



## NOMINATION FORM 2010

*IFMA celebrates 56 years of recognizing excellence through the premier awards for foodservice operators.*

# GOLD & SILVER

PLATE AWARDS

**Deadline for 2010 Nominations –  
December 4, 2009**

Sponsored by



*Shaping the Future of Foodservice*

International  
Foodservice  
Manufacturers  
Association

180 N. Stetson Ave., Suite 4400  
Chicago, IL 60601  
p: 312/540.4400  
f: 312/540.4401

# GOLD & SILVER PLATE AWARDS

The International Foodservice Manufacturers Association is now accepting nominations for the 2010 Foodservice "Operator of the Year" Silver Plate Awards. The awards, the industry's most prestigious, are presented annually by IFMA in recognition of lasting and outstanding contributions to the advancement of the foodservice industry. IFMA has proudly sponsored the Gold & Silver Plate Awards for 56 years. IFMA is an association of food, equipment and supplies manufacturers, distributors, brokers, trade publications and support service agencies.

## Basis of Eligibility

Any person, worldwide, engaged in the **active ownership, management, supervision of or employment at an establishment in one of the designated operator award categories** listed below is eligible to receive an IFMA Silver Plate Award. The Gold Plate recipient is selected by secret ballot from among the Silver Plate winners. Nominees from previous years may be renominated.

## Awards Criteria

The Silver Plate Awards recognize professionals who have demonstrated foodservice industry segment leadership and noteworthy achievement and have made lasting contributions to the advancement of the industry. Silver Plate nominees should:

- have spent at least two years in foodservice operations management within the nominated segment
- have hands-on experience and knowledge that is well founded within the foodservice industry
- show a commitment to foodservice as a lifetime career
- maintain the highest standards of ethical and moral behavior
- demonstrate outstanding leadership and innovation in such areas as financial & operational management, human resource programs and menu/concept execution
- demonstrate strong support of association and industry-related activities in order to promote, protect and enhance the industry and its image
- demonstrate a sense of civic pride through voluntary involvement in societal activities

## Award Category Definitions – Operators in:

### 1. Independent Restaurants

Includes companies that have 10 or fewer foodservice establishments operating under the same name/trademark or different names/trademarks.

At these establishments, dinner may be the primary meal but they also, generally, serve lunch. These establishments have: custom cooking of a broad/full menu, wait service to patrons seated at tables, professional chefs/cooks, and satisfy patrons' needs for business or entertainment purposes in a relaxed ambience. Adult beverages may be served in dining room/cocktail lounge.

### 2. Chain Full Service/Multi-Concept Operators

Includes companies that have more than 10 foodservice establishments operating under the same name/trademark or different names/trademarks and that maintain some degree of centralized control.

Establishments generally with (but not restricted to) a moderate price position (determined by average check per diner), chain full service means on-premise consumption, pre-prepared and/or scratch food preparation with waitstaff or cafeteria service.

Menu may be specialized, narrowly focused or mainstream. Operations may or may not serve adult beverages.

Eligible establishments include, but are not limited to, casual dining or family dining, fine dining, coffee houses, steak houses, pancake houses and sandwich shops.

### 3. Chain Fast Service

Includes companies that have more than 10 foodservice establishments operating under the same name/trademark and that maintain some degree of centralized control.

Establishments with the lowest check average of all commercial foodservice units. Lunch is the primary meal, but they may serve dinner and/or breakfast. Food is prepared in batches with short-order cooking, and emphasis is on fast service and low prices.

Includes chains specializing in hamburgers, chicken, pizza or ethnic food (i.e. Mexican, Chinese); sandwich shops; doughnut shops; frozen custard, yogurt or ice cream stores; convenience stores, bakeries and supermarket delicatessens.

### 4. Health Care

- *Health Care*: Includes most non-profit, for-profit and government-run public hospitals – patient, employee and guest feeding.
- *Retirement Centers, Nursing Homes & Senior-Living Facilities*: Includes skilled nursing homes, nursing and personal care facilities, and residential care facilities – patient, employee and guest feeding.

### 5. Elementary and Secondary Schools

Includes foodservice in elementary and secondary schools (Grades K-12) and related public and private school systems.

### 6. Colleges and Universities

Includes higher education institutions beyond Grade 12. Includes foodservice served in public and private colleges, universities, vocational, business and technical schools.

### 7. Business & Industry/Foodservice Management

Includes all operators within the corporate dining sector and senior foodservice management personnel with multi-segment responsibilities. Category encompasses:

- independent corporate dining self-operators
- on-premise office and in-plant liaisons
- executive or regional management-level personnel from professional foodservice management companies with *multi-segment responsibility* (i.e. operations in more than one segment such as health care, colleges and universities, correctional feeding, etc.).

**IMPORTANT: Foodservice management company personnel with *multi unit or single unit responsibility in one segment only must be nominated in that segment category.***

### 8. Specialty Foodservices

Includes foodservice professionals from such operations as clubs (private, public, military, yacht, city clubs, golf, etc.); recreational facilities; department store, retail store or drug store foodservices; off-premises caterers; correctional institutions; congregate feeders; military foodservice; theme parks, stadiums and sports arenas; museums; and airlines and cruise ships.

### 9. Hotels and Lodging

Includes hotel and motel management and foodservice professionals at every level of foodservice in establishments that provide both lodging and foodservice to the general public. Includes banquet, room service, full service, coffee houses, snack shops, lounges, etc.

# FOODSERVICE OPERATORS OF THE YEAR

## 2010 OFFICIAL NOMINATION FORM

### Silver Plate Award Categories

See previous page for detailed descriptions of categories.

1. Independent Restaurants
2. Chain Full Service/Multi-Concept Operators
3. Chain Fast Service
4. Health Care
5. Elementary and Secondary Schools
6. Colleges and Universities
7. Business & Industry/Foodservice Management
8. Specialty Foodservices
9. Hotels and Lodging

### Important Note

In order to be officially confirmed as a Silver Plate winner, each winner must commit to attend three key events in Chicago at which he/she will be honored by the foodservice industry. These events are:

- All-Industry Luncheon on May 21, 2010;
- Gold & Silver Plate Society Luncheon on May 24, 2010;
- Gold & Silver Plate Celebration on the evening of May 24, 2010.

### Nomination Procedures

The nomination form has been revised to simplify completion and provide the Jury with a consistent presentation of each candidate's qualifications. In order to be considered for judging, this form **must** be completed, including all pertinent information about the candidate's qualifications for the award.

### General Instructions

To ensure the Jury's consideration of your candidate, follow the instructions below:

- Nomination forms may **not** be handwritten.
- **No collateral documents or attachments will be accepted** (endorsement letters, menus, published articles, etc.). The Jury will base its selections on information contained in the allotted space on the nomination form **only**.
- **Carefully select candidate's category** and clearly mark your choice in the box above.
- **Include facts and figures.** Be as specific and succinct as possible when describing your candidate's achievements, affiliations and contributions. The Jury is looking for your candidate's **most important accomplishments**.
- For more information, go to the tips sheet at [www.ifmaworld.com](http://www.ifmaworld.com).
- If you have questions, please contact Corinne Zollars at 312/253-4686.

Enter nominee's Silver Plate Award category here. (See category numbers at left.) **In order to ensure your nominee's chances for due consideration, please take special care to enter the correct category designation in the box.**

I am pleased to nominate the following candidate for a 2010 Silver Plate Award and to provide required background information for your consideration. I have verified with my nominee that, should he/she be named a Silver Plate winner, he/she will commit to attending the three key recognition events on May 21 and May 24, 2010 in Chicago.

NOMINEE

TITLE

COMPANY

BUSINESS ADDRESS

CITY

STATE

ZIP

( )

TELEPHONE (OFFICE)

( )

FAX (OFFICE)

E-MAIL

SUBMITTED BY

TITLE

COMPANY

ADDRESS

CITY

STATE

ZIP

( )

TELEPHONE

( )

FAX

E-MAIL

## Deadline for 2010 Award Nominations – December 4, 2009

NOMINATIONS CANNOT BE RETURNED  
AND THE DEADLINE WILL BE STRICTLY ENFORCED.

This nomination will be good for one year.

**Please return this nomination form to:**

International Foodservice Manufacturers Association  
180 North Stetson Ave., Suite 4400, Chicago, IL 60601  
or email to [corinne@ifmaworld.com](mailto:corinne@ifmaworld.com)









# GOLD & SILVER PLATE AWARDS

## THE NOMINATION JURY

### *Gold & Silver Plate 56th Annual Celebration*

The 56th annual IFMA Gold & Silver Plate Celebration will be held at the Sheraton Chicago Hotel & Towers on May 24, 2010. Reservations for this special event may be arranged by going to the IFMA Web site at [www.ifmaworld.com](http://www.ifmaworld.com) or by contacting Emily Vannucci at 312/253-4687.

Recipients of the 2010 Silver Plate Awards will be announced in February. The winner of the secret ballot for the Gold Plate Award will be announced at the Gold & Silver Plate Celebration in May. This event, honoring each year's Silver and Gold Plate recipients, provides financial assistance to IFMA's Educational Foundation.

*The Jury is selected from the previous year's Silver Plate recipients and editors of broad-based, national IFMA member trade publications serving the \$610 billion foodservice industry.*

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DENTISTRY OF NEW JERSEY – THE  
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