



ON TARGET

OFFICIAL PUBLICATION OF THE COMMERCIAL FOOD EQUIPMENT SERVICE ASSOCIATION

NOVEMBER & DECEMBER 2014

CHANGE IS CONSTANT

BY: CFESA PRESIDENT PAUL TOUKATLY

2014 YEAR IN REVIEW

BY: CFESA EXECUTIVE DIRECTOR HEATHER PRICE

SPRING CONFERENCE INFORMATION

TIME TO RE-CERTIFY YOUR TECHS!

CSI SUCCESS STORY

BY: BRAD EARNHARDT

CHANGING FACE OF TECHNOLOGY

BY: PAUL MORRISON

REGIONAL MEETING RECAP

Best Replacement Solution



Disposers and adaptors in stock
for same day shipment



Replacement of any brand with a Salvajor Disposer is fast and easy using a Salvajor Adaptor Mounting Kit. Making the change to a Salvajor will give Better Results for your customer and a Better Profit for you.



m.salvajor.com for
Product Video
Specifications
Full Product Line



Horsepower:
 $\frac{3}{4}$, 1, 1½, 2

Horsepower:
3, 5, 7½

DISPOSERS • FOOD WASTE SCRAPPING SYSTEMS • FOOD WASTE COLLECTING SYSTEMS

Contact Salvajor today to learn more.

salvajor.com • (800) SALVAJOR

SALVAJOR®



ON TARGET

ON THE MENU

THE PRESIDENT'S GAVEL	4
EXECUTIVE DIRECTOR'S MESSAGE	5
MEMBER & HEADQUARTER NEWS	6
INDUSTRY NEWS	8
SPRING CONFERENCE INFORMATION	10
RE-CERTIFICATION INFORMATION	11
CFESA REPRESENTED AT ROAM 2014	11
CSI SUCCESS STORY	12
CHANGING FACE OF TECHNOLOGY	13
REGIONAL MEETINGS RECAP	14
INDUSTRY CALENDAR	17
COMPANIES WITH TECH CERTIFICATIONS	18

ADVERTISER INDEX

SALVAJOR	2
ECOLAB	9
DAVISWARE	19
WHALEY FOODSERVICE	20

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 2014. Lock in your price and lock out your competition. If you have any questions regarding advertising, content or need further information contact Justin Chew at CFESA Headquarters: Toll Free 877-414-4127 or via email at jchew@cfesa.com.

Commercial Food Equipment Service Association

3605 Centre Circle • Fort Mill, SC 29715
336-346-4700 (p) • 336-346-4745 (f)
www.CFESA.com



“The only thing that is constant is change.” We’ve all heard that. As I started this article, I began to wonder where that came from. It’s attributed to the Greek philosopher Heraclitus, who was born in 0534. I guess that even in his day life was ever evolving.

In our personal lives we all experience change. Our friends, our families, our jobs, our surroundings, all our external influences work to make internal changes on us. I don’t know anyone, including myself, who is the same person now than they were when they were eighteen years old. Some speak with great fondness of their younger years, but I wonder if they were really that great, or if we have conveniently forgotten the bad parts.

I believe the same is true for our businesses, we don’t remember the difficulties, only the good times. Sometimes changes are so subtle that we don’t realize they even happened. Think back ten years ago to how you did business, (actually think back five years, or just two years) and tell me you are not different now than you were then. Meeting and exceeding customers’ expectations involves constant internal improvement. Your businesses may appear the same on the outside, but I’m betting there have been significant changes backstage.

A great many of the changes we’ve made to our businesses have been of our own doing and those, are always easier to swallow. Let’s face it, if it was my idea, it must be genius! The tougher change to make is always one that is brought on by outside forces. Those of us that have survived have either found a way to roll back those outside changes, or adapted our business to them.

We are now faced with a number of industry changes, listed below are a few, but certainly not all of them.

Extended Warranties: What will be the long term affects of extending manufactures warranties for three to five years? The consequences of this new model will change not only service companies, but also manufactures. The effects will also be felt by end users who, after all, are the ones who ultimately pay for them.

Changing parts discount structures: How will a change to parts discounts offered to manufactures authorized service agents affect our ability to provide high quality service? Can we make up the losses in parts sales through increases in our warranty labor rates? How will those losses affect our street rates? If raises are necessary, will we be pricing ourselves out of the market?

Third party service providers: Although they have been around for a while, they seem to be more prevalent now. How does dealing through a third party change my

Continued on page 17





The 2014 year brought a tremendous amount of change and growth for the association. It is hard to believe that we are in the last few months of the year and that 2015 is right around the corner!

With a new President, Board of Directors and new committee chairs the action items are being completed more efficiently and with more support from the membership.

The association now has its own world headquarter and global training center, and is in the process of starting the renovations to the training rooms. We are excited about this endeavor and the opportunities that it will provide to host meetings/ trainings for the manufacturers, allied associations and members at the facility. The first training class was held in October and we look forward to hosting the EGS class in March of 2015. We wish to thank all of the sponsors and encourage those who wish to become a sponsor to do so by the end of the year to help us meet our goal!

The marketing committee had success this year with the new CFESA booth design and the proud member signs displayed during the NRA show in Chicago, and will continue this trend for future trade shows.

Education Training has been hard at work on the water quality training and will be introducing it for the 2015 training year. Changes to the CFESA Technicians Certification program are finalized and further details can be found in the committee updates section of this publication.

Members of the membership services committee surveyed the membership for their input on the annual conferences. This input led to record breaking attendance during the spring and fall events for 2014, along with the initial meeting of the YEC (young executive council).

The conference mobile app and the integration of a responsive website are projects the business technology committee had a hand in completing

CFESA Cares continued to work with RFMA Gives and is completing a project in California, and will review information to support the NRA's Educational Foundation in the future.

Regions 2, 5 & 6 held successful meetings this year, bringing together members for educational sessions and networking opportunities. We thank those who hosted the meetings. For more information on hosting a meeting in your region please contact hprice@cfesa.com.

These are just a few of the projects that were accomplished this year, as we look towards a full list of action items yet to work on. I wish I had a crystal ball and could tell all of you what 2015 will bring, but unfortunately that is not the case.



MEMBER & HEADQUARTER NEWS

NEW CFESA MEMBERS

Join CFESA Headquarters in welcoming 4 new Affiliate members, 1 new Voting members and 1 new Associate member to CFESA.

NEW AFFILIATE MEMBERS

ALEXANDER EQUIPMENT

PO Box 25165, Winston Salem NC 27114
336-765-8950
David Alexander
dalexander@alexanderequipment.com

FOOD EQUIPMENT SOLUTIONS, INC

5775 East Cork St, Kalamazoo MI 49048
269-349-6767
Scott Vandersloot
scott@hobartkalamazoo.com

RELIANT ELECTRICAL SERVICE INC

650 N Rose Dr #405, Placentia CA 92870
714-321-8753
Spencer Oborn
spencer@reliantelectric.org

SPEED CONSTRUCTION SERVICES, INC.

6800 SW 40 St #241, Miami FL 33155
305-262-5252
John Hernandez
john@speedconstructionservices.com

NEW VOTING MEMBER

F.R.I.E.S - FRANCIS RESTAURANT INDUSTRY EQUIPMENT SERVICES

6-295 Queen Street East, Suite 346
Brampton, ON L6W4S6
905-838-2060
Anthony Francis
tfrancis@friesinc.com

NEW ASSOCIATE MEMBER

ANGELO PO AMERICA INC

427 Sargon Way, Suite E, Horsham, PA 19004
215-323-4917
Jack Kramer
j.kramer@angelopoamerica.com

RECERTIFICATION NEWS

CFESA congratulates AIS Commercial Parts & Service of Pittsburgh, Inc. and Daubers, Inc for their CFESA recertification. Certified CFESA companies must recertify every three years in order to maintain certified status.

CFESA MEMBERSHIP INFORMATION

The CFESA Membership Reinvestment and Directory Update forms arrived in your Inbox earlier this month. Please make sure your information is filled out how you would like it to appear within the directory.

Mark Your Calendars:

December 31, 2014: All membership dues and past payments must be submitted to CFESA headquarters.

December 31, 2014: Spring conference registration and room block closes. <http://bit.ly/CFESASpring2015>

REGION 2 & 5 MEETING INFORMATION

Big thanks to both Region 2 and Region 5 for hosting the fall regional meeting this past month. If you would like to get involved next year, please make sure to visit the CFESA Region page for information on hosting & attending. Read more about the regional meeting later in this edition of On Target.

JOHN SCHWINDT JOINS CFESA BOARD OF DIRECTORS

Brock Coleman has resigned his position on the CFESA Board of Directors. John Schwindt will fill this position.

MEMBER & HEADQUARTER NEWS

John is currently with Hawkins Commercial and can be reached at johns@hawkinscommercial.com or jschwindt@cfesa.com. Please welcome him aboard!

PASSING OF TOM GREENWALD - TOP O' TABLE / ZINK FOODSERVICE GROUP

It is with great sadness that we announce the passing of longtime MAFSI Member, Tom Greenwald, Top O' The Table/Zink Foodservice Group, Columbus, Ohio.

Tom died unexpectedly of natural causes on November 8, 2014, while at his Arizona home cheering on his favorite football team, Notre Dame.

Tom got his start in the foodservice supply industry in 1971 with E.A. Hinrichs & Company, as a dealer sales rep selling tabletop installations. Also in 1971, Stan Rose started a manufacturer's rep agency called Top O' The Table, Inc. which would come to be Tom's legacy in the industry. In January, 1978, Tom joined Top O' The Table as an outside sales rep personally covering Ohio, Kentucky and West Virginia as his territory. In 1985, Tom and his partner, John Pusey bought Top O' The Table, Inc. from Stan Rose.

ECOLAB OPENS DOORS OF NEW MANUFACTURING FACILITY IN SINGAPORE

Nalco Champion, an Ecolab company, has opened a new manufacturing plant on Jurong Island, Singapore. The new 106,000-square-meter site will supply chemistry solutions for oil and gas companies in the Eastern Hemisphere, helping to increase delivery speeds to customers.

"This new site provides us with an important competitive advantage that will enhance our service to customers and promises to support continued growth for Nalco Champion," said Steve Taylor, Ecolab executive vice president and president, Nalco Champion. "The facility features the latest production technologies to ensure consistent quality and safety performance, and will be staffed by knowledgeable and well-trained employees."

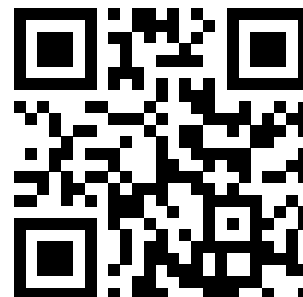
BALTIMORE BASED EMR HONORS PRESIDENT ROGER KAUFFMAN FOR 50 YEARS OF SERVICE

Electric Motor Repair Company (EMR) announced today that Roger Kauffman is the company's longest-tenured employee. Kauffman began his career at EMR in 1964 when he was hired to fix household appliances, including electric razors and window fans, and 50 years later he is the company's president. EMR's executives and staff celebrated Kauffman on September 27, 2014, during an award presentation at Gunpowder State Park at the company's annual cookout.

"I am truly honored to be recognized for my time with EMR over the past 50 years," said Roger Kauffman, president, EMR. "It has been a joy to get up each morning and come to work no matter what my task has been. I must add that our longevity, growth and success have been possible only through the efforts of everyone within the company, both past and present. EMR brings a group of highly trained technicians and support staff to the commercial cooking, refrigeration and industrial markets throughout six states. Despite the company's more than 85 year history, we've only just begun and are looking forward to expanding our services in the mid-Atlantic region."

YOU STILL HAVE TIME TO SPONSOR CFESA WORLD HEADQUARTERS AND GLOBAL TRAINING FACILITY

Everyone here at CFESA would like to thank all of the members that have donated to the new training facility. If you haven't had the chance to donate yet, you can head over to <http://bit.ly/CFESAchoice> or scan the QR code.



INDUSTRY NEWS

EDUCATION AND TRAINING COMMITTEE UPDATE

The Education and Training Committee is excited about the launching of our new Water Quality Training curriculum. The water certification will be added to our existing training platform for the EGS classes.

This module has been very time consuming in getting all the information condensed down to fit within our curriculum. The goal of the Ad-Hoc committee has been to create a course that will teach how water affects the equipment that we service and identify the cause of failure. We need to first have knowledge about water problems in general, and then be able to identify a specific problem and give the customer the solution on how to resolve his water treatment issues.

I want to thank Joe Birchhill, Steve Craig and Jason Riken as well as Bill Hagar for all the hours they have put into this project to finalize the course so it can be launched.

The next update, I'm excited to bring to our members, is that CFESA is preparing to launch testing on demand. To put it simply, you will soon be able to order a certification test for one of your employees the same day you want them to take the CFESA test. You will no longer have to schedule the test 10 days in advance. Members will be required to pre-pay for the test and then a code will be given to access an ordered test. Members will be able to schedule any time when it is convenient for the proctor and technician. The Education Training committee hopes this on demand approach to testing will assist your efforts to get your techs tested.

CFESA will soon be distributing new Certificates of Certification for the successful passing of the Certification exams and redesigned Certificate of Completion for attending the EGS, Refrigeration and Management courses. These updated versions of the Certificates will make it more difficult to duplicate the documents and easier to identify the original categories of each certificate at a glance.

Lastly, the Tech Train manuals for Electric, Steam and Refrigeration have recently been updated. Bob Barasch and his team, are currently working on the Gas manual and it will be available shortly.

On behalf of the Education / Training Committee, I want to give Mr. Barasch and his team a special "Thank You!" We, on the committee, know how difficult it is review and update information with current changes and technology being used in today's workplace.

Education & Training Committee,

Joe Pierce/ Co- Chair
Joe Birchhill / Co.-Chair

BIG RESTAURANT CHAINS SPEED UNIT GROWTH

The 500 largest restaurant chains in the U.S. are on track to grow 2.3% over last year based on the number of units, according to Technomic. Full-service eateries will see the biggest unit growth in Asian concepts, seafood eateries and steakhouses, the report said, while Asian and noodle concepts will lead growth in the limited-service sector.

Source: NRA Restaurant Smart Brief

ARBY'S CEO: WE'VE HAD 16 STRAIGHT QUARTERS OF GROWTH

Arby's CEO Paul Brown said the chain of 3,200 U.S. restaurants has posted 16 straight quarters of same-store sales growth since it was taken private by Roark Capital Group, a private-equity firm. One reason is the new menu items Arby's has introduced, according to Brown. "We can get food now that we couldn't get even five years ago in a fast environment. That's waking people up to what you can get for a good price," he says in this interview.

Source: NRA Restaurant Smart Brief

PartsXpress

THE RIGHT PARTS ON TIME. EVERY TIME.

YOUR BENEFITS

- Reduce your replacement parts costs
- Fast shipping and delivery ensure quicker equipment repair and less costly down time
- Save management and crew or maintenance time with easy online ordering



OUR SERVICE

- 40,000 parts on our websites from over 400 OEMs
- Easy parts search and ordering process
- Dedicated PartsXpress specialists at your service
- Over 80,000 OEM service and maintenance manuals for your reference
- VIP portal for customer specific pricing

Contact us to order parts:

1 800 822 2303
PartsXpress.ecolab.com
PartsXpressVIP.ecolab.com



Equipment Care

SPRING CONFERENCE INFORMATION



WHEN:

TUE, FEBRUARY 17, 2015 -
WED, FEBRUARY 18, 2015

ROOM BLOCK:

CFESA2015

BOOK BY DATE:

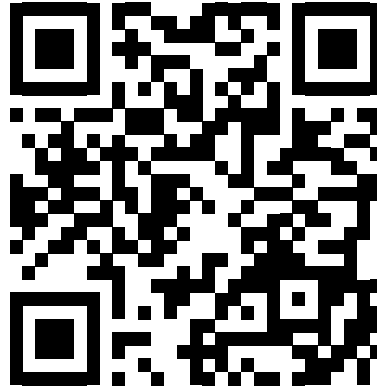
DECEMBER 31, 2014

BOOKING PHONE NUMBER:

714-750-4321

WEBSITE:

[HTTP://BIT.LY/CFESASpringHotel](http://bit.ly/CFESASpringHotel)



WHERE:

THE ANAHEIM HILTON
777 W CONVENTION WAY
ANAHEIM, CA 92802

CHECK-IN:

2:00PM

CHECK-OUT:

11:00AM

ROOM RATE:

\$225 PER NIGHT

CFESA is excited to announce that this year's Spring Conference will take place in Anaheim, CA from Tuesday, February 17, 2015 - Wednesday 18, 2015 (2 days) leading directly into The NAFEM '15 show. Make sure you register today by scanning the QR code below or head over to bit.ly/CFESASpring2015. While you are registering, make sure you book your hotel room before the December 31, 2015 cutoff date!



When registering for the NAFEM show bit.ly/NAFEMReg select CFESA15 from the "source code" field.



Would you also like the opportunity to receive a complimentary badge as well as a possible \$500 scholarship to attend the NAFEM show? Head over to bit.ly/NAFEMScholar to find out more.

ONLY 1 MONTH REMAINING TO RE-CERTIFY YOUR TECHNICIANS FOR 2014

BY: LINDA RILEY

Recertification takes place every fifth year from the original anniversary date of passing a test. If your technicians' cards read 2014 next to any of the listed certifications, it indicates the technicians either passed their tests in 2009 or they last re-certified in 2009 (originally certifying in 2004). These technicians' re-certification documents are due this year. If the documents are not submitted to CFESA this year, the certifications will become expired and the technicians will need to retest in the areas that are due in 2014. You have until December 31, 2014 to submit the necessary paperwork to CFESA.

The documents you will need to send to CFESA are two certificates of continuing training classes and/or online courses for each of the certifications that are due this year. Examples of continuing training would be: Manufacturer, Ignitor Labs, technical schools, etc. To re-certify in 2014, these classes would have been taken between 2009 and 2014 and must pertain to the certification that is being updated.

Proof that is acceptable would be the signed certificates many instructors give out at the end of a course or that can be printed at the end of an online course. If an instructor does not give out certificates, your company is responsible to contact the instructor to have them submit an attendance list that includes the dates, and topic of the course and Company providing the training as well as the signature of the instructor. This list should be emailed from the instructor directly to Linda Riley (Lriley@cfesa.com). If you have any questions regarding recertification, please address your concerns to Linda Riley. She is in the CFESA Head Quarters office, Monday – Friday; 7 AM to 3 PM, EST and can be reached at (336) 346-4700, opt 3.



CFESA REPRESENTED AT THIS YEAR'S ROAM CONFERENCE

BY: CAROL MCNEAL

The 2014 ROAM Conference was in San Antonio this year for its annual two day conference. This event is specifically for those that either own and/or operate a food truck or are interested in owning and operating one. This was the 2nd year for this conference. Last year, the inaugural conference was held in Oregon.

Commercial Kitchen Parts & Service located in San Antonio, represented CFESA with a table at the exhibit portion of the conference. They were one of the 30 or so exhibitors in attendance that had products or services that cater to the food truck segment of our industry.

Additionally, Carl McNeal, Commercial Kitchen's Director of Sales, was a guest speaker at the workshop portion of the conference during the second day. The topic: "Trucks-ALL of the costs". This eye opening session exposes the REAL costs of not only the truck but everything to get you ready and prepared to launch your business.

Carl spoke about the value of using OEM replacement parts and CFESA Certified Technicians. Many first time truck owners fail to consider the food service equipment maintenance and assume anyone can work on it and any part can be used in the repair process. Attendees were given the 2014 CFESA Membership Directory and encouraged to contact the CFESA company in their area for parts, service or advice.

Our industry continues to evolve and change and this is just one more way CFESA makes a positive difference.



To read more about the ROAM Conference or learn more visit: bit.ly/CFESAROAM

CSI SUCCESS STORY

BY: BRAD EARNHARDT OF COMMERCIAL SERVICES INC

CSI, Commercial Services Inc., is a commercial kitchen equipment service company located in St. Louis MO. It was started in 1993 by Doug McDaniel, a former GCS tech who wanted to try it on his own.

I purchased CSI from Doug in 2002. At the time we had five technicians an office manager and a handful of fairly decent accounts. My intention was to grow the company. I knew where I wanted to be and needed to learn how best to get us there.

So how do you grow a service company?

We were listed in the yellow pages and our vans had the CSI logo and phone number displayed. Our technicians were well received and we had good relationships with our existing customers.

Back then, web sites were becoming popular so we purchased a URL address and had a CSI site created listing all the pertinent information a potential customer would need to find and research us.

We were holding our own but something was needed to take things to the next level.

In 2004 I hired a salesperson to hit the streets and go after some of the big / desirable accounts in the St. Louis area. We had the right attitude but we still needed a few more of the right tools to get us to the next level.

It became apparent that if we were going to land the local hospital, casino, university or school district type accounts that we were looking for, we were going to need more to offer. We hadn't arrived yet.

I'm not going to say that the day we joined CFESA the phones began to ring off the hook but it did provide us with a direction.

Like any organization you will only get out of it what you put into it and following the CFESA guidelines would be quite a commitment.

Continuous education for technicians is a must for any service company and CFESA provided the opportunity to train, test and measure our improvements.

Attending CFESA conferences is the ultimate networking opportunity. It was beneficial to be able to compare notes with other service company owners, some who were many times larger than we were. You can learn a lot from the seasoned veterans. The CFESA conferences also provided us with the opportunity to meet with key kitchen equipment manufacturing representatives.

Our efforts to continue to improve the level of service that we provide to the St. Louis Market didn't go unnoticed and soon we were discussing warranty service work, parts stocking, new equipment installation, roll-out programs, and on site technician training with various kitchen equipment manufactures.

With time we began getting calls from the hospitals, universities, casinos and school districts that we were looking to do business with. We were moving to the next level.

The continued success at CSI didn't happen overnight and certainly included a lot of hard work and some good decisions. Our CFESA membership and our commitment to participate has provided us with the opportunity to stay in touch with our industry and has played a large role in helping us position CSI as a major player in the St. Louis



Scott Logsdon, CSI / CFESA Master Technician & Brad Earnhardt, President / Owner of CSI

BY: PAUL MORRISON OF TWC SERVICES, INC

It may seem cliché to declare that technology has changed the industry more during the past decade than at any other time in the history of the industry but, nevertheless, that certainly seems to be the case. Actually, a decade is a long time when you're having a discussion about technology, so I'll go as far as to assert that it's changed the industry more in the past five years than at any other time in our industry's history.

In simpler times, the customer would call us when there was a problem, we'd dispatch a technician, make a repair, send an invoice and the customer would pay us. If you're working with customers that have a single location or just a couple of locations, then this might still be the course of action but for most of us, times have changed.

When I started in the industry almost 20 years ago, the fax machine was state-of-the-art technology, and our technicians all had pagers and a pocket full of change for pay phones. In 1995, we were all excited to get email for the first time and at about that same point, our technicians all received cell phones.

Fast forward to 2014, and our technicians have iPads, laptops, smart phones, GPS... and a completely different set of communications guidelines. Gone are the days of show up, fix it, and then send the invoice. Now customers want our technicians to check in with an IVR (integrated voice response) system, stay under a \$300 to \$400 not to exceed amount, and capture more equipment information so that third-party facility management software can track service history and identify potential callbacks. All of this technology also means that our technicians have a whole new set of distractions. Spouses, friends, other technicians and the office now routinely interrupt them as they try to diagnose and repair the customers' equipment. How this increased accessibility has affected our technicians' productivity is another topic in itself.

The rules haven't only changed for our technicians; they've changed drastically for the back office as well. We now must update the status of work orders on our own system as well as on third-party software, enter equipment service history information, upload pictures, enter quotes and invoices, resolve disputes, as well as update insurance certificates and other contract information. All of this activity increases the overhead burden on the contractor and puts pressure on our profits.

At last count, our company interacted with over 30 facility management software programs such as Corrigo, Office Tracks, Service Channel, Facility Source, Ariba, Maximo, etc. Each program is different and creates its own set of challenges for the contractor. Some software providers allow us to automatically upload information while others force us to manually enter the data. One such software

company even boasts on their website that they will save the customer \$25 per invoice by getting us to enter it online for them rather than them having to pay an accounts payable person to do this.

From the customer's perspective, it's easy to see the advantages of third-party facility management software. Recently I was speaking to a facility director of a restaurant chain. He was in charge of 470-plus locations across the country and had a staff of four people in his department. He responded to 400-plus emails a day related to service requests – everything from parking lot repairs, roof leaks, grease traps, HVAC and refrigeration to commercial cooking equipment service. He dealt with dozens of contractors as well as restaurant managers (usually in their late twenties with a focus on short-term results, not the long-term health of their facilities). With limited internal resources, this facility director needed strong partners to be his eyes and ears on the ground and to communicate to him in a way that simplified his life.



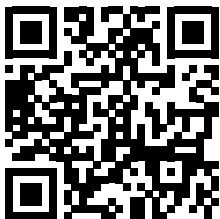
Continued on page 16

REGIONAL MEETINGS RECAP

REGIONAL MEETING 2 RECAP

The region 2 meeting was held at the Pentair - Everpure facility in Hanover Park, IL on Monday, October 13, 2014. In case you missed it, some of the topics that were covered:

- CFESA Headquarters Building News
- Craig Szczuka remains Regional Leader
- Justin Eichenauer is named co-chair
- Pentair/Everpure facility tour
- CFESA Fall Conference Discussion & Feedback
Marketing Committee
- Discussed concerns regarding lack of knowledge surrounding CFESA organization by employees
- Discussed need for both front office members and technicians to be aware of CFESA
- Request for anecdotes for On Target
- Marketing chairs will be inviting other members of the committee to join in on their monthly conference calls
- Jennifer Davis presents on E2, Global Trade, Global Warranty, Tablet based services
- Presentation by Ken Guzel of Ignitor Labs
- Many more topics were covered, please scan the QR code below to learn more

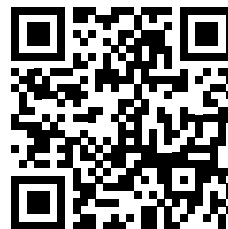


If you would like to find out more or read over the meeting minutes, please scan the QR code below or visit cfesa.com/region2.asp. For information on attending the next regional meeting please visit: cfesa.com/regions.asp.

REGIONAL MEETING 5 RECAP

The region 5 meeting was held at the EMR headquarters in Rosedale, MD on Friday, October 10, 2014. In case you missed it, some of the topics that were covered:

- New service vehicle options and demonstrations
- Vulcan plant tour
- MAFSI sales representative presentation
- Manitowoc New North East Regional Manager presentation
- Presentation from Ignitor Labs
- Equipment installation presentation
- Service vehicle inventory techniques



If you would like to find out more please scan the QR code below or visit cfesa.com/region5.asp. For information on attending the next regional meeting please visit: cfesa.com/regions.asp.

CFESA WORLD HEADQUARTERS AND GLOBAL TRAINING CENTER

SPONSORSHIP OPPORTUNITY

It's not too late to put your sponsorship dollars to work! Make sure you get your donation in before we close this unique opportunity on December 31, 2014. We are currently at half of our goal and need YOUR help to meet our final goal! Check out <http://bit.ly/CFESAchoice> for a live twitter feed and more information on donating.

Manufacturer Sponsorship

Platinum Level - \$7,500

Sponsors also receive:

- Display of Platinum Sponsorship at CFESA HQ
- Display of Platinum Sponsorship on CFESA.com
- CFESA Sponsorship plaque to display at your facility
- Full article in an upcoming *On Target* about your company
- Social Media Spotlight
- eNewsletter Spotlight



Gold Level - \$5,000

Sponsors also receive:

- Display of Gold Sponsorship at CFESA HQ
- Display of Gold Sponsorship on CFESA.com
- CFESA Sponsorship plaque to display at your facility
- Social Media Spotlight
- eNewsletter Spotlight



Silver Level - \$3,000

Sponsors also receive:

- Display of Silver Sponsorship at CFESA HQ
- Display of Silver Sponsorship on CFESA.com
- CFESA Sponsorship plaque to display at your facility
- Social Media Spotlight



Bronze Level - \$1,000

Sponsors also receive:

- Display of Bronze Sponsorship at CFESA HQ
- Display of Bronze Sponsorship on CFESA.com



Manufacturer Sponsor Info
<http://bit.ly/cfesa112>

Member Sponsorship

Platinum Level - \$1,200

Sponsors also receive:

- Display of Platinum Sponsorship at CFESA HQ
- Display of Platinum Sponsorship on CFESA.com
- CFESA Sponsorship plaque to display at your facility
- Full article in an upcoming *On Target* about your company
- Social Media Spotlight
- eNewsletter Spotlight



Gold Level - \$750

Sponsors also receive:

- Display of Gold Sponsorship at CFESA HQ
- Display of Gold Sponsorship on CFESA.com
- CFESA Sponsorship plaque to display at your facility
- Social Media Spotlight
- eNewsletter Spotlight



Silver Level - \$500

Sponsors also receive:

- Display of Silver Sponsorship at CFESA HQ
- Display of Silver Sponsorship on CFESA.com
- CFESA Sponsorship plaque to display at your facility
- Social Media Spotlight



Bronze Level - \$250

Sponsors also receive:

- Display of Bronze Sponsorship at CFESA HQ
- Display of Bronze Sponsorship on CFESA.com



Member Sponsor Info
<http://bit.ly/cfesa113>

CHANGES FACES CONTINUED

Continued from page 13

Third-party facility management software forced his contractors to standardize their communications to him. It made the information he was receiving consistent across multiple contractors and allowed him to track his equipment service history in a coherent and meaningful way. Admittedly, he had contractors who were excellent at fixing his equipment but couldn't communicate to him effectively through his third-party software. He did understand that there was a learning curve for contractors but his patience for them to work through that learning curve was short. Contractors who couldn't adapt – as good as their technicians might have been – were eventually replaced.

So what does this mean for the service provider? Unless you want to restrict your customer base to customers with limited numbers of locations, or you can offer an in-house solution that can do everything third-party facility management software can do across the various trades and geographies, then you're going to have to adapt. Learning to interact successfully with these software providers is imperative.

Not doing so will cause losses in customer base, increases in overhead and decreased profit margins. If you can achieve effective, efficient, interaction, it will prove to provide a strategic advantage that will position you well for the inevitable changes technology continues to bring in our industry.

CSI SUCSESSE STORY CONTINUED

Continued from page 12

market.

CFESA is always looking for stories of horror and success in the industry, for example an instance in which a CFESA servicer was able to rectify a botched job.

If you feel you may have a story we would be interested in, please contact Justin Chew at jchew@cfesa.com.

2014 YEAR IN REVIEW CONTINUED

Continued from page 5

What we want to achieve we must do together as an association. You will only receive from CFESA what you put into it. Now is the time to get involved!

I look forward to working with all of you on the tasks at hand for next year and wish everyone a safe and Happy Holidays!

Heather Price

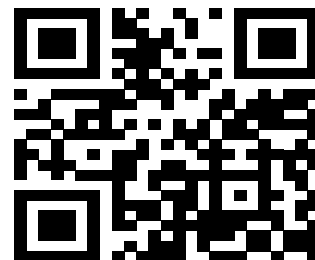
MEMBER & HEADQUARTER NEWS CONTINUED

Continued from page 7

CFESA MEMBERS BEING PUBLISHED

CFESA would like to take a moment and recognize Kirby Mallon, President of Elmer Schultz a Philadelphia based service agency for his piece on "Service and Cleaning Help Make the Most of Equipment During the Holidays" as well as Chris Heina, Director of Business Development at Cobblestone Ovens, Inc out of Elk Grove Village, IL for his piece on "Parting Shot: Service for Those Who Served". If you would like to read more please visit <http://bit.ly/CFESA5847> or visit the QR code below.

Great job guys, keep up the great work!



Continued from page 4

relationship with the end user? Should it?

Changing healthcare: Whether you are in favor, or opposed to the Affordable Care Act, there is no denying that it will affect all of us.

It's not my intention to paint a bleak picture, and have us all decide to give up. My point is that we've all dealt with change in the past and found a way to survive. If we communicate with each other, if we continue to search for ways to work together, we can deal with these changes. In the movie Heartbreak Ridge, Gunnery Sergeant Thomas Highway (Clint Eastwood) told his platoon "Improvise, adapt and overcome!" Seems like good advice.

So the question is, how do we "improvise, adapt and overcome"? Given the number of changes coming at us, there can't be one answer, but here is what I would suggest.

Talk to each other: One of the best things about CFESA membership is that you have a large network of companies that are willing to exchange ideas. Come to the conferences, make phone calls, exchange thoughts, we can help each other to come up with answers.

Run your numbers: See what you can do and what you can't do. Given the amount of information we have access to, we should be able to make decisions based on hard figures, not conjecture.

Set emotion aside: If you're like me, the first thing that happens when someone tries to make changes in my life or business is that I get angry and defensive. I try not to respond when I'm in that state. I find my results are much better if I take some time and think before I move forward.

I don't have any magic formula in how to deal with change, I would only suggest that we use the resources available and make the best decisions for our companies that we can.



Happy Holidays,

Paul Toukatly

INDUSTRY CALENDAR

Happy Holidays
from the CFESA Team

2015

2015 HOTEL, MOTEL, RESTAURANT SUPPLY SHOW OF THE SOUTH EAST

JANUARY 27 - 29, 2015

MYRTLE BEACH CONVENTION CENTER

MYRTLE BEACH, SC

RFMA ANNUAL CONFERENCE

FEBRUARY 1- 3, 2015

SAN DIEGO CONVENTION CENTER

SAN DIEGO, CA

AMERICAN CORRECTIONAL ASSOCIATION

FEBRUARY 6 - 11, 2015

LONG BEACH, CALIFORNIA

CFESA SPRING 2015 CONFERENCE

FEBRUARY 17 - 18, 2015

THE ANAHEIM HILTON

ANAHEIM, CA

FCSI TA SYMPOSIUM

FEBRUARY 17 - 18, 2015

ANAHEIM, CA

THE NAFEM SHOW

FEBRUARY 19 - 21, 2015

ANAHEIM CONVENTION CENTER

ANAHEIM, CA

FEDA 2015 CONVENTION

MARCH 25 - 29, 2015

JW MARRIOTT DESERT RIDGE RESORT AND SPA

PHOENIX, AZ

NRA SHOW 2013

MAY 16 - 19, 2015

MCCORMICK PLACE

CHICAGO, IL

SNA (SCHOOL NUTRITION ASSOCIATION) CONFERENCE

JULY 12 - 15, 2015

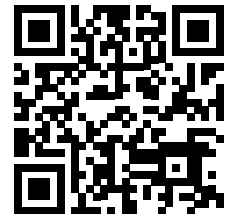
SALT LAKE CITY, UT

CFESA FALL 2015 CONFERENCE

SEPTEMBER 23 - 25, 2015

SEAPORT HOTEL & WORLD TRADE CENTER

BOSTON, MA



COMPANIES WITH TECHNICIAN CERTIFICATIONS IN SEPT & OCT 2014

ALL SERVICE KITCHEN EQUIPMENT REPAIR	GOODWIN TUCKER GROUP
ASC1 INC	HAGAR RESTAURANT SERVICE LLC
BAK-RE-PAIR, INC	JENSON REFRIGERATION INC
COMMERCIAL MECHANICAL CONTRACTORS - COMeCo	JOSEPH T BERRENA MECHANICALS INC
COMMERCIAL APPLIANCE PARTS & SERVICE	MARSHALL ELECTRIC COMPANY INC
COMMERCIAL APPLIANCE SERVICE, INC	MID-SOUTH MAINTENANCE OF TN
COMMERCIAL KITCHEN PARTS & SERVICE	PARTS TOWN LLC
CONE'S REPAIR SERVICE INC (DBA DAN CONE GROUP)	RB SERVICE COMPANY INC
CSI - COKER SERVICE INC	RSI - REFRIGERATED SPECIALISTS INC
ECOLAB EQUIPMENT CARE (GCS SERVICE INC)	SAM SERVICE, INC
EICHENAUER SERVICES INC	SERVICE SOLUTIONS GROUP
FESCO (FOOD EQUIPMENT SERVICE COMPANY)	TECH-24
GENERAL PARTS LLC	WHALEY FOODSERVICE REPAIRS

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. You may also contact Testing Administrator Linda Riley at CFESA Headquarters at 336.346.4700 or via email at Lriley@cfesa.com.

Innovative Field Technology for the Food Service Industry



Global Field Solutions (GFS) combines our GPS and paperless Remote Field Service (RFS) tools to help Commercial Food Service manage their entire business. Use GFS with our S2K or GlobalEdge software for a fully-integrated solution.

- Inventory and Service Management
- Dispatching and Response-Time Tracking
- GPS and Garmin Data Transmission and Tracking
- Field Data Capture (parts, work notes, signature, payment, and more)
- Service Agreements
- Planned Maintenance
- Service History



On average, implementing a field automation solution that includes GPS and Remote Field Service will:

- Reduce Fuel Costs by 20%
- Reduce Vehicle Downtime by 25%
- Reduce Overtime by 1 Hour per Week
- Reduce Insurance Costs by 15%
- Reduce Maintenance Costs by 10%
- Reduce Invoicing Costs by 40%
- Reduce Duplicate Credit Card Entry by 50%
- Add 2 Service Calls per Week for Each Technician

Request a demo
www.Davisware.com
847.426.6000



Member  **CFESA**



GlobalEdge



S2K



GlobalField Solution

DAVISWARE.COM 847.426.6000

Celebrating 70 Years of Excellence in the Foodservice Industry



REPLACEMENT PARTS AND SERVICE FOR COOKING, HVAC AND REFRIGERATION EQUIPMENT

WHALEYFOODSERVICE.COM

(800) 877-2662