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to be in the know

JULY 07, 2008  
COMPASS GROUP  
NORTH AMERICA

## BLUE PLANET STUDIO RECEIVES FOUR TELLY AWARDS FOR VIDEO AND ANIMATIONS PRODUCED FOR CHARTWELLS SCHOOL DINING

Blue Planet Studio, Inc., a digital media design firm, received four prestigious **2008 Bronze Telly Awards** for outstanding achievement. Each of the honored productions was produced for **Chartwells School Dining Services**. Chartwells is using the productions to directly communicate to children in kindergarten through twelfth grade about the importance of nutrition and health through Eat. Learn. Live.

"Blue Planet Studio developed productions that give Chartwells the competitive edge and utilized technology to reach our school communities," said **Keith Cullinan**, president of Chartwells School Dining Services. "To our knowledge no other foodservice management company has its own animated representatives of wellness and education, both areas which are the foundation of Chartwells."

- The first of four awards went to a broadcast video production, called "*Flip Your Switch, Starting Right with Breakfast*". This production featured high school students demonstrating the importance of eating breakfast in order to engage one's metabolism. The award category was TV1 Children.

- The second award went to "*Fitness Test Blues*", a 3D animation featuring the Eat. Learn. Live. characters. Through the animation elementary school age children are taught the importance of breakfast and how it affects one's physical and mental state throughout the day. The award category was for TV27 Art Direction.

- The final two awards went to "*Food & Cultures*", a 3D animation also featuring the Eat. Learn. Live. characters who educate kids on food in different cultures and their nutritional value. The award categories were TV1 Children and TV22 Use of Animation.

"Our vision has always been to nourish the students we serve and to teach them valuable lessons that will last a life time," said **Audene Chung**, RD, and director of marketing for Chartwells. "Blue Planet Studio took that vision and brought our school cafeteria campaigns to a new level with animation and video. This demonstrates to our young customers that we are responsive to their needs and interests; the end product was not only educational, but also fun and engaging."



### MyCompass Tour and Survey

MyCompass, Compass Group North America's intranet, was redesigned and went live on June 16, 2008! If you have not yet had a chance to visit the site, click on the link below (<https://mycompass.compass-usa.com>) and **take the orientation tour**.

You can also **take part in a short survey** and give us your feedback!

\* Note: Due to security issues, a Compass Group network login ID and password will still be required to access the site. For help, contact [itoline@compass-usa.com](mailto:itoline@compass-usa.com).



## NEW PROCESS! 2008 COMPASS IN THE COMMUNITY NORTH AMERICA AWARDS

Compass Group builds its success on lasting relationships with its partners, clients, suppliers, customers and associates. The **Compass in the Community (CITC) Awards Program** helps to recognize those associates and units who best demonstrate Compass Group's vision to make our communities better through service efforts.

Beginning this fiscal year, the awards recognition is being facilitated through the Be-A-star program and its sector partners. **Submissions should no longer be sent directly to the corporate offices, but to your unit's Be-A-star committee.** The sector committees will then have the opportunity to submit up to three (3) entries for consideration in the North America CITC competition.

**Submissions are due to Be-A-star committees by Friday, July 18, 2008.** Keep in mind any and all community activities taking place within the Be-A-Star program time frame can be included.

The application is available on [www.RealOpportunities.com/citc](http://www.RealOpportunities.com/citc).

Click on the "Compass in the Community" tab on the home page and then, on "Compass in Community Awards Application".

The North America awards program recognizes five winners as follows: (1) Gold award, \$8,000 for selected non-profits and the opportunity to participate in the Global Compass Group competition; (1) Silver award, \$6,000 to chosen non-profits; and (3) Bronze awards of \$2,000 each for their respective non-profits.

For general questions about the awards program or other Compass in the Community items, contact April Morton, community relations coordinator, 1-704-328-1170 or e-mail [compassinthecommunity@compass-usa.com](mailto:compassinthecommunity@compass-usa.com).

Pictured above left and right, CITC winners from 2007: Bronze winner Morrison at Spalding Regional Medical Center and silver winner GRSA's Sede's in São Paulo, Brazil

## MORRISON ASSOCIATES "WALK IN HER SHOES" TO HELP SEXUAL ASSAULT AND CRIME VICTIMS

Would you...walk a mile in her shoes? **Morrison** associates at Northeast Health's Samaritan Hospital of Troy, New York were glad to take the challenge for a worthy cause.

In the spring, **Kelly Hamann**, director of nutrition services, and her team members, **Marilyn Sirco, Megan Allen, Donna Pagano, Paul Eriole, Abigail Collis and Randy O'Melia** joined the walk to benefit *The Sexual Assault and Crime Victims Assistance Program for Rensselaer County*.

In the spirit of the phrase "you can't really understand another person's experience until you've walked a mile in their shoes," men and women were asked to walk the mile in women's shoes. The event brought out 145 walkers and raised \$14,000!

It takes a whole community to end sexual violence and this walk demonstrated a willingness to partner with women in making the world a safer place.





## COMPASS 360 ° TIP: PARK IN THE SHADE

During hot months, try to park your vehicle in a shady spot, which decreases the amount of fuel lost to evaporation and requires less air-conditioning when you get back in.

Gasoline evaporates rapidly, and even escapes from closed tanks. The process is sped up by high temperatures.

Keeping your vehicle cooler means you'll run your air conditioner less, resulting in a substantial savings in fuel. You'll be less likely to damage car contents from extreme heat, meaning you'll have fewer items to replace.

Also, check out cardboard or shiny metallic windshield sun shades, which reflect solar heat away from the cabin.

<http://www.thedailygreen.com/going-green/tips/5923>

## MORRISON SENIOR DINING RECREATES ITALIAN MARKET FOR BENEFIT GALA

**Morrison Senior Dining** has been catering client Scripps Kensington's Annual Gala Fundraiser in Alhambra, California for the past six years, serving 350 people during each gala event. The theme this year was La Bella Sera, a Tuscan Market place scene. While working on the menu and imaging ideas, the Morrison team really wanted to focus on fresh Italian flavors and re-creating an Italian market place.

**Javier Ruelas**, director of dining services at Scripps Kensington, and the team partnered with **Foodbuy** to find the perfect vendor for the event - **La Specialty**. La Specialty provided local fruits, vegetables, and bulk flowers at wholesale prices. The team also rented an old fashioned cart to add authenticity to the 'Italian Market'.

"The Gala was an extraordinary display of teamwork between the Morrison staff and Scripps Kensington staff," said Maureen Beith, executive director at Scripps Kensington. "Throughout the planning phase and during the event itself, there was a beautifully orchestrated effort to make this evening memorable and successful. Morrison had "all hands on deck" and spared no detail to create a feast for both the eyes and palate."

The Morrison 'Italian Market' ended up being a very popular station for residents and guests, many of which took home fresh organic local produce and flowers at the end of the evening. Approximately \$120,000 was raised to support services and programs for the residents at Scripps Kensington!

## EUREST SHOWCASES SUSTAINABLE SEAFOOD AT SFM CRUISE

The Society for Foodservice Management hosted their annual fundraising event on June 5th with a cruise along the Hudson River circling Manhattan. This was an evening of relaxation and networking with industry decision makers and friends all while supporting the SFM foundation which strives to have a positive impact on students pursuing careers in the foodservice industry.

**Eurest Dining Services** participated in the event by creating a pan seared Kona Kampachi entrée with jasmine rice, organic baby greens and wakame seaweed salad. Thank you to **Chuck Fargione, Phil Cammarota** and **Stan Pasterczyk** from the Metro Region representing the "Best of Eurest" and promoting sustainability.



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