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"New Year's Revolution" - this old dog is learning new tricks; I invite you to join me...

"GS1 Me!" - what do you think about the latest effort to standardize our industry?

"My Christmas Wish"

Wow! We're in our 7th year of sharing Foodservice Marketing Insights. And it's been a great tool for communicating about foodservice issues and generating some new thinking. But I've become aware that in today's world, it's not enough. And so as you'll read, I'm stepping boldly into some new (to me) ways of sharing my thinking and delivering value to my friends and clients.

And have you heard the one about the manufacturer, the distributor, and the operator trying to name the same product? I know it sounds like a tired joke, but I think there's something positive brewing with this GS1 initiative. If you'd like to tell me what you think, I've got a place for you to sound off.

Finally, in the spirit of a classic Miller Lite ad from the 70's I share My Christmas Wish for you.

Thanks for reading, and as always, let me know what you think.

Dave

"Restlessness and discontent are the first necessities of progress."- Thomas Edison

"New Year's Revolution"

After months of hesitation, research, and pondering, I'm excited to announce that Franklin Foodservice Solutions is ready for 2010.

For many years, we've been sharing our experiences and ideas with clients and friends via our website and Foodservice Marketing Insights newsletter. Back in 2003, the idea of an online "e-zine" delivered directly to the desktop was pretty slick. And we've enjoyed a lot of positive feedback and information-sharing from our 750+ subscribers.

But without a doubt, today's technology offers the opportunity to reach out to a much broader audience, and to gather input and share ideas in a much more effective manner. And while the foodservice world is sometimes slow to embrace new ways, we owe it to our friends and clients to lead the way with new thinking.

And so, with a nudge from friend Tom Rector, we're stepping into the world of Facebook, LinkedIn, Twitter, and blogging. I've hired an Associate named Drew Chicone who specializes in business strategy, technology, and marketing, and possesses many other skills that will help our clients. And in 2010, we're going to find new ways to bring value to more people in a more efficient and effective manner.

We plan to continue offering Foodservice Marketing Insights in its current format, while developing these new tools. And we promise that our focus will continue to be on providing quality information, opinions, and tools for our readers and clients, not playing with the technology. (If you catch me blogging about travel woes or what I had for lunch, PLEASE unsubscribe!)

Some of you are old hands at using these tools for personal or business networking. But I suspect that most of the foodservice industry, like me, has yet to get on board.

That's OK!

We're moving ahead, and will help you come along at your own pace.

So if you're already dialed in, please click on the appropriate links below to get involved.

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

If you're not on board, take a deep breath, click on one of these, and join me in my New Year's Revolution. We'll get through this together!

In time, we'll be seeking your ideas for some specialized Groups to facilitate communication about specific issues. But for today, let's take this baby step together and start the journey!

Once again, our thanks for your support. Have a wonderful holiday, and we look forward to serving you in the years ahead.

"What goes around, comes around." - Unknown

"GS1 Me!"

If you've been around foodservice for a while, you've already seen this movie.

We lift our heads from the sand long enough to recognize (again) that my product code is different from your product code for the same product. My "Sysco Detroit" is your "Meisel Sysco" is the other guy's "Sysco Foodservice Canton, MI." And so it goes with product and pack size descriptions, pallet pattern terminology, bar codes, and on and on and on.

So we estimate how much time and money we're wasting, and how much we could be saving. And we form boards, steering teams, committees, and sub-committees from all parts of the industry to show us the way. We write white papers and make presentations to one another at IFDA, IFMA, FSMA, NRA, ETC., ETC., ETC.. And everyone agrees that it's about time we get our act together for the overall good of the industry.

We make a little progress, but eventually we go back to our jobs and get busy taking care of the REAL priority (making our numbers) and it all winds down.

But today there's this "GS1" initiative. It sounds, looks, and smells a lot like "EFR," but there seems to be something new, better, and different this time around.

Maybe the supporting technology has reached critical mass and the concepts no longer sound foreign to most people. Maybe the slow economy has raised awareness of cost-reduction opportunities to new heights. Or maybe the ongoing consolidation at all levels of the industry has created enough big customers and big suppliers to tip the scales.

Should we take it seriously, jump on board and invest resources in finally getting it right? Or is the safe bet to stay on the sideline, put our hands over our ears, and make the "lalalalalala" sound until it goes away?

We'd love to know what you think. If you'd like to chime in, you can [click here](#) to take a quick 10-question survey. In appreciation, we'll gladly share the results with those who participate.

"My Christmas Wish"

For the manufacturers: *"May your new products be so different and so much better that consumers, operators, and distributors can't wait to get them."*

For the operators: *"May you open your doors each day to find a line of hungry customers waiting outside."*

For the distributors: *"May your margins increase because your suppliers serve you so well, and your customers appreciate how well you serve them."*

For the broker agencies: *"May your people spend more time working with customers, because your manufacturers and distributors know that this is where your greatest value lies."*

For everyone else: *"May you forget the frustrations, and always remember that no matter what, we work in a pretty cool industry!"*

Happy Holidays!

Comments? Questions? Further Thoughts? Criticism? All are welcome at [Tell Dave](#)

My Website: [Franklin FS Solutions](#)