Welcome to Be-A-Star!

Dear Colleagues,

Be-A-Star is Chartwells' premier recognition program that provides associates and teams with great opportunities to be recognized regionally and nationally for reaching goals and achieving outstanding accomplishments.

This year's program theme is "Leading the Field, Greatness Grows Here" and is meant to send an encouraging message to all associates. Everyone has the potential to be a leader, and with the unlimited opportunities available at Chartwells, each associate has the potential to grow and become successful. There is no substitute for hard work understanding that practice makes perfect. It's all about how well you do what you're already doing, and aiming to become better at it.

As we continue to transition our operations to be the "Place Where Hungry Minds Gather," I can't think of a better description that identifies with our new brand than this year's Be-A-Star theme "Leading the Field, Greatness Grows Here." Throughout our 2016 Be-A-Star program I am confident that all of our associates will achieve greatness. We have what it takes to be leaders and what it takes to be great!

Thank you for your participation in Be-A-Star.

Sincerely,
Lisa McEuen
President and CEO
Chartwells Higher Education Dining Services
Program Overview

The 2016 Be-A-Star recognition program components have been posted to our sector Be-A-Star MyCompass page here. We have made the 2016 program effortless so teams can concentrate on managing operations. Submissions are easy and more associates will be recognized for going above and beyond their daily responsibilities.

Click here to access the welcome video on the Be-A-Star landing page, and visit MyCompass to access all program support documents.

Star 1 submissions are due January 15th, 2016. But don’t worry because your associates and teams will be recognized for their efforts covering the 2015 fall semester! Units should complete the Star Associate submission form to nominate four associates. Additionally, a team award will be given to units that have excelled in building a stronger safety culture and met the Safety Program criteria. Simply load the completed forms with required materials and photos to the Be-A-Star website so your regional judging committee can select winners.

For Star 2, more Star Associates will be recognized and teams that support meal plan sales will also be rewarded a little extra for their efforts.

In Star 3, diversity and inclusion and Compass in the Community (CITC) take center stage. Your Star 3 diversity and CITC submission is required to participate in the Five Jewel Award and CITC award opportunities. Check out all of the great resources from the Chartwells Diversity & Inclusion Action Council available on MyCompass.

And for Star 4, there are over 60 opportunities to get recognized! All required financial and business goals are listed that must be met. Following Chartwells’ new brand identity and story, associates and teams will be recognized for truly living the brand.

Read the program welcome letter and show the video at your opening meeting to start your Be-A-Star journey by leading the field as greatness grows here!
**Star 1 Instructions for Units**

*(Please note that page content will shift as you add or remove text or images from the pages in this Microsoft Word document.)*

**Star Associates:** Each unit can nominate 4 associates listed on the submission form. Using a separate form, units can nominate one hourly associate, one hourly student associate, one hourly culinary associate, and one salaried associate. Follow the instructions on the form then simply submit the 4 forms and associate photos by loading them to the Be-A-Star website [beastar.compass-usa.com](http://beastar.compass-usa.com) on the Star Claims page before January 15, 2016.

Following Chartwells’ new brand identity and story, explain how the associate is truly living the brand.

**Safety Champion Team:** Each unit can submit one form which describes the best practices that made your unit a Safety Champion Team between September 2015 through December 2015 following the Chartwells Higher Education Safety Incentive Program. Follow the instructions on the form, save completed form and upload it with a team photo to the Star Claims page on the Be-A-Star website: [beastar.compass-usa.com](http://beastar.compass-usa.com) before January 15, 2016.

Click this link for the [Safety Program criteria](https://mycompass.com) on MyCompass.

*Any associate photographed must complete a photo release disclosure form that should be placed in the associate’s personnel file.*
Star 1 – Star Associate – Due January 15, 2016

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<th>Region</th>
<th>District Manager</th>
<th>Star Associate’s Name and title/position</th>
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Using a separate form, your unit can nominate 4 associates as follows:

- [ ] Check this box if your nominee is an hourly associate.
- [ ] Check this box if your nominee is an hourly student associate.
- [ ] Check this box if your nominee is an hourly culinary associate.
- [ ] Check this box if your nominee is a salaried associate.

In the space below, describe why your Star Associate should be recognized. Following Chartwells’ new brand identity and story, explain how the associate is truly living the brand. You must include a non-blurry head and shoulder .jpg photo of the associate.

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Region

District Manager

Operation Mailing Address

Save completed form and upload to Star Claims page of the Be-A-Star website: beastar.compass-usa.com

Click this link for the Safety Program criteria on MyCompass.

In the space below, describe the best practices that made your unit a Safety Champion Team between September 2015 through December 2015 following the Chartwells Higher Education Safety Incentive Program. Following Chartwells’ new brand identity and story, explain how the associate is truly living the brand. You must include a non-blurry .jpg photo that represents your safety team or associates.
Star 2 Instructions for Units

**Star Associates:** Each unit can nominate 4 associates listed on the submission form. Using a separate form, units can nominate one hourly associate, one hourly student associate, one hourly culinary associate, and one salaried associate. Follow the instructions on the form then simply submit the 4 forms and associate photos by loading them to the Be-A-Star website beastar.compass-usa.com on the Star Claims page before April 8, 2016.

Following Chartwells’ new brand identity and story, explain how the associate is truly living the brand.

**Meal Plan Sales Challenge:** Using the submission form, describe the best practice that made your unit exceed meal plan sales in the 2016 spring semester following Chartwells’ Meal Plan Challenge criteria. Follow the instructions on the form, save completed form and upload it with a team photo to the Star Claims page on the Be-A-Star website beastar.compass-usa.com before April 8, 2016.

[Click here](#) to learn more about the spring 2016 Voluntary Meal Plan Incentive.  
[Click here](#) to learn more about the spring 2016 Attrition Protection Incentive.  
[Click here](#) to visit the meal plan section of MyCompass.

Any associate photographed must complete a photo release disclosure form that should be placed in the associate’s personnel file.
## Star 2 – Star Associate – Due April 8, 2016

*Save completed form and upload to Star Claims page of the Be-A-Star website: [beastar.compass-usa.com](http://beastar.compass-usa.com).*

Using a separate form, your unit can nominate 4 associates as follows:

- □ _____ Check this box if your nominee is an hourly associate.
- □ _____ Check this box if your nominee is an hourly student associate.
- □ _____ Check this box if your nominee is an hourly culinary associate.
- □ _____ Check this box if your nominee is a salaried associate.

In the space below, describe why your Star Associate should be recognized. Following Chartwells’ new brand identity and story, explain how the associate is truly living the brand. You must include a non-blurry head and shoulder .jpg photo of the associate.

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Click here to learn more about the spring 2016 Voluntary Meal Plan Incentive.
Click here to learn more about the spring 2016 Attrition Protection Incentive.
Click here to visit the meal plan section of MyCompass.

In the space below, describe the best practice that made your unit exceed meal plan sales in the 2016 spring semester following Chartwells’ Meal Plan Challenge criteria. Following Chartwells’ new brand identity and story, explain how the associate is truly living the brand. You must include a non-blurry .jpg photo that represents your team or associates.
Star 3 Instruction for Units

**Diversity & Inclusion and Compass in the Community:** Complete instructions are provided for the Star 3 Diversity & Inclusion and Compass in the Community components. Your Star 3 forms are part of your sector Five Jewel and CITC national award submissions. You must include a non-blurry team .jpg photo for all diversity and CITC submissions. Follow the instructions and provide submissions according to guidelines before the June 17, 2016 due date.

**National Award Nominations by Units:**

**Star Associates:** Using the forms provided, your unit can send in a submission to nominate 4 associates including one hourly associate, one hourly student associate, one hourly culinary associate, and one salaried associate. Follow the instructions on the form, save completed form and upload it with associate photos to the Star Claims page on the Be-A-Star website beastar.compass-usa.com before June 17, 2016.

**Regional Account of the Year:** Using the form provided, explain why your unit should be recognized as Regional Account of the Year and deserve recognition as National Account of the Year. Include accomplishments, all awards, press, client testimonials, guest comment cards, recommendations, associate/event/food photographs, etc., to support your nomination. Following Chartwells’ new brand identity and story, explain how the unit is truly living the brand. A committee will select the account that has demonstrated the highest level of operational excellence, including successful completion of the 2016 Be-A-Star Program and achieving PBO. You must include a non-blurry team .jpg photo. Your submission will be considered for National Account of the Year. Follow the instructions on the form, save completed form and upload it with team photo to the Star Claims page on the Be-A-Star website beastar.compass-usa.com before June 17, 2016.

**Regional Chef of the Year:** Using the form provided, explain why your chef nominee should be recognized as Regional Chef of the Year and deserve recognition as National Chef of the Year. Include accomplishments, all awards, press, client testimonials, guest comment cards, recommendations, associate/event/food photographs, etc., to support your nomination. Following Chartwells’ new brand identity and story, explain how the chef is truly living the brand. A culinary committee will select the chef that has demonstrated the highest level of operational excellence. You must include a non-blurry head and shoulder .jpg photo of your chef in chef’s attire.

**Review the Awards Categories and Details in this document for more award opportunities.**

*Any associate photographed must complete a photo release disclosure form that should be placed in the associate’s personnel file.*
Star 3 Diversity & Inclusion

Diversity & Inclusion is important to us because of you, our great people. All together we win. The unique backgrounds, talents, skills and abilities our associates bring to our clients and guests make us the leader in foodservice and support services management. That’s why we want to hear from you, our valued associates, about how you embody diversity & inclusion within your unit or team.

**How to Get Credit:** Simply complete the Diversity & Inclusion form and upload it to the Star Claims page on the Be-A-Star website by the Star 3 due date June 17, 2016. You must include a non-blurry team .jpg photo.

**Activity:** Diversity & Inclusion Training Programs
Complete the checklist on the form listing the types of diversity & inclusion training programs your associates have attended, and complete the short description. Your Star 3 submission form is part of your separate sector and national 'Five Jewel Award submission.

**Star Resource Links:**
- Star 3 Form – Diversity & Inclusion
- Chartwells Diversity & Inclusion Action Council on MyCompass https://mycompass.compass-usa.com/hr/Pages/Diversity%20and%20Inclusion/Chartwells%20DIAC.aspx
- Diversity page on AltogetherGreat.com - http://www.altogethergreat.com/Pages/DiversityAndInclusion.aspx

**Start Preparing your Five Jewel Award Submission Today using the Toolkit**
The Chartwells DIAC has provided the following resources for the 2016 Be-A-Star program and Five Jewel Award. Check out the new Five Jewel Toolkit, Resource Guide, Quick Reference and Planning Guide by clicking the links here. Questions? Email ChartwellsDIAC@compass-usa.com

And mark your calendars! Five Days of Five Jewel, the Chartwells DIAC’s week-long campaign to help you create a winning Five Jewel submission, is happening February 1-5, 2016! Here’s link to our 2015 sector Five Jewel winning video from Florida Atlantic University Dining! https://www.youtube.com/watch?v=dLAlbCptveM
Save completed form and upload to the Star Claims page: beastar.compass-usa.com.

Diversity & Inclusion Training Programs

Note how many associates (overall, not just this fiscal year) have completed the following Compass Group Diversity & Inclusion training classes:

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<thead>
<tr>
<th>Name of Training Class</th>
<th>Number of Associates</th>
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<tr>
<td>Diversity CHAT</td>
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<td>Appreciating Differences™</td>
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<tr>
<td>Managing Inclusion™</td>
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<tr>
<td>Training during New Hire Orientation/New Manager Orientation</td>
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<tr>
<td>PASSPORT/Port of Call 5</td>
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<tr>
<td>Training during Compass College</td>
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<tr>
<td>Other training - enter course name:</td>
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In the space below, describe what your unit/team members have learned from each of these training classes, and provide examples of how your unit or team embraces diversity & inclusion throughout the year. NOTE: If you select “Diversity CHAT” from the list above, please provide your attendance sheet to confirm the session. All other information will be verified using your Operation/Cost Center number(s).

☐ Check here if your unit/team would like to ‘go above and beyond’ by applying for this year’s Five Jewel Award for Best Practices in Diversity & Inclusion.
Diversity & Inclusion Defined
Compass Group believes a diverse and inclusive environment supports innovation and collaboration, and benefits our associates, clients and customers.

**Diversity** is the presence of differences that make each person unique that can be used to differentiate groups and people from one another. There are a number of different dimensions of diversity, however diversity is simply what makes you...you.

**Inclusion** is the full engagement and development of all associates. Inclusion is what makes our diversity matter. Inclusion fuels creativity, allows us to attract and retain a highly skilled workforce, and helps us to deliver positive business results.

Submission Criteria: Diversity & Inclusion at Work

Is there diversity among your team members? Do you leverage that diversity to create a stronger team? Have you created an inclusive workplace environment? If so, we want to hear from you! In your Five Jewel Award submission, highlight aspects of diversity among your associates and describe how you use the power of diversity & inclusion to build a stronger team, deliver great service and drive business results.

Create a video that answers the following questions:

**Participation:**
1. How many associates are in your unit(s), department(s) or team?
2. How many associates participated and/or were involved in this diversity & inclusion initiative(s)?

**Partnering:**
3. Did your unit/department/team partner with your client, community agency, non-company group, etc? If so, how?

**Criteria**
4. Tell us about your team's diversity (as defined above). How do you leverage this diversity? How do you create an inclusive workplace? Tell us about a project/solution/activity which demonstrates how you use inclusion to build a stronger team, deliver great service and drive business results.

**Result**
5. What was the result of your project/solution/innovation? Is it transferable? Is it sustainable?

**Wow Factor**
6. Your submission should include a “WOW” factor. A wow factor isn’t limited to the look and feel of your submission’s presentation, but could include a creative project/solution/activity/innovation.

**NOTE:** Submissions must be individual unit or department submissions. Region and division submissions will not be accepted.

**To qualify for the 2015 Five Jewel Award, you must:**

- **Step 1:** Complete the Star 3 Diversity & Inclusion achievement.
  - Be sure to complete the Star 3 form.
- **Step 2:** Complete the Five Jewel Award activity outlined above.
  - Ensure that all questions are answered and the completion criteria is met.
- **Step 3:** Submit a video following the guidelines below.

**To submit for award consideration:**
Along with a copy of your Star 3 Diversity & Inclusion Achievement Form, provide:

- A video with photos, associate testimonials, a summary, etc. (Not to exceed 5 minutes)
  The video cannot be created and/or produced by a professional company or organization. Your team/unit must create and/or produce the video.
- Upload your video or presentation to the Be-A-Star website beastr.compass-usa.com.
  Contact your Reginal Be-A-Star Champion with any questions.

**Five Jewel Resource Links:**

- Diversity & Inclusion Star Achievement form
- Mapping Our Way Forward PDF
- Diversity page on AltogetherGreat.com -
  http://www.altogethergreate.com/Pages/DiversityAndInclusion.aspx
- Diversity page on MyCompass.com https://mycompass.compass-usa.com/hr/Pages/Diversity%20and%20Inclusion/Diversity%20and%20Inclusion.aspx
- Five Jewel Award page on My Compass (featuring past winners)
  https://mycompass.compass-usa.com/hr/Pages/Diversity%20and%20Inclusion/Five%20Jewel%20Award.aspx
Diversity is the presence of differences that make each person unique that can be used to differentiate groups and people from one another. Many think of gender, race, ethnicity and age when they think of diversity, but there are various dimensions of diversity beyond those that we can see. The following diagram visually depicts this concept quite well:

- **Primary** - makes up our personality
- **Secondary** - reflects our lifestyle choices
- **Organizational** - represents the roles we chose
- **Cultural** - reveals how we’re influenced by our cultural experiences

Remember, no one dimension is more important than the other. All aspects of diversity are important and worth consideration.
Star 3 Compass in the Community

Compass Group recognizes its responsibility to make a positive contribution and impact in our communities through outreach initiatives. This can easily be achieved by leading, participating, or supporting a community outreach project that also contributes to meeting MAP 1, 2 or 3 goals and objectives:

- Partner with your client(s) and guests to lead an outreach project.
- Assist with programs your client and guests are already hosting via in-kind, financial, or volunteer support.
- Collaborate with area Compass Group accounts in facilitating a community action event.
- Individually lead activities to meet a societal need.
- Recognize and aid with associate-initiated community outreach.

*If you need help getting started, refer to the Compass in the Community “Ideas and Suggestions” resource document.

How to get credit:
- Complete and save the Compass in the Community Form and upload it to the Star Claims page of the Be-A-Star website at beastar.compass-usa.com by the Star 3 due date June 17, 2016.

The Purpose of Completing a Compass in the Community Star Achievement is...
It demonstrates Compass Group’s value of Responsibility in making positive contributions to the health and well-being of associates, customers, and the communities in which we work and live. These activities can potentially strengthen associate, client, and customer relationships which in turn will result in higher retention levels with all groups. Other positive outcomes include unit organic business growth, opportunities for additional sales with other Compass Group companies, and access to greater supply savings.

Consider participating in the national Compass in the Community North America Awards. Refer to the “Awards” section to review the additional guidelines.

CITC Resource Links:
- CITC Star Achievement Form
- CITC Ideas and Suggestions PDF
NOTE: See the Awards section to submit an entry for the CITC North America Awards.

What organization(s) and/or community activity did your outreach initiative support (example: American Cancer Society, Diabetes Walk, etc.)? Who or what are the benefactors (students, homeless shelter, hurricane survivors, etc.)?

In what ways was support provided with this project(s) (financial, in-kind, or volunteering)?

Was there collaborate with other Compass Group accounts, client(s), customers, vendors, or any non-Compass groups? If yes, which ones?

Please provide measurements for the following, where applicable:

- Total number of associates in Unit, Department and/or Be-A-Star Team
- Total number of associates involved in each outreach activity
- Number of non-associates participating in each activity on behalf of Compass Group (family, friends, etc.)
- Total number of man-hours/time donated by Compass Group associates to activity
- Total financial contribution by Compass Group associates or account
Compass in the Community North America Awards

Due: June 17, 2016

Description of Activity:
Giving back to the communities we serve is the right thing to do. Compass Group is proud of the time, energy and financial resources our businesses and associates contribute to help build stronger, healthier communities. The Compass in the Community North America Awards program recognizes those associates and accounts who best demonstrate this guiding principle.

How to get credit:

1) Complete the Star Achievement’s Compass in the Community form, adding a brief essay (maximum 500 words) description of the project which should include:
   • Community initiative(s) and their goals and objectives
   • Level of support from operation/team associates
   • Outcome of the project’s efforts with information about its effect on outreach recipients, as well as account associates, client(s), customers, and vendors (where applicable)
   • Any public acknowledgement received

2) The submission should be exhibited in presentation format. This can be a scrapbook, electronic presentation (such as PowerPoint), or a video* (on CD/DVD or provide link address if posted on web). *Note: Videos can be no longer than 5 minutes in total length and not professionally produced.
   • Include documentation of planning, execution and results (pictures, meeting notes, volunteer sign-ups, diagrams and graphs, press releases, newspaper articles, pictures, flyers, thank you notes, etc.).

How to Submit: Upload your form and submission to the Be-A-Star website by Friday, June 17, 2016.

Due Date for Sector Entries: Each program (Canteen, Eurest, Chartwells Higher Education, Chartwells Schools, Morrison, Corporate, etc.) may send up to three (3) top submissions for CITC North America Awards consideration. Chartwells Higher Education units will be competing against all Compass Group sectors for the five available awards.

Number of Awards: Five
One Gold award: $8,000 for charities and attendance at the Compass Night of Stars Celebration!
One Silver award: $6,000 for chosen charities
Three Bronze awards: $2,000 each for their respective charities

Judging Criteria: Winning submissions have the following criteria in common:
• Outreach appeared to be a "way of doing business"
• Activities promoted sustainability for the recipient(s) and/or cause
- Activities made a significant and assessable impact
- Activities promoted team building and there was significant associate involvement
- Collaboration with other Compass and/or non-Compass groups
- Goals of the community activity were clearly defined and focused
- Activities were well-planned, executed and outcome(s) measured and presented

The North America Awards judging committee consists of executive officers, managers and at least one representative from a non-profit partner organization. (It is suggested that sector judging groups have a similar make-up, though each program can decide how to choose their Awards submissions.)

**Award Date:** August 2016

**CITC Awards Resource Links:**

- CITC Star Achievement Form
- CITC Ideas and Suggestions PDF
- CITC Judging Form
- [CITC Customizable Participation Certificate on MyCompass](#)

![Certificate of Appreciation](certificate.png)
Compass in the Community
Ideas and Suggestions for Activities

If your team is deciding on a direction, consider the following ideas:

- Host a food drive or service day for a local food bank, pantry or soup kitchen
- Host a culinary, dietary, or nutritional program for clients, guests, or community groups
- Form a team and/or fundraise for the American Heart Association’s Start! Heart Walk, American Diabetes Association’s Step Out Walk, American Cancer Society’s Relay For Life, or other worthy non-profit
- Assist those in distress through the Salvation Army, American Red Cross, local homeless shelter or other humanitarian agency
- Maintaining a recycling program or donating recyclable items for outreach purposes
- On-site farmer’s market or activity to support local and organic foods
- Sustainability initiatives that positively impact clients, guests, vendors or community organizations
- School supplies or book drives to benefit the account or area underprivileged students and schools.
- Refreshments, volunteers, or participants for on-site outreach activities such as Take Our Daughters and Sons to Work® Day, blood drives, health screenings, etc.
National Star Associate – Due June 17, 2016


Using a separate form, your unit can nominate 4 associates as follows:

- [ ] Check this box if your nominee is an hourly associate.
- [ ] Check this box if your nominee is an hourly student associate.
- [ ] Check this box if your nominee is an hourly culinary associate.
- [ ] Check this box if your nominee is a salaried associate.

In the space below, describe why your Star Associate should be recognized. Following Chartwells’ new brand identity and story, explain how the associate is truly living the brand. You must include a non-blurry head and shoulder .jpg photo of the associate.
2016 Regional Account of the Year – Due June 17, 2016

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Save completed form and upload, along with supporting documentation, to the Star Claims page of the Be-A-Star website: beastar.compass-usa.com.

Using the form provided, explain why your unit should be recognized as Regional Account of the Year and deserve recognition as National Account of the Year. Include accomplishments, all awards, press, client testimonials, guest comment cards, recommendations, associate/event/food photographs, etc., to support your nomination. Following Chartwells’ new brand identity and story, explain how the unit is truly living the brand. A committee will select the account that has demonstrated the highest level of operational excellence, including successful completion of the 2016 Be-A-Star Program and achieving PBO. You must include a non-blurry team .jpg photo. Your submission will be considered for National Account of the Year.
2016 Regional Chef of the Year – Due June 17, 2016

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Region  District Manager  Chef’s Name

Save completed form and upload, along with supporting documentation, to the Star Claims page of the Be-A-Star website: beastar.compass-usa.com.

In the space below explain why your chef nominee should be recognized as Regional Chef of the Year and deserve recognition as National Chef of the Year. Include accomplishments, all awards, press, client testimonials, guest comment cards, recommendations, associate/event/food photographs, etc., to support your nomination. Following Chartwells’ new brand identity and story, explain how the culinarian is truly living the brand. A culinary committee will select the chef that has demonstrated the highest level of operational excellence. You must include a non-blurry head and shoulder .jpg photo of your chef in chef’s attire.
Star 4 Award Categories and Details – Making PBO/Financial/Business 
Requirements

Good luck and congratulations to all of our teams and associates! Star 4 provides details 
about National Award Opportunities and the details regarding financial and other business 
requirements in order to be eligible for awards.

Details for all award opportunities are listed here. All winners will be included in the 
Chartwells Monthly magazine sector publication. If the award type is not listed below, it will 
be announced.

Notice to Regional Be-A-Star Champions: All winners from your region must be chosen 
within 3 weeks (21 days) from the Star due date. All winner information, submission 
materials, Star Associate or group photos, or supporting materials must be provided to the 
national Be-A-Star facilitator using the program tracking form (to be provided) in order to 
avoid sector-wide program announcement delays.

Award Opportunity 1, 2, 3, 4: Star Associates: Hourly, Student Hourly, Culinary Hourly, 
Salaried.

• Your unit can nominate one hourly associate, one hourly student associate, one culinary 
associate, and one salaried associate.
• Complete and submit proper form with associate photo and upload to the Be-A-Star website.

Judging Criteria: All associates are eligible who demonstrated outstanding accomplishments 
and achievements throughout the Be-A-Star program that contributed to individual or team 
growth and contributed toward exceeding business goals. Following Chartwells’ new brand 
identity and story, explain how the associate is truly living the brand.

Number of Awards: Four total per region. If all 8 regions participate, 32 winners will be chosen.

Award Date: At time of your region’s Be-A-Star event.

Award Opportunity 5: Regional Account of the Year

• Your unit should complete the required Regional Account of the Year form to be considered 
for the award.
• Your Regional Be-A-Star Committee will choose one Regional Account of the Year.
• Any operational violations such as failed health inspections deems account ineligible.
• Following Chartwells’ new brand identity and story, the unit and all associates must be truly
living the brand and exceeding expectations.
• Guest/Client Survey Scores: Unit guest and client satisfaction scores will be reviewed.
• Unit safety targets, labor cost goals and reducing food costs in efficient operations that generate financially responsible programs for clients will be reviewed.
• The unit must participate in the Five Jewel Award and Compass in the Community Award.
• Provide evidence of efforts that contributed toward enhancing the region/unit/associate Diversity & Inclusion culture including involvement with Five Jewel and Compass in the Community submissions.
• The Regional Account of the Year will compete for the prestigious title of National Account of the Year.

Regional Account of the Year Judging Criteria:

• Unit must complete all Star achievements beyond expectations, on time and provide supporting evidence in addition to exceeding financial criteria.
• **Profit Before Overhead (PBO):** Unit must accomplish budgeted PBO in client calendar year July 1, 2015 to June 30, 2016.
• **Daily Sales Outstanding (DSO):** Unit must have maintained or reduced period 9 YTD DSO level year on year.
• **Inventory Turns:** Improve inventory turns based on the following:
  If your unit inventory turns are less than 32 turns, your unit must improve by at least two turns. Example: If your prior year was 31, then your current year should be 33 showing improvement by two turns.
  If your unit inventory turns are greater than 32 turns, your unit must maintain or improve turns.
• Complete and submit proper form on the Be-A-Star website. Each winning Regional Account of the Year will be eligible for National Account of the Year as long as the required submission form is completed and provides evidence of stellar account performance based on Management and Performance strategy objectives.
• Evidence of efforts to increase region/unit/associate Diversity & Inclusion culture including Five Jewel and Compass in the Community submissions.
• Other outstanding performance factors not listed here will be considered but must be provided in your submission.
• Your regional account of the year submission form will be considered for National Account of the Year.

**Number of Awards:** One per region. If all 8 regions participate, 8 winning units will be chosen.

**Award Date:** At time of your region’s Be-A-Star event.
Award Opportunity 6: National Account of the Year

• Each winning Regional Account of the Year will be eligible for National Account of the Year as long as the required submission form is completed and provides evidence of stellar account performance.
• The winning Regional Account of the Year’s required submission form and supporting materials will be judged for consideration for National Account of the Year.
• Any operational violations such as failed health inspections deems account ineligible.
• Following Chartwells’ new brand identity and story, the unit and all associates must be truly living the brand and exceeding expectations.

Guest/Client Survey Scores: Unit guest and client satisfaction scores will be reviewed.
• Unit safety targets, labor cost goals and reducing food costs in efficient operations that generate financially responsible programs for clients will be reviewed.
• The unit must participate in the Five Jewel Award and Compass in the Community Award and provide evidence of efforts to increase region/unit/associate Diversity & Inclusion culture including Five Jewel and Compass in the Community submissions.

Judging Criteria:

• The Corporate Be-A-Star Committee judges will choose one National Account of the Year based on how well the unit’s team followed and excelled at all Star requirements in the entire Be-A-Star program, exceeded Regional Account of the Year judging criteria, financials, and Management and Performance strategy objectives.
• Other outstanding performance factors not listed here will be considered but must be provided in your submission.

Number of Awards: One per sector.

Award Date: 2016

Award Opportunity 7, 8, 9:

District Managers/Regional Directors of the Year

Chartwells Higher Education will honor one first, second and third place winner for District Manager of the Year (including Regional Managers and Regional Directors) based on the following criteria:

Judging Criteria:

• Units under each District Manager’s region must complete all Star requirements to the best of their ability and claim Stars on time.
• Following Chartwells’ new brand identity and story, the associate and his regional accounts must be truly living the brand to qualify.

• DM must manage multiple accounts to be eligible.

• Evidence of efforts to increase region/unit/associate Diversity & Inclusion culture including Five Jewel and Compass in the Community submissions will be thoroughly reviewed and considered for all awards.

• **Profit Before Overhead (PBO):** Units must accomplish budgeted PBO in client calendar year July 1, 2015 to June 30, 2016.

• **Daily Sales Outstanding (DSO):** Units must have maintained or reduced period 9 YTD Daily Sales Outstanding level, year on year.

• **Inventory Turns:** Improve inventory turns based on the following:
  - If your unit inventory turns are less than 32 turns, your unit must improve by at least two turns. Example: If your prior year was 31, then your current year should be 33 showing improvement by two turns.
  - If your unit inventory turns are greater than 32 turns, your unit must maintain or improve turns.

• **Same Store Sales:** DM units’ same store sales revenues must grow 6% prior year to actual year.

• **Loss Prevention Report (LPR):** DM must have 100% Loss Prevention Report (LPR) compliance.

• **Guest/Client Survey Scores:** Unit guest and client satisfaction scores will be reviewed.

**Number of Awards:** Three per sector.

**Award Date:** At region’s Be-A-Star event.

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**Award Opportunity 10: Regional Chef of the Year**

• Chartwells’ Chef of the Year Award category amplifies recognition for our creative culinarians in the Be-A-Star program.

• Following Chartwells’ new brand identity and story, explain how the culinarian is truly living the brand.

• Any operational violations such as failed health inspections deems associate ineligible.

• **Guest/Client Survey Scores:** Unit guest and client satisfaction scores will be reviewed.

**Judging Criteria:**

• Provide evidence of associate’s efforts to convince judges why he/she was chosen as Regional Chef of the Year and should be recognized as National Chef of the Year.
**Number of Awards:** One per region. If all 8 regions participate, 8 winners will be chosen.

**Award Date:** At time of region’s Be-A-Star event.

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**Award Opportunity 11: National Chef of the Year**

One National Chef of the Year will be chosen from the Regional Chef of the Year winning submission forms by the Corporate Be-A-Star Committee judges which includes the Vice President of Culinary Innovations.

**Number of Awards:** One per sector.

**Award Date:** 2016

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**Award Opportunity 12: Penta Award**

This prestigious award will be presented to the region and Regional Vice President based on the following criteria:

**Judging Criteria:**

- **Evidence of increased region/unit/associate Diversity & Inclusion efforts including Five Jewel and Compass in the Community submissions.**
- **Same Store Sales:** Region’s same store sales revenues must grow 6% prior year to actual year.
- **Profit Before Overhead (PBO):** Units must accomplish budgeted PBO in client calendar year July 1, 2015 to June 30, 2016.
- **Margin Improvement:** Illustrate margin improvement of 20 basis points from prior year on same store sales PBO.
- **Daily Sales Outstanding (DSO):** Units must have maintained or reduced period 9 YTD DSO level year on year.
- **Loss Prevention Report (LPR):** Must have 100% Loss Prevention Report (LPR) compliance.
- **Account Participation:** Highest account participation and on-time Stars claims are required.
- **Guest/Client Survey Scores:** Unit guest and client satisfaction scores will be reviewed.

**Award:** One custom national award per sector.

**Award Date:** 2016

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**Award Opportunity 13-34:**
Sector Five Jewel Award by Chartwells Higher Education

National Five Jewel Award by Compass Group

• Compass Group will award one unit in the Chartwells Higher Education sector with the Sector Five Jewel Award.
• Should your unit win the Sector Award, your submission will compete against all other Compass Group sectors for the National Five Jewel Award.
• **Tip:** Your submission should truly be over the top and exceed the requirements listed in Star 3 and Five Jewel Award submission form.
• Chartwells Higher Education teams have proudly won the Sector and National Five Jewel Award numerous times. All of our teams are encouraged to go above and beyond by participating in the Five Jewel Award for Best Practices in Diversity & Inclusion.
• If there are no submissions from Chartwells Higher Education or if submissions do not exceed requirements, then the unit/sector is ineligible for the award. If your unit was unable to participate in this award we’d like to know why.

Award:

1. Each Chartwells Higher Education region will choose a 1st, 2nd, and 3rd place Five Jewel winner. Award type for 1st, 2nd, and 3rd place Five Jewel winners to be determined.
2. The 1st place winning video from each region will compete among each other. One winning unit will be considered the overall Sector Five Jewel Award winner for the Chartwells Higher Education sector and receive a crystal award.
3. The overall Chartwells Higher Education Sector Five Jewel Award winner will compete against all other Compass Group sectors for the National Five Jewel Award and receive a crystal award and possible attendance at the national Compass Night of Stars event.

Award Opportunity 35-39:

Compass in the Community Awards

• Compass Group will provide five awards throughout all Compass Group sectors recognizing the best submissions based on the Compass in the Community Award requirements.
• **Tip:** Your submission should truly be over the top and exceed the requirements listed in Star 3 and Compass in the Community Award submission form.
• Chartwells Higher Education teams have proudly won CITC awards numerous times. All of our teams are encouraged to go above and beyond by participating in the CITC awards.
• If there are no submissions from Chartwells Higher Education or if submissions do not exceed requirements, then the unit/sector is ineligible for the awards.

**Awards:** Five: one Gold award/$8,000 for charities, one Silver award/$6,000 for chosen charities, three Bronze awards at $2,000 each for unit’s respective charities.
## 2016 Be-A-Star Program

**Chartwells Higher Education Regional Champions Contact Information**

<table>
<thead>
<tr>
<th>Region</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Northeast Region:</strong></td>
<td>Chartwells Be-A-Star - c/o Salem St. University</td>
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<td>Attn: Angela Silva</td>
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<td><a href="mailto:Angela.Silva@compass-usa.com">Angela.Silva@compass-usa.com</a></td>
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<tr>
<td><strong>Northeast Metro Region:</strong></td>
<td><strong>(Formerly</strong> Lackmann Culinary Services):</td>
</tr>
<tr>
<td></td>
<td>Barbara Mekrut</td>
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<td>Chartwells c/o Quinnipiac University</td>
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<td>Hamden, CT 06518</td>
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<td>Assistant to the Executives</td>
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<td><strong>Southeast Region:</strong></td>
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<td><strong>East Central Region and Mid Central Region:</strong></td>
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<td>Admin. Assist. to Stuart Henning</td>
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<td><strong>Mid-Atlantic Region:</strong></td>
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<td>Attn: Lisa Mullen</td>
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<td>Garnet Valley, PA 19060</td>
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<td></td>
<td><a href="mailto:Lisa.Mullen@compass-usa.com">Lisa.Mullen@compass-usa.com</a></td>
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<tr>
<td><strong>West Region and South Central Region:</strong></td>
<td>Brittany Gibson</td>
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<tr>
<td></td>
<td>Executive Administrative Assistant</td>
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<tr>
<td></td>
<td>Chartwells Higher Education</td>
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<td>532 Tasia Brianna Dr E.</td>
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<td></td>
<td>Jerome, ID 83338</td>
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<td></td>
<td>Phone: 208-320-5416</td>
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<td><a href="mailto:brittany.gibson@compass-usa.com">brittany.gibson@compass-usa.com</a></td>
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I hereby release and hold harmless Compass Group and its successors and assigns from any and all claims and damages arising out of their use of my name, testimonial statement, voice, picture, likeness or website link as agreed to in this document, including without limitation any claims based on the right of publicity or privacy.

I am of full age (eighteen and older) and have the right to contract in my own name. If a guardian signature of the named adult individual is needed, guardian hereby consents to and joins in the foregoing release and consent on behalf of the adult individual.

By choosing to share your story, you acknowledge and agree that any information you provide may be viewed by Compass Group associates and/or publicly. You further agree that Compass Group may use your story in any manner it deems necessary or appropriate. Compass reserves the right to edit, abridge or format stories for any reason and to remove or decline to post any story. Compass Group does not endorse or make any warranties or representations with regard to the accuracy or completeness of any of the statements in your story. By submitting a story, you are agreeing to all of these terms and conditions.

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<tr>
<td>First and Last Name:</td>
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<tr>
<td>Contact Information: (phone, email, etc.)</td>
<td></td>
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<tr>
<td>I only approve having my first name published. (Yes/No)</td>
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<tr>
<td>Compass Group Employee Number if applicable.</td>
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<tr>
<td>Company Name</td>
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<tr>
<td>Full College/University, Vendor/Company Address:</td>
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<tr>
<td>Authorized Full Signature:</td>
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<td>Witnessed by (signature):</td>
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