

# NRAEF pays tribute to five Employers of Choice

**F**ive foodservice operators were honored for outstanding human-resources practices by the National Restaurant Association Educational Foundation and Coca-Cola North America at a breakfast during the National Restaurant Association Restaurant, Hotel-Motel Show.

The 2003 Employer of Choice Awards recognize foodservice operators who "truly understand that enhancing employee satisfaction ultimately leads to guest satisfaction," according to the NRAEF.

This year's recipients were Roxy's Sandwich Grille of Philadelphia in the quick-service category; Bertucci's Brick Oven Pizzeria, Northborough, Mass., for the full-service, casual-theme and dinnerhouse category; Bob Evans Farms, Columbus, Ohio, for the full-service and family category; Boston College Dining Services of Chestnut Hill, Mass.,

for the on-site category; and Harrah's Entertainment Inc. in Las Vegas for the specialty food-service category.

Debbi Fields, founder and former chair of Mrs. Fields Cookies, delivered the keynote address at the breakfast. She shared her insights on beating labor challenges and told attendees how she started her business at the age of 20 by opening a bakery shop.

The Employer of Choice Awards competition is open to all commercial, on-site, independent, corporate or franchise companies in any service format, regardless of size. A panel of industry leaders and educators judged the entries in three categories: human resources, training and education, and foodservice operations. The awards are a component of the Resource Center for Workforce Solutions, a centralized portfolio of tools designed to help operators attract and retain employees.



Above: Debbi Fields, founder of Mrs. Fields Cookies and the breakfast's keynote speaker, discusses her climb to success.



Above: Rick Barbrick, president of Bertucci's Brick Oven Pizzeria, center, accepts the award for the full-service casual category from Mary Adolf, president and COO of the NRAEF, right, and Ben Shanley, senior vice president, foodservice and hospitality division, Coca-Cola North America.



Stewart Owens, president and chief executive of Bob Evans Restaurants, center, accepts the award for the full-service and family category from NRAEF's Adolf, right, and Coca-Cola's Shanley.



Above: Martin Miles, corporate vice president, Food and Beverage, Harrah's Entertainment Inc., center, accepts the award for the specialty category from NRAEF's Adolf, right, and Coca-Cola's Shanley.



Above: The staff of The Ralph Brennan Restaurant Group accepts the award in the fine-dining category.

Below: The staff of Boston College Dining Services proudly accepts the award in the on-site category.



Left: Michael Genkin, president and COO of Roxy's Sandwich Grille, accepts the award in the quick-service category from NRAEF's Adolf.