

ON-CAMPUS HOSPITALITY

AN EXECUTIVE BUSINESS MEDIA PUBLICATION

825 Old Country Road • Westbury, New York 11590 • (516) 334-3030 • Fax (516) 334-3059 • e-mail: ebm-mail@ebmpubs.com

College Foodservice Excellence Award Honors West Point Culinary Group Director



Kevin D'Onofrio

ATLANTA, Ga. – **Kevin D'Onofrio**, Director of the DCA Culinary Group at the United States Military Academy in West Point, N.Y., has been selected as the winner of the second annual NACAS *On-Campus Hospitality* College Foodservice Excellence Award. The award was presented at the 44th annual conference of the National Association of College Auxiliary Services (NACAS), held here at the Hyatt Regency Atlanta Hotel.

This award is issued by NACAS, the largest auxiliary services support organization serving higher education, and is sponsored by *On-Campus Hospitality (OCH)* magazine, the only independent magazine published exclusively for college and

university foodservice professionals.

Award nominees were evaluated on their accomplishments in a broad array of foodservice management initiatives, from culinary innovation and quality to diner satisfaction, revenue growth and outreach efforts. D'Onofrio and his innovations in food service at West Point are profiled in the November issue of *On-Campus Hospitality*.

During the Oct. 28 award ceremony, *On-Campus Hospitality* Managing Editor Gregg Wallis commended D'Onofrio for his leadership and dedication to excellence in the many and diverse aspects of foodservice management. Known for his tireless work ethic and focus on customer service, D'Onofrio oversees 11 different operations, including restaurants, cafés, catering and sports concessions. In total, these facilities serve about 3,000-4,000 meals a day and generate annual sales of almost \$7 million.

Many of his colleagues and suppliers praised D'Onofrio in letters of recommendation for his commitment to the foodservice profession and his consistent ability to exceed

expectations, inspire excellence and satisfy customers. “When Kevin was involved, we were guaranteed mission success,” declared one West Point operations officer.

In 1987, D’Onofrio became Director of Food Service and since then has consistently grown sales and profitability, increasing restaurant sales by more than 600 percent. Recognized for his openness to new concepts, to identify opportunities and take risks, D’Onofrio demands and inspires excellence in himself as well as in those he works with.

Guided by the Directorate of Cadet Activities’ (DCA) motto of “All for the Corps,” D’Onofrio even developed a program logo based on that theme and markets it on a wide assortment of items, ranging from pizza boxes, plates, napkins, staff shirts and aprons, all the way to the school’s parachute team. He has revamped menus to increase demand, implemented kiosk ordering to improve operations, and sponsored outreach events.

About *On-Campus Hospitality*

On-Campus Hospitality magazine is the only independent magazine written exclusively for college and university foodservice professionals. First published in 1979, this magazine covers a \$21.9 billion a year market on 4,474 campuses across the United States. Its circulation is audited by the independent Audit Bureau of Circulations (ABC).

About NACAS

NACAS is the largest auxiliary services support organization serving higher education. Its membership includes colleges and universities throughout the United States, Canada, United Kingdom, Ireland and Australia. Founded in 1978 as the National Association of College Auxiliary Services, NACAS provides “The Connections That Count” by offering opportunities for members to share ideas, develop business solutions, enhance programs and revenues, and develop meaningful professional relationships. Nearly 800 institutions of higher education and more than 200 business partners are members of NACAS.

For more information, contact:

Gregg Wallis, Managing Editor, *On-Campus Hospitality*

516-334-3030

gregg@ebmpubs4.com

<http://www.ebmpubs.com/OCH>

<http://www.facebook.com/oncampushospitality>