

FRIDAYS AT FOUR
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News comes out of Microsoft about the latest in their plans for the Microsoft Surface, a 30 inch horizontal display that sits on a nearly 2 foot table. One of the applications talked about was in a restaurant, where the waiter would place a glass of wine on the table and instantly you would get information about the vintage, including pictures of the vineyard and suggested food pairings. And here is a great solution to figuring out a split check. Each diner can drag the menu items they ordered onto their own personalized bill. Casinos in Las Vegas will be among the first to test the new product. Cost of the first units will fall in the \$5000 range per unit.

The biggest effort in the web world is now referred to as “search personalization”. Google and others are now working on ways to track your web-browsing history and send you personalized messages. For example, let’s say you were browsing each day to learn the latest about the tour stops made by Tim McGraw, you would get a personal email with all of the news about Tim McGraw, or if you were following the latest touring exhibits on organic foods or trends in food safety, you would get a personalized message. One of the firms you can check out that is a pioneer in this area is collarity.com. All involved say they are aware of the importance of protecting user privacy.

In one of our past issues we talked about the “descending triangle” of traditional media being replaced by the “ascending triangle” of Internet enabled media. Jeff Dickey and Jack Sullivan wrote about this concept in a recent issue of MediaWeek. (another good source for media trends—mediaweek.com). Dickey and Sullivan talk about the aggregate consumption of media rising by generation, since access is no longer tied to the constraints of a physical location. All of our communication needs to try and move as much of our messages to these “ascending triangle” mediums, to reach the always on the move generation. Sullivan and Dickey call this new network the “Outernet”.

This comes from Business Week, from an article on the giant conglomerate Johnson and Johnson. You know those little PocketPak Listerine breath fresheners. Started in 2001, this segment alone is now a \$100 million a year industry. Breath strips. And out of that idea has come a new way for drug delivery---melt in your mouth. By taking the Listerine brand name and expanding to another product, the sales of the old line product has also grown.

We just read a book “Everything is Miscellaneous” written by David Weinberger. Listen to what he says about the world of how we connect with others. “It’s not whom you report to or how you filter someone else’s experience. It’s how messily you are connected and how thick with meaning are the links”. The importance is more in the meaning of how we

connect and how thick the connection is with our co-workers and our many other daily contacts.

AS Winning Ticket Strategies, now GF Strategies enters the summer season, we find ourselves going back to the hot August days of 1992, when we first were given the assignment of creating a food tracking system for the Oregon State Fair in Salem, Oregon. Now 15 years later, events from Indiana, to Houston, to San Diego California to Lynden-Bellingham, Washington use this system. Retaining customers will always be our main challenge, and of course finding new ones too.

If you are seeking to update or upgrade food services at your venue, help with design of new food service kitchens, or a review of your current contract provider, contact us at our offices 360-573-7027 and we will provide you with more information and a profile of our customers.

We leave you with this quote from Ray Davis, the CEO of Umpqua Bank. “Do you want to be in charge of change, or do you want change to be in charge of you? If you want to be the one in charge, get busy”. Thanks Ray.