

FRIDAYS AT FOUR  
GF STRATEGIES  
SPECIAL HOLIDAY ISSUE  
VOLUME 8 ISSUE 8

I am sending this issue to celebrate and also to share a few of our usual trends in the news.

First-Celebrate. I find myself giving thanks for the freedoms that we all have in our country. One of the great freedoms is the ability to start your own business and take a risk. That is what we did back in October 1993, when we founded Winning Ticket Strategies. Our mission at the time was to find new revenues for events.

GF Strategies developed a food sales tracking system that is used today by over 65 Fairs and events across North America.

Our services grew from that system to include working with year round facilities to help them with the review of current food services and the selection of a new year round Food Services Company.

Since that founding, we changed our business name to GF Strategies in 2000, and also worked not only with Fairs around North America, the company is now working even more with stadiums, arenas and convention centers.

So here goes—a short list of the clients we have served since our founding in 1993, with a big thank you to the first three customers we worked with.

- Multnomah County Fair..I still have the first check for \$500 dollars framed in my office (1993)
- Oregon State Fair, Deschutes County Fair,Marion County Fair, Shasta District Fair (1993)
- Clackamas County Fair, Jackson County Fair, Linn County Fair (1994-95)
- Houston Livestock Show 1997-1998, Indiana State Fair 1997, Tulsa Expo Square 1998-2000,
- Lane County Fair (1997-2008), Marin County Fair 1999-2002, Spokane Interstate 2004-2007,Vermont 2008, The Big E 2007
- Del Mar now San Diego County 1997-1998, Central Washington 1999-2001
- Alaska State Fair 2004 and 2005, Western Idaho Fair 2002-2005, Northwest Washington Fair 2007-2011,Merced 2010-11,Southwest Washington 2007-2011
- Alameda County Fair 1999-2001, 2003-2004, San Mateo Expo 1999-2005

A special thanks to our longest running customer, the Clark County Fair, who we have worked with since 1999. We will be working with them for our 13<sup>th</sup> straight year. Many of these customers continue to have us review their annual master food contracts and thanks to all.

In 2001, we expanded our services to include stadiums, arenas and convention center food consulting. This had led us to work with many customers around the nation, from California to Texas, Colorado to Illinois, and even up to Canada. Thanks to all who have made our business successful. 2012 will mark year number 20.

Now on to some of the readings since our last issue:

- Sodexo reports they have launched a mobile app that will allow college students at Gonzaga in Spokane to order and pay for food using their iPhones and iPads. “All you have to do is pick it up” says Rick Bollar of Sodexo –Food Management News June 2011
- Square, the new mobile payment concept founded by a founder of Pay Pal received a \$100 million dollar investment from a venture capital firm last week. Square app lets users set up an account in minutes, with no credit checks. The little device attaches to a mobile phone and allows vendors to take payments. “Mobile money is the next big thing” says Nick Holland of Yankee Group. **He predicts the value of global mobile transactions will rise up to 984 billion in 2014, up from \$162 billion in 2010.** –Wall Street Journal
- Google + was launched by Google this week. The service hopes to filter your friends based on relevance and how and what type of friend they are. “WE want to let friends share just the right things with just the right people” –Wall Street Journal
- Online gaming coming to the United States. It may be sooner than we think. US Digital Gaming has named Jon Richmond, a veteran casino exec, to head up the firm. The company plans to be ready when the laws change and allow this form of gaming to be legally conducted in the United States. The firm expects states to begin to allow it in the form of online poker games. –Wall Street Journal
- Zoosh—a new technology that uses speakers and microphones on smart phones to complete short range transactions through inaudible ultrasonic sound. The firm is promoting this as an alternate to merchants who now would have to invest in a Near Field Communications Reader costing 850 dollars per terminal, compared to about \$30 with this new concept. Look for trials to start in Cleveland and Chicago –Wall Street Journal
- Apple announced its I Cloud this past week. The service, not available yet in the US, will scan computers for all music tracks and offer cloud-based access to them for \$24.99 per year. Apple will take a cut and give the rest to the record companies. Record firms meanwhile are using new data crunching tools to find out not just what is purchased and what and why customers weave it into their lives—Economist June 11,2011
- Lest you think IBM is a tired company, they just passed 100 years in business. Founded in 1911 as Computing Tabulating Recording Company. IBM moved from products, to services. With around \$100 billion in annual revenue, IBM is 18<sup>th</sup> on the Fortune 500. Three times the size of Google and almost twice as big as Apple. – Associated Press
- This finding regarding online ordering at restaurants. Recent findings show the average online order is 25% larger than a phone order. –National Restaurant Brief-

- Growth of volume of text messaging is slowing sharply. The gain in the past six months in total messages was just 8.7 percent, the slimmest gain since texting exploded. Phone carriers are concerned, since the margins are huge, with a dollar of texting revenue producing 80 cents in profit. –Wall Street Journal

WE close this issue, with this quote and three of our favorite books from the first six months of 2011.

**Switch by Chip Heath and Dan Heath Enchantment by Guy Kawasaki Different by Young Me Moon**

**“When life is about caring for the orchard rather than picking the apples, you get more apples to eat” –Unknown author**

Look for our IAVM issue before you arrive in Phoenix. And look for us at IAVM, as we share with attendees what we are working on with our clients this summer to provide a new smartphone experience, that we see leading to added revenues for outdoor events, and stadiums, arenas and convention centers.

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