs of students at the University of Pittsburgh to create a positive experience for students.

**Team Spirit:**
- **Beth Ploski** for her commitment to students of the Pittsburgh Public School’s Community Based Vocational Education Program by helping them to learn workplace skills and giving them the opportunities for full-time employment upon their graduation.
- **Team Saginaw** for their commitment to create a student and community centered partnership at the Saginaw Public School District.
- **Stephanie Minkoff** and **Natalie Rose-Miller** for fostering diversity and inclusion while providing opportunities where talent can thrive by creating the first ever hybrid network group serving the central Pennsylvania area.

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Thank You for Making Sodexo an Inclusive Work Environment!

For the sixth consecutive year, Sodexo has received a 100% rating on the annual 2013 Human Rights Campaign Corporate Equality Index. The actions Sodexo has taken to be a more inclusive organization include:

- Sponsoring an LGBT network group
- Providing equivalent spousal and same-sex partner benefits
- Providing medical coverage for sex reassignment surgery
- Recognizing sexual orientation and gender identity or expression through our Equal Employment Opportunity Policy
- Actively engaging LGBT-certified vendors in our supplier diversity program

Follow Sodexo Diversity & Inclusion