



**HOPKINS  
FOODSERVICE  
SPECIALISTS, INC.**

Dear Associate:

*This is your chance to say good-bye to my FYI layout. Our 40th year in business has me ready for a makeover! Better workouts, less sugar, more spa time – oops, I mean the business – new graphics, new website, interactive FYI, better-than-ever service.*



## REALITY CHECK

*Hope you'll like our new look and online functionality coming this fall.*

*In April, we moved our NYC presence to MiMA, a mixed-use building in the "Middle*

*of Manhattan." This building offers work/home/play and sports amenities, creating a vertical village, like those popping up all over the world. The lines between work and homelife are becoming more blurred everywhere. We love our view of the river, Javits Center, and the city skyline. Let me know if you want to visit.*

*Recent events in the news have inspired me to think seriously about the purpose and value of truth and to be more grateful than ever to be a part, however small, of our industry. This platform gives me the opportunity to express my views and to wish that FYI was already interactive. Please let me know what you think about The Truth Business which follows.*

*Meanwhile, hope your summer is everything you want it to be. Let's talk soon.*

*Your food service consultant,  
bringing you some food for thought,*

Lynn Hopkins

Art credits:  
Marc Chagall, The Promenade, 1918  
Alfred Eisenstaedt, Willie Mays, 1954  
John Drysdale, Swinging High, 1972  
Honoré Daumier, Le Charivari, 1864  
Jackson Pollock, Sounds in the Grass, 1946  
Vincent van Gogh, Old Woman with a Shawl and a Walking-Stick, 1882

Consultants to the Best in Food Service Planning and Engineering

Summer 2016



## THE TRUTH BUSINESS

We live in a world where the invisible has grown mighty muscles. Cyberspace is where most of the people on the planet coexist (in words). There was a time when the dominant argument against the existence of God was that He couldn't be seen. Now, the invisible world is as densely populated as an underground ant colony and just as obvious. In the invisible world, dishonesty dissipates and appears harmless but not in the material world.

Hard sciences, technology, engineering, and math are the tools we use to produce magnificent buildings that evoke strong sensations. The awareness of human grandeur that we glean from glorious towers and magnificent edifices penetrates deep within our psyches. These buildings speak. They inspire us to reach for greatness. They are at the same time functional and didactic.

In the making of construction documents, accuracy is essential. Accuracy is as truth. Accuracy describes truth to the curious who seek a definition of truth. Without accuracy the building falls. Without truth civilization collapses. Tools such as REVIT thankfully assist us to eliminate hapless errors to ensure sound construction, safety, and durability. Objective, blind truth is the equally sound structure for reality.

Imagine that this weren't the case. Imagine we lived in a fantasy world where everyone created his or her own biased reality, and others had to learn it. Chaos. The rule of law, particularly natural law, gives us an unbiased reality to guide us. Natural law is to truth as accurate measure is to sound construction.

The days of LSD were dangerous and thankfully short-lived. We could enjoy a psychedelic landscape only for so long. Even Salvador Dali's masterful surreal paintings wear on us after a while, and we yearn for a Turner landscape or even a cerebral Rothko. We don't want to linger in someone else's surreal world. We prefer the common reality.

In our business truth is king. We're lucky that way. Let's make sure that what prospers us also follows us into our social orbit for complete happiness. Let's never lie, let's not believe lies, let's not befriend compulsive liars. For by doing so, we're building our homes with straw. If we do that, when the big bad wolf comes, and he huffs and puffs, we'll be homeless! ☹

**HOPKINS  
HAVING FUN  
WINNING AND  
WORKING  
WITH YOU!  
CULTURAL ARTS**

David Schwarz:  
The Wharf  
Ewing Cole:  
NMAI - NYC  
SOM:  
NMUSA

### EDUCATION

Goody Clancy/BIG:  
Isenberg School  
Leo A Daly/BIG:  
Wilson School

### HEALTHCARE

SOM:  
Almaty International  
Medical Center  
HDR:  
R.O.B. Weilerbach

### WORKPLACE

AECOM:  
ECB1  
BNIM:  
OBO Kampala  
Ennead:  
OBO Ankara  
OBO Nogales  
Michael Graves:  
Two Confidential  
Projects  
Page and Jacobs:  
Federal Reserve,  
Martin Building  
SOM:  
Saudi Arabia  
Monetary Agency  
ZGF:  
DHS St. Elizabeth's

## ROOM FOR YOU





## TALKING SHRUBS

Get this! The Adas Israel Synagogue building that housed my nascent Greek Orthodox Church between 1906 and 1922 is about to be moved (again.) During a recent visit to the circa 1876 building, now the Jewish Historical Museum, we were invited to remove their plants and shrubs from the grounds about to be bulldozed.

Treasure hunter (read scavenger) Richard Hopkins leaped at the offer, fetched a few beautiful shrubs, and promptly made a bed for them in our yard.

That Saturday, after I spent several hours ripping out weeds and small trees, I abruptly stopped. I wasn't tired. I just couldn't work. I was paralyzed. All I could bring myself to do was rest, but there was still so much to do! Instead, I read a book between power naps on a lounge chair.

That evening it struck me. Could the new shrubs, which had spent a century greeting Jewish worshippers, have forced me to rest on the Sabbath?! OMG!!! Do plants communicate too?

I'd say that the concept of a shrub message was absurd, except that such a thing could be related to the nonverbal messages relayed by art and music. Ω



## NEW FOR HOPKINS' DESIGNS

HOPKINS' senior designer, John Long, brought back from the National Restaurant Show in Chicago some terrific equipment innovations to specify on your projects.

- Garland's new range suite, which includes an induction braising pan, will make our kitchens even more energy-efficient and cooler.
- A newly designed vertical air curtain pushes air horizontally rather than vertically. The shorter distance dramatically improves the functionality of the air curtain.
- The new Somat dehydrator takes the pulper a step farther by removing all water, which results in a lightweight, biodegradable byproduct.
- Nitrosystem makes smoothies one at a time to avoid waste.

John also met the new fast-food robot, which sadly will replace unaffordable \$15 per hour food service workers. Ω



## HARNESSING THE HASHTAG

- Notes from Society of Foodservice Management (SFM) April 12th Time Warner Building, NYC

Millennials want to love where they work. They vote with their feet. If they don't love it, they're gone. Here are some devices to help them love your cafeteria:

- [Periscope](#) app allows live broadcast video streaming to show today's lunch being made in the kitchen. Followers can join, comment, and send hearts in real time to be part of the experience.

- Engage guests before they enter the cafeteria. [Clutch](#) helps the operator identify customers to drive their dining experience (e.g., Is the guest a vegetarian, does (s)he go to the fitness center?)

- [Appcard](#) uses data to improve the dining experience to create a value exchange.

- Build customer loyalty in the fixed population by making the experience engaging. Whether customers use cash or a debit card, give them brownie points. Give them 50 cents, and it bounces back right away. For millennials, it's about fun. They'll grab the 50 cents and spend more. A line-busting technique is to offer double points between 2 and 3 pm. (Great for when there isn't ample room for seats.)

- Perform a rolling survey, rather than stop customers to ask.

- Inspire loyalty! Jennifer will use her phone to schedule a catered meeting. Cha-ching. She earns more points for takeout dinner. To tweet about her experience earns her even more loyalty points. Cha-ching!

- Decide which behaviors to incentivize.

- [Agilquest](#) is a technology platform that gives people a choice of when and where to go to work.

When they search for you online, make sure you're part of the conversation. Ω

