



**HOPKINS**  
FOODSERVICE  
SPECIALISTS, INC.

**Business Development HEAVEN**

Have you ever dreamt that you were in a room teeming with Directors of Design and Construction for corporations and governments whose masterplans collectively represented billions of dollars in work, who wanted to learn more about true design excellence?

This was what the first National Summit on Building Performance was like last year and what it will probably be like again. I want to encourage you to attend this upcoming conference from October 29-30th. For more information call 202.639.4160



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Dear Associate:

*Do you have the burning desire to deliver better projects faster? Why? For some of us it's a race, to move on to the next project and the next, to develop a portfolio of impressive breadth. For others it's to keep the business ratios in their right places to keep cash flow strong. Finally, for the true artist among us, it's for the pleasure of the design process.*

*Whatever the reason, we can all agree that the design and construction process holds the keys to both our happiness and to our frustration. In the last issue of this newsletter I wrote about the new science of quantum physics and how it is teaching us that nature is a system of constantly changing relationships (between particles) that are affected by conditions (or fields), rather than fixed Newtonian hierarchical structures dependant on cause and effect. In this issue let's turn our attention to the conditions (or fields) through which we are maneuvering and, for the sake of our interests, let's call these fields the design process.*

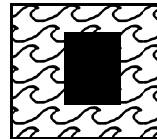
*The more we can cast favorable conditions onto the process, the more likely we are to work well together and together to enjoy finishing more and better projects. The classic design process which begins with contract negotiation and goes through programming, DDs, CDs, CA, etc., is merely a skeleton which defines the form. With our skill, the principles we apply to our teamwork (deliberately or by consequence), and the quality of our collaboration, we add the flesh and breath needed to give this skeleton life!*

**Learn Well  
Live Well**

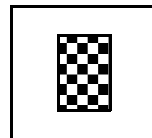
**BRANDING FRENZY**

When penicillin came out I'm sure people tried to rub it on open wounds, but the fact of the matter is that not all great ideas are equally marvellous wherever they are applied. Branded operations that have become as familiar as the sunset around the world are not necessarily as dependable. Before dreaming that all of your foodservice worries will suddenly disappear, and before spending a lot of time and money pursuing Pizza Hut and Popeye's please consider the following criteria. Unlike "home-made," branded item-costs include franchise fees and advertising cost. Before signing on the dotted line find out what the menu costs will be in your operation so you won't be surprised when it's too late. But before that, consider the following to determine whether your situation is best suited for a branded food court.

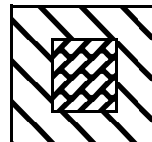
If the population is transient, it's okay to have a constant menu.  
Public Spaces



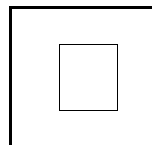
Fixed populations need great menu variety or changeability to keep peak interest.  
Workplace / Residential



Why go through the trouble of changing menu items for transients?



Fixed populations will get bored or sick from eating the same foods every day, that is, unless they are children and you are serving Happy Meals, in which case you don't have to worry about boredom.



Developing the right concept for a situation is both an art and a science. It should not be taken lightly as millions of dollars go into developing and running a foodservice operation.

**Conserve Energy... Make Good Decisions!**

**F.Y.I.**

Foodservice Planning and Engineering Firm. "Our Planning Reduces Your Risk"  
Autumn 1997

**HOPKINS**

*on winning teams gaining experience you can use!*

**WORKPLACE**

John Paul II Cultural Center - Leo A Daly  
The Pentagon - Core&Shell-HSMM  
TenantFitOut-DMJM  
Nasa NOAA-KCF.SHG  
Social Security-BHKR  
McGuire Airforce Base-Kling Lindquist  
State Department - Girard Engineering

**EDUCATION**

Medgar Evers High-Davis Brody Bond  
University of Mass at Boston- KMW  
University of Pennsylvania- Prime  
CUNY, Baruch- KPF

**CORRECTIONS**

FBOP- Lee Co. HSMM  
FBOP Design Build Criteria - HDR  
New River Valley-Thompson & Litton  
Tazewell Jail- HLM  
Virginia Beach Juvenile Detention Facility-HSMM

**RECREATION**

SuYoung Bay Tower 88-Kohn Pederson Fox  
National Zoo- EYP  
MillerHall, MNCPPC  
Grace Fielder  
Kennedy Center-Vitetta

Space available for your firm's project!

(Cont'd on back)

**BACKPAGE -Lynn's letter, continued...**

*Borrowing from great organizational leaders of our day, here are a few words of wisdom that describe what teams engaged in "process-excellence" know: \**

- ① *The true power of any enterprise is 5% technology and 95% psychology.*
- ② *Fear and greed motivate people who lack information - trust takes communication.*
- ③ *There is no central control of anything.*
- ④ *No one is as smart as everyone.*
- ⑤ *Generosity begets prosperity.*
- ⑥ *The best learning comes from the most stressful situations.*
- ⑦ *Laugh when it hurts.*
- ⑧ *Fail often to succeed sooner.*
- ⑨ *Preserve substance, modify form; know the difference.*

**⑩ *For leaders: Spend 40% of your time managing yourself, your ethics, character, principles, purpose, motivation, and conduct. Spend 30% managing those with authority over you, and 15% managing your peers. Use the remainder to induce those you "work for" to understand and practice the same. If you don't understand that you should be working for your mislabeled "subordinates," you haven't understood anything. Lead yourself, lead your superiors, lead your peers, and free your people to do the same. All else is trivia.***

*Make a careful list of all the things done to you that you abhorred. Don't do them to others, ever. Make another list of things done for you that you loved. Do them for others, always. (Visa's Dee Hock)*

*Our attitudes and principles have a profound effect on the design process (the fields between us). Imagine the terrific potential of each project when we enliven it with such wisdom. Let's build a good environment.*

*Yours truly,*

*Evangeline [Lynn] Hopkins*  
*\*Fast Company, Vol. I, New Rules of Business*

**HOPKINS FREE SEMINAR DELIVERY SERVICE**

To let your project managers become familiar with HOPKINS and in turn to give you the valuable information on early-programming, spacial allocation and budgets that your project managers want to know before they call-in a foodservice consultant, schedule an in-house 45 minute HOPKINS seminar.

Call 212.679.9293 or 301.320.9200

**HOPKINS TO HELP GOVERN CONSULTANT QUALITY CONTROL**

Since a professional degree is not available for foodservice design, it is more important than ever that the knowledge base of the foodservice designer or developer is somehow quantified. As one of the first foodservice consultants to submit to the rigorous certification process, Richard Hopkins has been a strong supporter of the Certified Foodservice Professional program. A Level One designee for over 9 years, Richard Hopkins was nominated and recently elected to the Board of Governors of this national program at the NAFEM convention in New Orleans in September.



Changing Faces of Food Service



**MOTHER TERESA BACK BY POPULAR DEMAND**

*In memory of Mother Teresa's life we are reprinting this popular piece which was in a previous issue of FYI.*

**ANYWAY**

People are unreasonable, illogical, and self-centered,  
LOVE THEM ANYWAY  
If you do good, people will accuse you of selfish, ulterior motives,  
DO GOOD ANYWAY  
If you are successful, you win false friends and true enemies,  
SUCCEED ANYWAY  
The good you do will be forgotten tomorrow,  
DO GOOD ANYWAY  
Honesty and frankness make you vulnerable,  
BE HONEST AND FRANK ANYWAY  
What you spent years building may be destroyed overnight,  
BUILD ANYWAY  
People really need help but may attack you if you help them,  
HELP PEOPLE ANYWAY  
Give the world the best you have and you'll get kicked in the teeth,  
GIVE THE WORLD THE BEST YOU'VE GOT ANYWAY.

*From a sign on the wall of Shishu Bhavan, the children's home in Calcutta.*