

The logo features a stylized 'O' composed of three overlapping curved segments in red, yellow, and grey. To its right, the word 'ON' is written in a bold, white, sans-serif font, followed by the word 'TARGET' in a much larger, bold, white, sans-serif font.

ON TARGET

OFFICIAL PUBLICATION OF THE COMMERCIAL FOOD EQUIPMENT SERVICE ASSOCIATION

NOVEMBER & DECEMBER 2013

TAKING ACTION

BY PRESIDENT JOE PIERCE

WRAPPING UP THE YEAR

BY EXECUTIVE DIRECTOR, HEATHER PRICE

EVERY GOODBYE BRINGS A NEW HELLO

BY MICHAEL BUELOW

EMPOWERING WOMEN IN THE FOODSERVICE INDUSTRY

BY JOE BIRCHILL

INDUSTRY NEWS

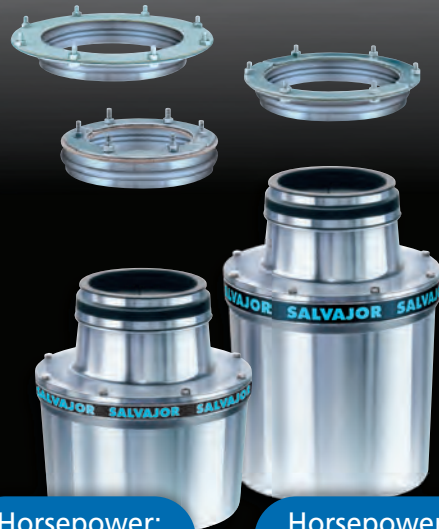
A photograph of a dense forest of evergreen trees covered in a thick layer of snow, set against a clear blue sky. The trees are in the foreground, and the background shows more trees and a hint of a mountain range.

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ON THE MENU

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ON TARGET is the official publication of the Commercial Food Equipment Service Association. On Target is published on a bimonthly basis. New advertising prices in On Target are now available through the end of 2011. Lock in your price and lock out your competition. If you have any questions regarding advertising, content or need further information contact Heather Price at CFESA Headquarters: Toll Free 877-414-4127 or via email at hprice@cfesa.com.

Commercial Food Equipment Service Association

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I would like to start this article by thanking our membership for your support of this Board and myself during the past year. This year we faced a lot of challenges converting from vendor based management to in-house management. This transition is complete and is now operating with familiar faces that we are all fortunate to have.

Changing to in-house management was a strategic move to launch us forward. This change will allow us to better plan for our future to have on record a five year and a ten year business plan for the future of CFESA.

We set a record for attendance at our fall conference (50th year celebration) awards banquet this year. I would like to see us continue this momentum in the next years to come. When I visited with our membership during the conference, I got a different feeling. This feeling shared by others to me was that they liked the direction CFESA was going in now, and that we were focused on the future. I had some members ask what they could do to become more involved. I encouraged those interested to reach out to their Board members and share their interest so we could capitalize on their commitment to be active.

CFESA is your association, and we need to know that we are meeting your needs. The only way for us to serve you better is for you to get involved so you can be assured your needs are expressed. I suggest that you might do some of the following.:

- Attend our Spring and Fall Conferences to stay better informed
- Attend our Committee Meeting
- Run for the Board of Directors
- Attend our Regional Meeting
- Volunteer for Ad-Hoc Committee
- Write Articles for On Target

I felt privileged that during my term as President that we could recognize seven Special Categories of Outstanding Service to our industry. As we plan for the future, we can already see there are many other strong allies for our industry that should be considered for nomination. Congratulations once again to our recipients.

- John Schwindt, Paul Toukatly (Dedication to Training Award)
- Patrick Duffy, Tony Rapanotti (Outreach Community Service Award)
- Bruce Hodge (Most Engaged/Active Member Award)
- Joe Carbonara (Outstanding Industry Partner Award)
- Michael Buelow (Elwood Hawkins Award)
- Dan Poulin (Outstanding Customer Service/ Technician Award)
- Ron Arrington (Advocacy Award in honor of his name)

I want to send a special thanks to our Executive Director, Heather Price, for all the time she put into our 50th year Celebration and Awards Banquet event and conference. The Board and I really appreciate all that you have done to make it a success.





Looking at the calendar it's hard to believe this is the last month of the year and 2014 is knocking on the door. It was a whirlwind year and I believe that the synergy shown during the fall conference in New Orleans was just a glimpse of the great momentum this association has to offer for the New Year!

The 2014 year will bring an end to the 50th celebration but will open up the avenue to a new slate of officers and directors. The spring conference in May will host a vote for the available seats on the CFESA BOD. Call to Interest was sent out via the December E-newsletter, if you did not receive the information and are interested in participating on the board please contact me for the information. This association has a huge talent pool of diverse backgrounds and skills, and I encourage you to step up and get involved.

While we are busy looking forward with new projects, we are busy at CFESA HQ wrapping up end of year business. The membership dues and directory updates for 2014 have been emailed out and are due into CFESA HQ by December 31, 2014. We will have the membership directory to print in January so that we may have it ready for distribution at the CFESA booths during the RFMA show in February and the NRA show in May. If you have not received your membership dues you may contact Christina Tolbert our Accounting administrator (ctolbert@cfesa.com, for a copy or to make a payment).

Technician re-certification for 2013 is winding down and if you have not sent in your information to recertify your technicians that were due this year their CFESA certification will expire at the end of December. Linda Riley is our Testing administrator (lriley@cfesa.cpm), and can assist you with keeping your technicians certifications current. In addition Linda will be taking over the CFESA Company Certification/Re-Certification, and CFESA Training programs. CFESA Company Certification is due every 3 years, and notices for those due in 2014 will be sent out after the first of the year. The 2014 training schedule will be posted to the CFESA website at the first of the year and will be based on the responses from the 2014 training survey sent out with the December E-newsletter.

Patch Pride! is the focus of the new CFESA website which contains new features and video testimonials. Updates are all finalized, so visit the site and check out the new "look".

CFESA HQ would like to introduce our new team member, Bethany Brown (bbrown@cfesa.com). She will be taking over the Marketing position for CFESA and will be your source for edits/information on the Website, OnTarget, Membership Directory, Advertising and Media.

May you have a safe and Happy Holiday Season and a Wonderful New Year!



Heather Price

MEMBER & HEADQUARTER NEWS

NEW CFESA MEMBERS

Join CFESA Headquarters in welcoming 3 new Affiliate members and 2 new Associate members to CFESA.

NEW AFFILIATE MEMBERS

ADVANCED MECHANICAL PLUS INC

206 N Central Ave - Lima, OH 45801
567-204-9582
Chad Lamb

ALLIGATOR A & E

35 White Plains Dr - Jackson, TN 38305
731-427-9912
Ronnie Harison

SUMMIT FACILITY AND KITCHEN SERVICE

8818 7th Ave N - Golden Valley, MN 55427
763-404-6051
Kevin Yakes

NEW ASSOCIATE MEMBERS

THERMALRITE/CROWN TONKA

5600 37th Ave N, Suite 100 - Plymouth, MN 55446
888-833-3329
Ken Kreuzscher

REVENT

100 Ethel Road West - Piscataway, NJ 08854
800-822-9642
Thomas Parker

RECERTIFICATION NEWS

CFESA congratulates Commercial Appliance Service Inc of Sacramento, CA, Ecolab Equipment Care of St. Paul, MN and Whaley Foodservice of Lexington, SC, on their recent recertifications. Certified CFESA companies must recertify every three years in order to maintain certified status.

NEW CFESA HEADQUARTERS ADDRESS

Please update your mailing list to reflect the new CFESA Headquarters address:

CFESA
PO Box 77139
Greensboro, NC 27417

INDUSTRY NEWS

CHIPOTLE TACKLES FOOD ISSUES WITH INTERACTIVE GAME

Chipotle Mexican Grill launched “The Scarecrow,” an arcade-style adventure game for iPhone, iPad, and iPod touch, along with a companion animated short film of the same name.



Both the game and the film depict a scarecrow’s journey to bring wholesome food back to the people by providing an alternative to the processed food that dominates his world. The game and the film were created in partnership with Academy Award-winning Moonbot Studios and CAA Marketing, a division of Creative Artists Agency.

The game is available for free download in the Apple App Store, and the short film can be viewed at scarecrowgame.com.

Source: QSRMagazine.com

INDUSTRY NEWS

HEALTHY DINING FINDER GOES MOBILE

As the restaurant industry adapts to smartphones and other mobile technology to meet the needs of on-the-go consumers, one company is making it easier to digitally wade through endless dining options with nutrition and health at top of mind.



Launched in the early 1990s, Healthy Dining began as a book publisher of healthful menu options offered at restaurants in the Southern California region. “That turned out to be, even way back then, really successful,” says Anita Jones-Mueller, founder and president of Healthy

Dining. “People would really read the books for a lot of diabetes education programs and cardiac rehab programs, and weight loss places; then they got into Whole Foods and bookstores.”

Today, the company operates a website, Healthy Dining Finder, that allows users to search for nearby restaurants and view a list of dietitian-approved menu options with nutrition information and a selection of kid-friendly items backed by the National Restaurant Association’s Kids LiveWell program. And as of late November, the Healthy Dining Finder is available in a GPS-enabled mobile format, delivering access to better-for-you food at 60,000 full-serve and quick-serve restaurant locations. Users can filter results by price and distance, as well as alphabetically.

Source: QSRMagazine.com

NRA RELEASES FIRST EVER SUSTAINABILITY REPORT

The National Restaurant Association announced the release of its first-ever sustainability report, which looks at environmentally stable trends and initiatives within the restaurant industry, such as food waste reduction, composting, recycling, and cost-efficient energy solutions.

“Sustainability and waste reduction are increasingly important issues across the restaurant and foodservice industry,” says Scott DeFife, executive vice president,

policy and government affairs, National Restaurant Association. “We have seen incorporation of eco-friendly business practices from large chains to independent operators, as well as manufacturers and other supply chain partners. The National Restaurant Association is working to ensure operators have access to the education, tools, and training needed to adopt successful and cost-effective sustainability best practices into their business models.”

Source: QSRMagazine.com

WHAT’S HOT IN 2014 CULINARY FORECAST CONFIRM SOURCING, NUTRITION TRENDS

The National Restaurant Association’s annual What’s Hot culinary forecast predicts menu trends for the year ahead by surveying nearly 1,300 professional chefs – members of the American Culinary Federation (ACF) – and the results for 2014 are in. The top restaurant menu trends for 2014 focus on local sourcing, environmental sustainability and nutrition - children’s nutrition in particular. These trends have been gaining momentum for several years, indicating that these wider themes influence the national culinary scene.

“Today’s consumers are more interested than ever in what they eat and where their food comes from, and that is reflected in our menu trends research,” said Hudson Riehle, senior vice president of the National Restaurant

Association’s research and knowledge group. “True trends – as opposed to temporary fads – show the evolution of the wider shifts of our modern society over time, and focus on the provenance of various food and beverage items, unique aspects of how they are prepared and presented, as well as the dietary profiles of those meals.”

Get the full results at Restaurant.org/FoodTrends.

Source: restaurant.org



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CFESA has re-committed its intent to become a stronger partner with our NAFEM members. I have also committed to become more involved with FEDA and MASFI. As your president, I will make every effort to attend our Allied Association conferences so as to bring their message to our members. We need to keep our fingers on the pulse of our industry so we can bring this trending information to our members. I will encourage more input from NAFEM and other associations as we plan our conferences so as to provide content useful to all parties.

The following are some action items CFESA plans on accomplishing within the next three years:

1. Expand our marketing campaign to educate our manufacturers about CFESA and also get our brand out to the end user
2. Give clearly defined benefits of being CFESA certified (Technician or Company Certified)
3. Continue to reinforce the "Pride of the Patch" campaign
4. Purchase our new building (H/Q and our "Training Institute of Excellence" before first quarter of 2014)
5. Expand our training schedule from two times per year to possibly 6 times per year
6. Bring on additional trainer's demand to help with our training needs
7. Market our new Training Kitchen to our manufacturing partners to be used as a neutral location to house training classes being Brand Specific
8. Market our facility to other groups to use by MFG Rep groups or chain accounts
9. Create a strategic plan to get CFESA technicians more involved in our association
10. Continue programs that will bring qualified applicants into our industry

CFESA has identified some long term action items that will be on-going:

1. Continue to identify the technology that will enhance our ability to perform our services better
2. Continue to work to make CFESA CERTIFICATION the standard of service expectation
3. Continue to market CFESA as being an association that is inclusive rather than exclusive
4. Continue to develop workshops that teach us how to better prepare for the future needs of our industry
5. Promote the best business practices so we can raise the standard of service
6. Forecast trending hot items to our membership
7. Spotlight CFESA as a must have certification for service excellence

I would like to thank those manufacturers who have already stepped up to commit to supply some equipment for our Training Kitchen. There are many needs into setting up these kitchens and classrooms to meet the needs of our trainers and manufacturers There are many ways to help support our investment in the future of providing the best trained technicians to our industry. Please contact Heather Price or myself, and we can advise you of the needs of this project.

All of our members need to get behind this project to get it moving forward. Once we have completed this "Training Institute", this will be such a strong asset that our industry has needed for a long time to be able to turn out more trained technicians to feed the needs of a strained labor pool.

If we can carry on the enthusiasm that we generated in 2013 about CFESA, I will predict 2014 will be our year to really shine. This will demonstrate that we truly do have our finger on the pulse of our industry.

Regards,

Joe Pierce

PARTNERSHIP TO CREATE A HIGHLY-SKILLED VETERAN WORKFORCE - CAROL MULTACK, VET2TECH

Vet2Tech was formed to meet the needs of the commercial food equipment service industry AND provide employment opportunities for our American heroes – military veterans. Reducing unemployment for our veterans and establishing a knowledgeable and professional base of technicians creates the optimal win-win situation for the commercial foodservice industry. Our immediate goal is to deliver an extremely well-trained workforce of over 1,000 veteran candidates. The intent of Vet2Tech is to offer the premier CFESA: Basic Technician Training in Electric, Gas and Steam course to qualified veterans at no cost. Vet2Tech secures scholarship funding allowing veterans the opportunity to train for new careers as service technicians.

Veterans are the perfect candidates for these jobs. They are accustomed to working hard and smart for the good of an organization. They are adept learners, organized, team players and their integrity is beyond reproach. Given the opportunity they will raise the bar of excellence in the commercial food equipment repair industry. Service companies have an opportunity to fill open technician positions with veterans who exemplify outstanding character and professionalism, thereby raising the level of service to their customers, and veterans have the opportunity to begin new careers in a high-demand, well-respected industry with significant growth opportunities.

Faced with an aging workforce and an increase in demand for qualified technicians, the restaurant equipment repair industry has a great need for qualified technicians. Estimates are that 15,000 jobs are available across the country, right now! The content of the TechU24/7 training program was developed in partnership with the Commercial Food Equipment Service Association (CFESA) and the North American Association of Food Equipment Manufacturers (NAFEM), and is invaluable to this industry. It is the only training program like it on the market.



As of today, there are over 800 companies nationwide anxiously waiting for the technicians who complete this training program; all of them with an expressed interest and desire to hire our nation's returning veterans. These jobs are a pragmatic solution to the jobless rate of veterans and the increasing shortage of technicians in the foodservice industry.

CFESA member companies can participate in the veteran hiring program by simply entering their company in the TechU24/7 database as a proctor site. As part of the hiring initiative, your only responsibility is in proctoring on-site final exams and granting interviews to successful graduates. There are no fees for participating in this program.

To enter your company in the veteran hiring database, please visit: www.techu247.com

To learn more about the Vet2Tech scholarship program, please visit: www.vet2tech.org

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In this industry I know the biggest challenge can be for a Customer Service Rep is getting the right information from the customer when they are placing the service call.

We have all experienced the customer calling in the service request in a hurry and responding to our questions with; it's not working; it's the same unit you worked on last time; don't you have that information in your computer?; and the list goes on.

What all Customer Service reps should know is; you're not who they are angry or upset with. Most generally the customer is frustrated with the situation and not you. It is very important not to have the emotions of the customer dictate your emotions and in turn...fight fire with fire.

Time is so precious to all of us and we move thru the day in such a fast pace that we need to slow down enough to ask the right questions about the equipment and do this with sincere empathy for the customer and their situation. That starts with a smile on your face so your voice matches that emotion. The caller does not need to hear frustration or negativity in your voice because they will pick up on that right away.

Our jobs in the service industry are to deescalate the situation and set the tone (positive) for the call. I am a big believer in identifying yourself on the call with your name and name of business, along with making sure you write down the caller's name so you can reflect back on the name throughout your conversation. This is a very good indicator that you are listening to the caller and acknowledging the importance of their call. Followed by having the customer elaborate and give more concrete detailed information as to what is wrong with the equipment. This is no different than going to see your doctor and giving them all the sordid details about what is wrong with you. You would never tell your physician—I don't know what I am feeling....I don't know why I am here....I don't know...I don't know. Get the point?

If you learn the art of getting the information out of them you will put together the best information that your technicians need to properly diagnose and troubleshoot the equipment along with taking the right parts to match the symptoms of what is wrong with the equipment. This is a process and takes time educating your customers on what information is needed at the time of the call. We are all working towards one common goal, a service call responded to and completed as a first time fix within 24-48 hours.

So what is the best information to get from the customer? Listed below are some of the important basic questions and information to receive when talking a service call:

(Aside from the basics of the business name-address-caller and contact name on site if different then caller.)

- Equipment Type
- Manufacturer
- Model
- Serial
- Is this under warranty?
- Date of purchase and or installation date if warranty

Now the most important part: what is the equipment doing and or not doing for you? If they say it is not working; counter with more questions to dig out of them reasons they may know about what led up to the failure. This information is key for your internal customers: your technicians.

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Now the most important part: what is the equipment doing and or not doing for you? If they say it is not working; counter with more questions to dig out of them reasons they may know about what led up to the failure. This information is key for your internal customers: your technicians.

Ending your service call should be finding out the information your dispatchers and techs will need to know for scheduling and running the call. Ask about avoid times, ask who will be our direct contact at site, and ask where in the building and or where at on the campus the equipment is at. So many times we make the assumption that the tech will know exactly where to go at the location.

Our job is to get clear cut precise directions as to where this unit is at the location especially when you're dealing with large institutions. The technicians appreciate good clear concise information to help them with being the most productive they can be with the calls they have to run for each work day.

Customer service reps can be your company's first impression to your future customers. This needs to be a positive experience for the first impression. Many times we are not given the opportunity to make a second impression so we need to make sure we place an importance on our first impression.

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RFMA SHOW

February 16-18, 2014
Garylord Texan Resort and Convention Center
Grapevine, TX

CFESA REGION 6 MEETING

March 21-22, 2014
Albany, NY

FEDA CONVENTION

March 26-30, 2014
Esmeralda Resort & Spa
Indian Wells, CA

CFESA SPRING CONFERENCE

May 14-16, 2014
InterContintnatl Hotel
Chicago, IL

NRA SHOW

May 17-20, 2014
McCormick Place
Chicago, IL



It wasn't too long ago, back in the late 70's and the early 80s, that computers were something out of a sci-fi fantasy. Something that seemed within reach, but it was not feasible or applicable for our business. If you recall, schematics or manuals originally had to be mailed from the factory and customers on the West Coast were used to waiting a week for the information to arrive. Then came faxes, and pagers, and cell phones. All of which were easily integrated into our business to increase response time, information transmission, and customer service. Then came the advancement of the desktop computer and business software. If you think of how communication has changed in our industry in a relatively short time, you can't deny the fact that soon, you too will have to take the next progressive step of ... going paperless. Yes, you can resist it, but whether you like it or not, it is our industry's destiny.

With the manufacturers and customers wanting more information faster, it is imperative service companies keep up with the demand. We went live over a year and half ago and I want to share from my experience what to expect as you go through the process of becoming paperless.

There are several software proprietors available for our industry, and no matter which platform you choose to go with, you should be able to identify with our company's experience. I urge you to also share your experience with other CFESA members, so they can make more informed decisions during this huge undertaking. As you will soon see, once you commit to this path there is significant time and monetary investment. It is important to note that while some flexibility comes with any of the systems that are available, the plethora of options is daunting when it comes to fine tuning, and not all options are available with every system. The basic set up to get the unit working is feasible, with help, but it is time consuming and it also takes a while to feel comfortable with the process.

The benefits one can gain from going paperless are substantial. Upon implementation and fine tuning of the program we chose, we are now able to:

- Monitor the service orders and their progression from start to finish. This means that every service order captures onsite log times, users entries (techs and office staff), and an incredible amount of information that is unobtainable from paper service orders. Most information is available with just a few clicks of a mouse.
- Eliminate double entry into the system. No more translating "technese" many days after the work has been done and the techs can't recall what exactly happened. All data is already captured and we simply review to make sure it's concise.
- Review and invoice service orders at the time of service, which leads to efficient invoicing, billings, and smoother cash flow.
- Track equipment and equipment history. This assists us in future service and parts calls for our customers and it is extremely beneficial in helping to flag potential warranty situations.
- Service Orders and Parts Orders are never lost or misplaced, Paperwork doesn't get misplaced by a tech, lost in the van, or get attached to another document. Simply put, we are billing out all the orders we take and maximizing revenue.
- See the location of all technicians on a map and route their daily schedules. This results in more efficient routes, giving us the ability to change the schedule and send a new service order with all the information needed to the closest technician by simply adding a schedule task.
- Technicians have access to more data than usual. Customer notes, labor rates, account terms, etc. are available even when the office is closed, enabling the technician to create new service orders, as well as see open service orders for customers. There is less duplication and allows for correct information to be given the customer. A technician can even check invoice history for equipment and parts availability.
- Credit card options: If you choose this option, technicians will have the ability to run credit cards while in the field, and there is even an option to invoice the customer.

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GOING PAPERLESS, CONTINUED

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- Service order notes are entered by the technician. This saves time in researching the status of open service orders and clarifies for end users and factories what was done at a job site.
- Vehicle management through GPS. You can track vehicle locations to help confirm billing times, and to support or adjust labor claims if contested by the customer.
- Save all signed service orders and invoices in digital format. These are saved on remote servers, safe from fire and misfiling. It's easy to retrieve and email or fax documents. This saves physical space. We were even able to turn our former file room into new office space.

Technology can obviously be great, but as with anything that is new and complex, it takes time before it is optimized.

As opposed to the fairly tangible and straight forward simplicity of having people fill out paperwork and get a signature, the paperless route and its many features are more complicated. The unfortunate part of going paperless is that there are negatives, that sometimes seem to rival the benefits. These caveats are as follows:

- The costs do add up. Some obvious costs are the software, hardware, gps, and data plans. Some intangible variable costs to consider is the actual implementation and training, frustration and lost productivity from problems or errors, installation of hardware into trucks, and the management software settings and moving the equipment when you have to shift employees and assets.
- Software glitches do occur regularly. Some take a long time to fix, and even start or return in newer releases.
- Adapting to change. This is a hurdle that you and your technicians will experience. It's especially hard to capture and input the same information the same way from multiple people. Employees have personalities and some accept the new way and some fight it.
- Reviewing the service orders with the technicians prior to getting the customer's signature is necessary. Mainly this is due to the non-conformity of techs to capture and input data. This takes office staff training and time to confirm that we have all the needed information while the tech is still onsite.
- There isn't a set handbook. Since this software is customizable and extensive, there is no set way to navigate from the start to get to where you want be. Apart from the initial implementation and training there is a considerable amount of time consumed managing the software. Every company's journey will be different and going in stages is recommended so you and the staff don't get overwhelmed.
- You need to establish a whole new set of office procedures. The various tasks performed daily, such as: credits, write offs, RMAs, and capturing notes from different departments now need to be put in the right tabs.
- Be prepared for trial and error. Some software works better with different types of tablets, with some tablets being more problematic than others.

A company can't expect to simply purchase the available software and realize the benefits instantly. It takes a lot of hard work by everyone in your organization to make this transition a success. But even with all the costs, frustrations, and negatives that coincide with a paperless solution, the upside is well worth the investment. There are so many benefits and efficiencies that can be gained and you will truly be ahead of the game, and competition. If you are in this business for the long term, as I assume we all are, then how can you not make the investment? Don't rush into it though; ask a lot of questions, prepare yourself and your employees through training, and be prepared for a tumultuous ride. In the end, you'll be glad you made the change.

EVERY GOODBYE BRINGS A NEW HELLO - MICHAEL BUELOW, MANITOWOC FOODSERVICE



After 14 years with the Manitowoc Company I have decided to pursue a new direction. The last 12 years have been spent in the Aftermarket segment and I have thoroughly enjoyed every minute of it. First I want to say thank you to CFESA and all of its members whom I have had the pleasure of working alongside for the last 12 years. How lucky I am to have something that makes saying goodbye so hard. Once again the kindness, openness, and professionalism of the CFESA organization has shown through as they have provided me this opportunity to publish a few last words and I thank them for that.

All of you should be proud to be part of such a positive and professional organization, clearly the best service companies in the world are a part of it. The commitment to put the customer first and even collaborating with your competitor at times to accomplish your goals is a true testament to the CFESA organization. I will always remember with great pride and admiration the professional, dignified, honest, direct, and ethical manner in which CFESA has conducted itself.

I have been asked by many over the years about how did we (Enodis/Manitowoc) manage to build such a powerful, strong, professional, and capable third party network. Recently I have taken some time to reflect on this question and I think the answer is quite simple actually. Many toss the word partnership around loosely and I use it myself too often without really defining what is meant by it. What I really mean by partnership is to treat your partner as a customer. Treat them with respect, honesty, integrity, and listen to what their needs are first. If you do those things you will build a true partnership and you will earn their trust. It is not something that happens in a week or two but takes years of dedication and commitment.

I want to say thank you to each and every member of CFESA for your partnership over the years, it was truly an honor to work alongside you to ensure the businesses who feed the nation were up and running every day. I truly enjoyed the travel, hours of meetings, conferences, conference calls, dinners, lunches, breakfasts, and bar time over the years where true partnerships were formed and good work was accomplished. It was a tremendous honor to receive the Elwood Hawkins award during the recent CFESA Conference and again words alone cannot express my feelings so I am left with a simple thank you and a sincere feeling of friendship and appreciation.

There will be many more challenges in the future and I am confident that CFESA is making the changes they need to in order to face them head on as you have for the last 50 years.

I will take all these special memories with me as I move forward. Please remember that every goodbye brings a new hello.

I wish you all the best.

Michael Buelow



Ecolab's Equipment Care division has a significant number of women working in technical areas that are generally dominated by men. Women in Equipment Care play vital roles in our business as Technicians, Technical Diagnostic Support Associates and District Managers, to name a few. This adds up to a very different perspective on the way we do business.

Recently we had a conversation with Carolyn Blyznuik, who leads the 20 technicians out of our Philadelphia branch, to find out what it's like to be a woman working in the field. Carolyn is one of the four female District Managers working for us throughout the country.

With a chuckle Carolyn responded, "The best part, of course, is not waiting in line for a restroom when we have company meetings. But in all seriousness, it also means being the minority on a daily basis and in my case, managing a group of all male technicians while reporting to male bosses, which has its own challenges. Being a woman working in the field of the Equipment Care Division, however, brings another set of challenges. As a woman, you need to be mentally tough. There will be people that tell you a woman will not make it leading men. There are men that are resistant to having a woman as a leader. There are customers that have said, "Let me speak with the man in charge." There are the "boys clubs" which you are not invited to be part of and, of course, there are the unwanted comments and/or advancements. Nevertheless, I have always found that if you remain professional and respect others, you will be a respected leader. You treat others the way you expect to be treated. I believe that my success is dependent upon helping others to reach their full potential and supporting, counseling and encouraging each of them to do just that. If they are not successful, as a District Manager, I have failed."

"When I started my career over 22 years ago with Ecolab, I found our service technicians really loved their jobs. They enjoyed teaching me how things work and they took pride in being able to get a customer's equipment running the way it should. Right away, I knew I wanted to learn more. I was lucky to have people with vision that believed in me and supported the diversity that is so important at Ecolab today. My first boss was an experienced engineer who taught me more than you can imagine. However, most of my experience came from service technicians that came in to our parts counter to purchase parts."

"Ecolab's leadership knew that by bringing people of different backgrounds together, we would have diverse perspectives and ideas that always make a company stronger. This made it possible for me to attend every technical training that we held in-house and also some factory training.

Ecolab believes in supporting all employees through the talent pipeline and helping them to reach their goals. We look for the opportunity to hire women in our division, to get them interested in careers in the technical service end of our business and we empower women through mentor programs to do just that.

"Looking back, when I was a small child, I wanted to be a mother. Then in high school, I realized I wanted a career. When you look at these choices, you realize they are much the same. You start early in the morning and end late at night some days. You nurture, you teach and you learn. As one of the few women in the service industry, I strongly urge you to encourage other women to look into the technical fields. It is the best of both worlds!"

The Education Committee has recently implemented a number of changes to the Certification program in response to suggestions and concerns. Please take a minute or two to become familiar with these changes that will be in effect the next time you administer a Certification test.

Since the inception of the electronic testing program, some companies have been concerned about administering the online Certification tests because their technicians were not permitted to return to an answered question to review and change their answer. In response to that concern, we have been working to create a secure, but more flexible environment in which the electronic tests can be taken.

In the updated version of the tests, a question must still be answered before moving forward to the next question; however, a technician may return to previously answered questions at any time by pressing the back button. An answer can be changed simply by making a new selection.

Another concern was the type of browser that could be used to take the tests. The updated version can be taken on four of the most popular browsers: Internet Explorer, Google Chrome, Firefox, and Safari. We still advise using a hardwired computer as there is a greater chance of interruption when using wireless service. As always, if there is an interruption to service and the test closes, call headquarters and we will reset the test for you.

Booklet tests will still need to be ordered at least 10 working days in advance; however, the proctor may now give the test anytime from when the materials are received up to and including the date stated on the test registration form. The test must be mailed no later than 3 days after the scheduled test date or the test will be void and the fee will be forfeited. The booklet tests will be mailed from headquarters approximately 10 working days before the scheduled date, which will give most companies a five to seven day window in which to administer them.

Each proctor is responsible to sign, date and return the proctor instruction sheet with the remainder of the testing materials in the provided envelope. The return envelopes in the packet are now being stamped with a return date; however, the information on the proctor sheet will be used to record the testing date.

Thank you for the helpful suggestions from the membership and continued leadership of the Education Committee as they undertake the task of improving the testing program for 2014.



COMPANIES WITH TECHNICIAN CERTIFICATIONS IN SEPTEMBER & OCTOBER 2013

AUSTON MEALER RESTAURANT
EQUIPMENT SERVICE

FESCO

R&B COMMERCIAL SERVICE

COMMERCIAL KITCHEN PARTS &
SERVICE

GANA-A'YOO SERVICE
CORPORATION

REEDY EQUIPMENT SERVICES

COMMERCIAL PARTS & SERVICE INC

GENERAL PARTS LLC

SERVICE SOLUTIONS GROUP

COMMERCIAL REPAIR SPECIALISTS
INC

GOODWIN TUCKER GROUP

TECH-24

CONSOLIDATED APPLIANCE
SERVICES

H&M FOOD EQUIPMENT SALES &
SERVICES INC

TOWN CENTER INC

VALLEY SERVICE INC

CSI COMMERCIAL SERVICES INC

HAGAR RESTAURANT SERVICE INC

HITECH COMMERCIAL SERVICE

DUFFY'S EQUIPMENT SERVICES

JENSON REFRIGERATION INC

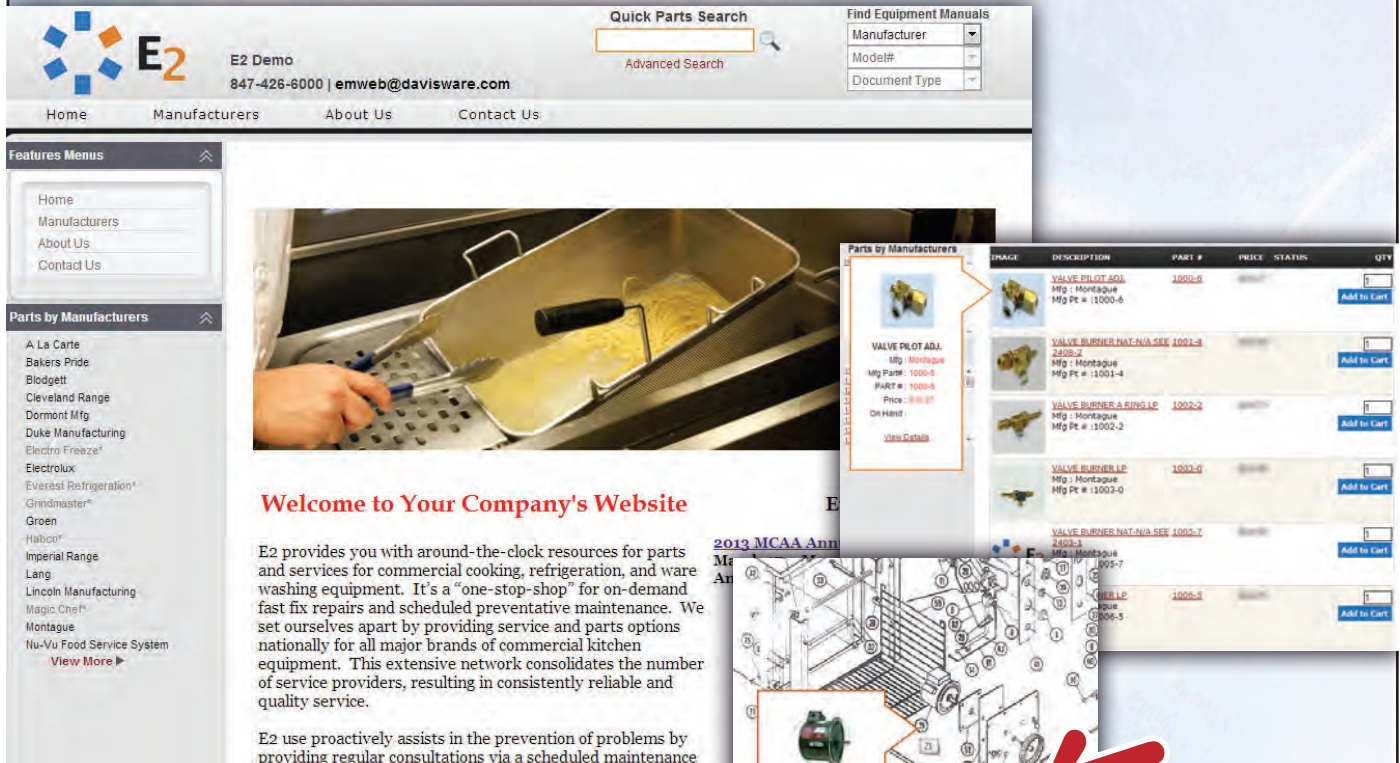
ECOLAB EQUIPMENT CARE (GCS
SERVICE

NOVATION COMMERCIAL SERVICES

To support quality service, CFESA has a program in which technicians are tested and certified only upon successful completion of an exam. Our technicians are awarded seals of excellence in electricity, gas, steam or refrigeration and given certificates noting their CFESA Certified Technician status in that area. Once a technician has passed 3 of 4 tests, they are awarded a Master Technician Certification. The CFESA Certified Master Technicians are among the most knowledgeable technicians in the industry. Restaurant owners and foodservice managers alike recognize the value of a highly educated technician when they request a CFESA Certified Technician to perform their maintenance and repairs.

If you are interested in having a technician test in the area of Electric, Gas, Steam or Refrigeration you may visit the CFESA website and download the CFESA testing forms, proctor guidelines and other important documents that relate to the CFESA testing programs. As a reminder, we now offer Online Testing for your convenience. **Be sure to indicate on the form if you wish to have your technicians take the test using the booklet or online.** You may also contact Testing Administrator Linda Riley at CFESA Headquarters at 336.346.4700 or via email at lriley@cfesa.com.

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




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2013 MCAA Award

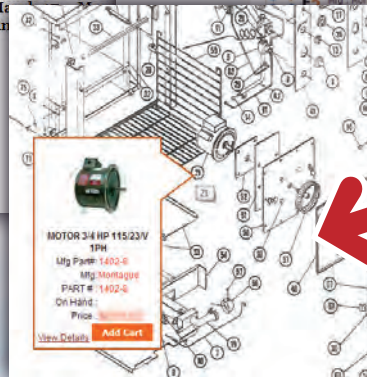
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	VALVE BURNER NAT-NVA SEE Mfg : Montague Mfg Pt # : 1000-4	1000-4		On Hand	<input type="text"/>
	VALVE BURNER & RING LP Mfg : Montague Mfg Pt # : 1002-2	1002-2		On Hand	<input type="text"/>
	VALVE BURNER LP Mfg : Montague Mfg Pt # : 1003-0	1003-0		On Hand	<input type="text"/>
	VALVE BURNER NAT-NVA SEE Mfg : Montague Mfg Pt # : 1000-7	1000-7		On Hand	<input type="text"/>
	VALVE LP Mfg : Montague Mfg Pt # : 1000-5	1000-5		On Hand	<input type="text"/>

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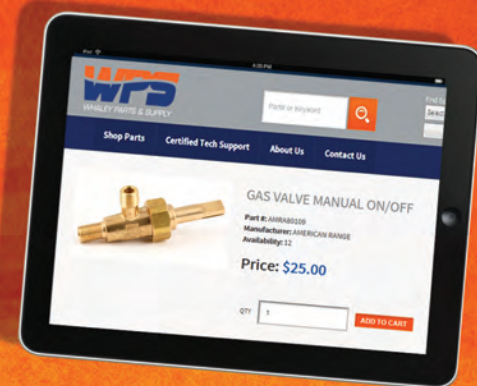


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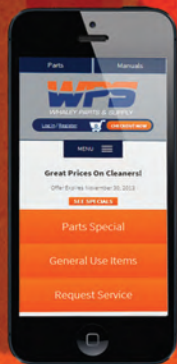
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