



F.Y.I.

Consultants to the Best in Foodservice Planning and Engineering
Mid-Winter 2011

TEEMING WITH GREAT PROJECTS



DEFENSE

Black & Veatch:
Mountain View

SmithGroup:
National Guard
Whitman Requardt:
Sab 1 and Sab 4

EDUCATION

SOM:
NYSAC-PS315Q
and PS62R Net Zero
William Rawns:
Harvard Business Sch.

HEALTHCARE

HDR:
USAG Humphries
New Ft. Bliss Hospital

WORKPLACE

AECOM:
EEOB Navy Mess
Goody Clancy/HDR:
DHS - EDF/Creamery
HOK-JBG:
NCI

Keiran Timberlake:
New London Embassy
SOM:

KAFD Convention Ctr
SmithGroup:
OBO - Rabat, Morocco

WDG/HOK/Clark:
DHS - SEWC

URS:
U.S. Capitol House/
Senate Kitchens Rehab
VOA:

Reagan Bldg Rehab
ZGF:
DHS West Campus
OBO - Vientiane and
Bangkok

RECREATION

Freelon/Adjaye/DBBA:
National Museum of
African American
History and Culture

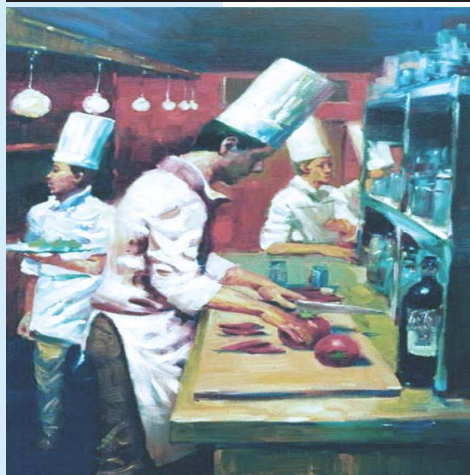
ROOM FOR YOU!



The Me-We of a Quality Design Team

I have a theory about humanity. It is that no one is an individual like a rock is. Rather, each person contributes to a web of humanity that is affected by relationships and conditions, and relationships that form conditions. Imagine that a design team, which comprises scores of design consultants and clients, creates such a productive web of humanity.

TOGETHERNESS



My theory is supported by social science theories such as the one written by Meg Wheatley in *Leadership and the New Science*, a book I summarized in an FYI many years ago about the difference between quantum and Newtonian physics and what that means to us today. To simply summarize Wheatley, we are like atoms bouncing around in fields.

Atomic particles do not exist as independent "things" but are observed only in relation to something else.

Where Newton would look at "A" and "B", quantum physicists study "and" more closely. Wheatley often asked herself, what was the most important influence on behavior—the system or the individual? The quantum world answered her with a resounding, "it depends." It depends on the relationship between the person(s), the setting, and the moment. I think it also depends on the characteristics of the atom.

Just as it is incumbent upon each cell to be normal for good health, each person in the web has a responsibility to be sound. When cells mutate, disease is close at hand. When a person mutates, the web weakens, and the process risks degradation. A team built upon strong character and relationship skills contributes more to effective team work than does an individual leader who hones his or her leadership skills.

Strong individuals help form the most effective groups. David Ogilvy, advertising giant of the '60s and a personal hero of mine, would annually honor an employee with a "professionalism and civility award" and often promoted people on the basis of their character, calling them "gentlemen with brains."
(Please turn over)

Dear Associate,

According to my scrapbook, I've been writing these letters to you since 1992. When I started, I'd write about working together. Then I drifted into food service topics that I thought would interest you such as recycling heat of rejection, composting and whether to use china or disposables, and about sizing cafeterias.

Those topics are important and, occasionally I've sent a past newsletter to a particular client that I was glad to have written. In fact, yesterday I sent out an FYI from 1997 about when to brand food courts. Happily, the article is just as true now as it was when I first wrote it 14 years ago.

Even though we work together on the topic of food service all the time, more often you work with many others on different subjects. So articles about togetherness have more meaning for you in the long run than food service articles. That's why I hope that by reading this FYI you are reminded of the availability of valuable tools that we can use to make our world a better place to be in, in addition to making it more beautiful and more sustainable—as you do with your buildings.

Stay warm and keep in touch.

Peace,

Lynn Hopkins

A HUMAN MIND, ONCE STRETCHED TO A NEW IDEA, NEVER RETURNS TO ITS FORMER DIMENSION.

Oliver Wendell Holmes Sr.



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Introducing Dennis

I'm happy to introduce HOPKINS newest food service specialist, Dennis Pillsbury, AIA, LEED AP.

Like most of us that have joined this industry, Dennis fell backward into it, looked around, and found himself in a happy place (not to

be confused with where he is during Happy Hour, watching others get silly).

Dennis went East as a young man from the San Francisco Bay area, where his mother still lives on the family vineyard. He is a registered architect trained at Cal Poly, San Luis Obispo, and has more than 20 years of experience in architecture and construction administration.

His extensive prior food service experience includes work in venues as varied as the Pentagon and McDonald's. Of course at HOPKINS this emphasis on food service multiplies daily.

Dennis's wife, Jody, is also an architect, associated with Georgetown University, where coincidentally their son and daughter attend college.

Dennis is an intelligent, articulate, affable, detail-oriented man. We are pleased to have him with us, to serve you better.



Me-We Continued...

The Benefit

The benefit of studying the sociology and psychology of a quality design team is to be able to form such a team. A quality design team will create a better product in less time with more profit and will enjoy doing so. A dysfunctional team is not necessarily a team with overwhelming problems but a team that manages those problems poorly.

The Ideal

Idyllic togetherness results from a common viewpoint. The word "ideal" implies conformance. The ideal team comprises individuals who acquire for themselves the following attributes:

- Respect for self and others
- Honesty
- Optimism
- Fortitude/Endurance
- Helpfulness
- Fairness/Justice
- Tolerance
- Joie de vivre/Cheerfulness
- Courage
- Patience
- Generosity
- Gratitude



Conformance

Conformance to the ideal requires two things: (1) the desire to conform, and (2) continual measurement. A dressmaker or woodworker continuously measures to achieve proper alignment and fit. So, too, self-measurement against the ideal is the best way to achieve it. Self-measurement can become as natural and necessary as the impulse to cough or yawn.

Personal satisfaction gained from group achievement is magnified by being shared, as compared with personal satisfaction eeked away from group interest. Therefore, to maximize satisfaction, widen the view from a single-point to a two-point perspective and behave accordingly. Ask not what the team can do for you, ask what you can do for the team.

Tolerance

In a future place and time, all evil and conflict may be separated from all peace and goodness. Now is not that time. So we must find good ways to deal with the bad and still achieve a wholesome web of human designers. Although these techniques are counterintuitive, they work.

- Turn the other cheek. Retaliation is never an option.
- Go the second mile.
- Practice patience.

Sometimes an arm or a leg must be cut off to save the body. Amputation is never a happy operation. It should be rarely practiced and only after thorough self-examination.

Summary

Good design is 80% social and 20% technical. Happiness, as Aristotle said, is the essential goal of life. The highest form of happiness is found in harmonious community. Harmonious community, furthermore, is achieved by community-wide effort of its individuals to be trustworthy, respectful, kind, etc. With the truth of those statements in mind, let's each of us ask ourselves: Are we the kind of people that others would like to be stranded with on a deserted island, in a blizzard, at night, in February? Because sometimes the demands of a project require that kind of companionship!



Art Credits: Pg 1 Christopher M., Cooking with Wine, 2000.
Pg 2 Rembrandt van Rijn, The Syndics of the Cloth Guild, 1662.
Larry Rivers Dutch Masters and Cigars, 1963

"Knowledge Comes, but Wisdom Lingers."
Alfred Lord Tennyson