

FYI Newsletter



Dear Associate,

Time is going by so swiftly that I want to find a mighty oak to hold onto, so that the years, like a strong wind, can go right by without destroying me! I look at children with the glee that one gets from time-lapse photography. I blink and pudgy babies turn into lanky teens with only a semblance of the same facial features, sparkling brown eyes and eyebrows that umbrella them.

This year on President's Day, I took the kids to George Washington's Mt. Vernon. It was a terrific experience, highly recommended. I imagined myself living there, taking my horse for a gallop around the fields along the river. What an exhilarating daydream! It was a sublime sunny day with the temperature in the 60s, and George's kitchen gardens looked ready for harvesting, showing what a mild winter we've had. Standing in front of his tomb, bowing my head to try to sense his physical presence, is a memory that clings to me. He was a great man. I am grateful that he chose to be president instead of king (learn why) and probably even that he elected not to run for a third term.

Over 230 years later, it's hard to understand why he was the brunt of so much political hostility. How difficult that must have been for him, more so than for any other president because of how he suffered through the American Revolution to secure our nation's independence. I suspect what got him through the political turmoil was his emphasis on personal character (mentioned often in the exhibits), probably fighting his own dark impulses as much as he had fought any Redcoat. Yes, George Washington is number one for many reasons.

The most interesting exhibit that (cont. p.2.)



Butterflies and Fryers

Conscientious designers and owners want the fruits of their labor to be appreciated for many years. Some of us derive satisfaction from knowing that our designs resulted in important benefits, even unappreciated ones.

This reminds me of the butterfly effect, which was the discovery of MIT meteorology professor, Edward Lorenz in the sixties. Lorenz entered numbers into a computer program to simulate weather patterns, but one time he rounded off one variable from .506127 to .506. To his surprise, that tiny alteration drastically transformed the whole pattern his program produced. This led him to see that small changes can have large consequences, that "the flapping of butterfly wings in Brazil can cause a tornado in Texas". While that is not true, the concept turned into the founding principle of chaos theory, which in the 1970s and 1980s expanded into fields as diverse as meteorology, geology, and biology. To translate that for our discipline, even a minor (cont. p.2.)

Decisions. Decisions!

EXPERTISE WE CAN BUILD UPON

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JFK T-8

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McCarthy Hitt
Gensler
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Dewberry
Confidential Int'l

Ennead
OBO, Lagos

Hensel Phelps/Gensler
Confidential in MD

Miller Hull
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OBO, Milan

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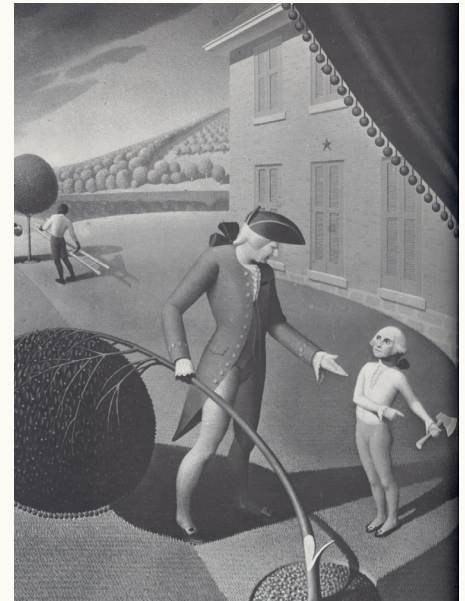
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Lynn's Letter continued... you may want to visit is called "Be Washington". In a theater the audience is asked to stand in George's shoes and make a tactical military decision. His battalion was in a very tight spot, numerous Redcoats were upon them. The question was whether to stay and fight, advance to attack the enemy at Princeton, or recede to Philadelphia. We were seated in twos in front of screens that displayed characters whose pictures we could touch to hear their advice and reasoning. Then we were asked to decide and compare our decisions with what Washington did. Of course, I won't tell you the answer. I hope you go to find out for yourselves.

In our design work, we make important decisions every day, decisions that affect our projects, our companies, our clients, and yes, the planet. To make good decisions one needs information experience, and foresight. The feature article this month offers you some information to consider when weighing specifications against cost. As in George's battle, opinions and advice fly in from many directions. The hitch is that the value of our decisions may not be evident for years to come, and most probably will never be known by design team members who will have been long gone during the post-design decades of operation. Does that matter to you?

Your consultant with food for thought,


Lynn Hopkins



Butterflies continued... change in equipment specifications can have a cascading effect on the profits, on the lives of staff and managers, and indeed, even on our planet.

Here is some information for your consideration:

On projects that insist on specifying **Energy Star** equipment to get LEED points or to help the environment, the problem is that some Energy Star equipment is of poor quality and there are peripheral costs associated that are worse for the environment than non-Energy Star Equipment. Let's not be fooled by oversimplification (again).

For example, there are Energy Star-rated forced air **food wells** that use less energy to heat, but they render poor food quality and end up using excess watts because they are heating the air with the food. A hot water bath may use more electricity, but the heat goes directly into the food without loss. In fact, the food tastes better because it cooks surrounded by heat rather than receiving only bottom heat. In the case of soup, there is also the cost of food waste. When soups sitting in dry hot wells develop scum and crust the true cost of the dry well is much higher

than the first cost, month after month! Water is a much better conductor of heat than is air. Even better than hot water wells are induction heat wells which transfer heat continuously and 100% of the energy goes into the food product. Their rapid heat transfer also saves labor costs.

We predict the success of a leading manufacturer whose innovation is to use heated fabric instead of cal-rod heating elements (or wave pattern induction heating coils) to heat **griddles** for steaks, eggs, pancakes, etc. Fabric elements will provide total temperature uniformity and infinite temperature adjustment. Stay tuned!

Efficient **exhaust systems** cost more, but save money in the long run. Think of it this way: if a more costly but more efficient exhaust system saves just 20% in energy over its lifetime, because it is used five times a week for roughly 30 years, the ROI is enormous. The first-cost conscious client may not care about long-term savings, but Mother Earth does.

Sometimes, for sustainability, the designer will select **low flow faucets**. They may save water for a quick need, but the labor cost of waiting

45 minutes for a sink to fill more than cancels out the energy cost savings. In reality, the worker probably won't wait for the sink to fill, but will partially fill it to quickly wash the produce and will be satisfied with a little grit.

Often overlooked in the rush to open, are **Training and Start-ups**. New equipment that most cooks aren't familiar with operate differently than what they are used to. Misusing equipment leads to accidents, damage, a poor-quality product, and shorter equipment life. What you don't know, hurts.

The bottom line is that even minor decisions have long-term consequences. Whether or not we know what they are doesn't matter. For those who accept the concept of karma--that the quality of our lives is supernaturally influenced by our positive or negative thoughts, words, and deeds--the specification of an induction well over a dry well could very well make the difference between retiring happy and healthy in Honolulu or being riddled with rheumatism in the rest home!

Specifications have consequences!



May your troubles be less
And your blessings be more.
And nothing but happiness
Come through your door.

~Irish Blessing to you from
HOPKINS

Happy Saint Patrick's Day



Credits: The Inn at Long Trail, Killington, VT; Diego Rivera, The Making of a Fresco 1931; Grant Wood, Parson Weem's Fable, 1939; Ember Roasted Beets served over Lebna, topped w/ pickled mustard seeds and toasted hazelnuts, Rye Street Tavern, Baltimore, MD