



ON TARGET

OFFICIAL PUBLICATION OF THE COMMERCIAL FOOD EQUIPMENT SERVICE ASSOCIATION

JANUARY & FEBRUARY 2015

SLATE OF BOARD CANDIDATES: DIRECTORS

CFESA STRONG

BY PAUL TOUKATLY

NEW YEAR: NEW RESOLUTION

BY HEATHER PRICE

CUSTOMER RELATIONSHIP: HOW LONG WILL THEY LAST

BY MATT EVANS

2015 CFESA TRAINING INFORMATION

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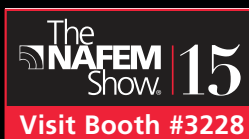
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ON THE MENU

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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 2015. 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

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www.CFESA.com



It's a new year. Time to look forward at what the next twelve months may hold. For me, looking forward is much more enjoyable than looking backward, after all, in this "what have you done for me lately" world, successes are short lived, and if we are lucky, failures are quickly forgotten.

So where is CFESA going?

In February we will be meeting in Anaheim. There, aside from all of the regular business that we conduct at our conferences, we will have elections for board of director's seats. This time we have a number of excellent people running for the board, we also have great people who are now serving that are up for re-election. It's great to have choices, especially when they are all good. Speaking as your president, it's gratifying to see so many of you getting involved in your organization. Bringing in new people with fresh perspectives is the key to keeping CFESA relevant and forward thinking.

In 2015, we will have the training center up and running! As I'm writing this, the architectural drawings are on their way to us. The next step is a building permit, and bids from contractors.

We hope to have this completed by our February conference. Once actual destruction and construction begins it should be a quick process. To say the least we are all excited to get started. Upon completion we can schedule our inaugural EGS class. Every trainer I've spoken to is looking forward to having a permanent home. The possibilities for the new CFESA Global Training Facility seem endless, manufacturer training classes, regional meetings, CFESA board meetings, manufacturer rep demos, test kitchens, the list goes on and on. Watch for progress reports and updates in On Target, as well as the CFESA E-Newsletters.

The much anticipated water training will be completed in 2015. The Education Committee has been working for some time on adding water to our list of available trainings. This was a long and arduous process, but the final product will be well worth the time and effort that many volunteers put forth.

Your Business Technology Committee has some very interesting projects underway. One that should be finished very shortly is optimizing our website for smart phones. This will make the CFESA website much friendlier to handheld technology.

Marketing has a really full plate for the coming year which includes a CFESA presence at various trade shows. They are also working to get our individual members more involved in promoting CFESA.

Membership Services is surveying nonparticipating members for their input on benefits and what they feel is lacking to gain their involvement. As we move forward, we want to be sure we are fulfilling the needs of our membership.

So those are the highlights for CFESA in 2015, but the other half of the question is: Where are we going as individual companies in the coming year?





Welcome to the NEW YEAR! I hope that you made your resolution as President Paul Toukatly suggested in his article and plan to attend the spring conference in February. The conference is slated for two days leading up to the NAFEM show in Anaheim, CA.

The agenda is full of great opportunities for you to get involved and plenty of time for networking with your peers. The first day is set with committee meetings: Business Technology, Education Training, Marketing and Membership Services. Review the committee action plans on the CFESA website to see what projects you may be able to assist with. The committees are open to all members to attend and join as active members. Input on new projects or topics are always welcome, you may submit them to a committee co-chair at any time.

The YEC (Young Executive Council) was formed to provide our young foodservice executives with simple and practical tools to help them successfully face the daily changes of their industry. The first session focused on establishing a framework of basic core business principles. This second installment will examine the importance of manufacturer relationships, and the overall impact they have on their companies.

Attendance to the CFESA Board meeting is open to all members and provides an opportunity for Q&A with the board members. The opening reception will kick-off the networking and cap off the first day.

Elections will be the topic of the membership meeting on the second day of the conference with three director seats up for vote. Richard Young of PG&E Food Service Technology Center will share research from field monitoring projects and site energy audits indicating that PM pays for itself and is good for the customer's bottom line.

Workshops will lead off the afternoon sessions covering CFESA's EGS&R training courses along with Cloud Computing. CFESA's very own certified trainers will discuss the training curriculum and look for input from attendees. Cloud Computing is the new technology buzz and Richard Halter, Chief Technology Architect with ARTS (Association for Retail Technology Standards) will school us on the benefits of this system and if they outweigh the downfalls. Networking will continue with the closing Presidents reception and progress throughout the NAFEM show. Allied members FCSI, CFESA & MAFSI will be sharing a booth together at the show, our goal is to promote the foodservice industry as a career. Stop by the booth and show your support and pick up your 2015 CFESA electronic directory.

Procrastination is not an option, register for the conference and free NAFEM show tickets today on the CFESA website.

I look forward to seeing you in CA!

Heather Price



MEMBER & HEADQUARTER NEWS

NEW CFESA MEMBERS

Join CFESA Headquarters in welcoming 3 new Affiliate Service members, 2 new Affiliate members to CFESA.

NEW AFFILIATE SERVICE MEMBERS

CDS REPAIRS INC

230 MacArthur Ave New Windsor, NY 12553
Charlie Solta
service@cdsrepairs.com

GLOSSON FOOD EQUIPMENT

6110 BLUFFTON RD STE 208, FORT WAYNE IN 46809
JOHN GLOSSON
johng@glossonfoodequip.com

TRIMARK STRATEGIC

5843 Barry Rd, Tampa FL 33634
James Morgan
jtmorgan@strategiequipment.com

NEW AFFILIATE MEMBERS

POPULAR RESTAURANT PARTS

13176 Heritage Way Apple Valley, MN 55124
Dave Morris

REFRIGERATION HARDWARE SUPPLY CORPORATION

632 Foresight Circle Grand Junction, CO 81505
Darin Leonard

COMPANY CERTIFICATION NEWS

CFESA congratulates AIS - Appliance Installation & Service of Buffalo of Buffalo, NY for achieving their CFESA company recertification.

MEMBERSHIP REINVESTMENT & DIRECTORY UPDATES

Please be on the look out for the brand new CFESA 2015 Membership Directory. Included with the directory will be an electronic version on a custom CFESA branded USB. You will now have the option to use the original paper version or the searchable PDF. Please reach out to Justin Chew (jchew@cfesa.com) if questions arise regarding the electronic version.

MEMBER PASSINGS

Robert Perlick of Perlick Corporation out of Milwaukee, WI passed away on November 29, 2014.

Robert passed away at the age of 92 on November 29, 2014. He is survived by two daughters, Pamela P. Bergum (Steven) and Gail J. Perlick (Lawrence Molinari). Also survived by five grandchildren, Mark Bergum (Alison), Theodore Perlick Molinari (Kelsey), Lauren Bergum Navarro (Santiago), David Perlick-Molinari (Deidre Muro) and Robert Perlick-Molinari. Further survived by seven great grandchildren, Simon and Rona Bergum, Emilia, Simona, Anaka and Aniceto Navarro and Maria Eugenia Molinari.

Robert was born on Sept. 11, 1922 to Walter and Ruth Perlick in Milwaukee. He was the oldest of two sons. He was a proud graduate of Washington High School and then the Marquette University College of Engineering. He was in the first NROTC class at Marquette and served proudly in the U.S. Navy during WWII aboard the USS New York. After the war he joined his father and two uncles at the Perlick Corp., a small manufacturer of equipment for the beverage and food service industry. He worked tirelessly to grow the small business and in time became the president of Perlick.

MEMBER & HEADQUARTER NEWS

CFESA IS GOING WEST THIS YEAR FOR TRAINING

CFESA has decided to hold this year's EGS training in Irwindale, California. This class will host the first water training. Find out more on this year's training on page 12 & 13.

SPRING 2015 CONFERENCE - ANAHEIM, CA

The CFESA Spring 2015 conference is February 17 - 18, 2015. Are you registered to attend?

We urge all members to secure their hotel reservations with the Hilton as soon as possible. CFESA's roomblock covers Tuesday, February 17 through Wednesday, February 18. You can place reservations by visiting CFESA's 2015 Spring Conference page online or by calling 212-532-1660 ext. 2174. The room block name is CFESA2015.

NEW YEAR, NEW HOURS, NEW MANAGER: HERITAGE OPEN ON SATURDAYS

Beginning January 10, we will be Open on Saturdays between 8 AM and 1 PM ET so even on the weekends our customers can place an order online or speak with a parts specialist. All in-stock orders placed on Saturday can ship Next Day Air for Monday delivery and Second Day Air for Tuesday.

Heritage is also introducing a new service segment manager, Damon Childers. This will allow Heritage to continue to stay committed to being your industry partner.

CERTIFICATION TESTING ON-DEMAND NOW ACTIVATED

CFESA has initiated the new on-demand testing request system on the CFESA website. It is available under the proctor login section. If you would like more information on how to order tests or schedule credits for future use, please contact Linda Riley Monday - Friday; 7am - 3pm at 336-346-4700, opt 3.

INDUSTRY NEWS

FOOD TASTE, FLAVOR & QUALITY MOST IMPORTANT FOR C-STORE FOODSERVICE CONSUMERS

Comprising approximately 28 percent of retail foodservice and generating \$11.2 billion in sales, proprietary convenience-store foodservice has become a key area of opportunity across the country.

Source: Foodservice.com

MENUS ARE BUSINESS PROPOSALS

Revenues are simple: customers' checks, split between food and beverage. Costs are more extensive but don't vary much—primarily goods, labor, and rent—and most restaurants aim to meet the same benchmarks. For example, one successful downtown restaurant that did over 200,000 covers (or checks) last year took in more than \$14 million in revenue, about 60 percent of which was in food sales and about 40 percent in beverage. The menu prices ran about four times the cost of goods. Labor costs ate about a third of all revenues, and rent about 8 percent. The restaurant made about a 10 percent profit.

Source: Foodservice.com

KFC PARENT TO KEEP ITS LOUISVILLE HEADQUARTERS

In a lengthy interview, Yum Brands' new CEO Greg Creed dispelled rumors that the parent of KFC, Pizza Hut and Taco Bell plans to move its headquarters from Louisville. "You would have to be creative and delirious to take the Kentucky Fried Chicken business out of Louisville," he said.

Source: NRA Restaurant SmartBrief

HARDEE'S, FRIDAYS ADD DIGITAL SELF-SERVICE TOOLS

CKE Restaurants has installed digital self-service kiosks from Dell at 30 of its Hardee's restaurants, with plans to add them at other locations in the coming months. The kiosks are powered by Microsoft Windows, as are the 2,000 tabletop tablets rolling out at TGI Friday's.

Source: NRA Restaurant SmartBrief

2015

DIRECTOR NOMINEES

At this year's CFESA Spring Conference, we will be holding Director Elections.

We ask a detailed series of questions to all of the candidates and have included the answers below to help you make an informed decision and to also verify that the characteristics displayed are in alignment with CFESA's core value and beliefs.



KEN BEASLEY - KEY FOOD EQUIPMENT SERVICES | BURNABY, BC

Prior to Key Food, I was the Director of Operations of a very prominent premium casual dining concept (60 locations). This experience gives insight into the needs of service customers. I've managed operations at Key for almost 11 years and have been President for the past 3. In that time I've come to know the Canadian market and have active relationships with most of the manufactures in our industry (70). During my tenure at Key I've grown operations from 2 locations / 11 techs in one province to 7 locations / 50 techs in three provinces. Key has been a CFESA certified company since May 2003 and has participated

in its mission and vision. My training and development in our industry has been under CFESA influence. I have personally served on 3 non-profit boards over the past 20 years.



JOE BIRCHHILL ECOLAB EQUIPMENT CARE | ST. PAUL, MN

I have been in the Food Service business in some way or another for almost a decade but my time in the equipment service business has helped me see the importance of HOW we do business matters with our customers and manufacturing partners. My experience within CFESA has been a hugely rewarding experience. Serving as Co-Chair of the Training and Education Committee I have an opportunity to give something back to this organization

and I continue to get back way more than I have put in.



DANIEL DIBELER - K&D FACTORY SERVICE | HARRISBURG, PA

I grew up in this industry and I'm third generation owner of my business. That being said it was never put to me that I was supposed to do that. So for ten years prior to taking an active role in my family business, I was a financial consultant for some of the largest firms in the country. I have a heavy background in economics and financial forecasting. Because of my time outside the industry I think I see things within our industry from a different perspective than most, and am not set in my ways. I think one of the hardest

things we deal with is change and the phrase "because we have always done it that way" is probably one of the most detrimental things to business.

[Question Posed]

“Can you provide some examples of how you feel your industry exposure, business background and experience within CFESA will benefit the board and ultimately, the membership?”



TODD EICHMAN APPLIANCE SERVICE INC | SACRAMENTO, CA

My industry exposure and business background is primarily from the finance and technological side of operations. Having worked in Silicon Valley for 15 years before coming to this industry gives me a very different viewpoint than some who may have been in this industry for many years. Based upon my exposure to and working with technology, I really believe that investments in technology can help us achieve our vision of providing excellent service for the commercial food service industry. That is the main reason why I think my continued involvement in the IT Committee and potentially being on the Board will help to make us a better organization through exploring and implementing the benefits of technology.

Additionally, I also feel that CFESA is slightly imbalanced in its representation. While there are a lot of West Coast companies listed as members within CFESA, I really feel that we are underserved on the Board and the Committee level within CFESA. Now while that is no one's fault but our own, I want to change that imbalance by representing the opinions of West Coast service companies by serving on the Board and working hard to express our opinions along with those opinions of the rest of the members of CFESA.



STEVE SLITER COMMERCIAL PARTS & SERVICE | CINCINNATI, OH

I have been President of Commercial Parts and Service, Inc. since 2007. I have attained a BSBA from Xavier University in 2004. I was nominated to the CFESA Board of Directors in the Spring of 2013. I came on at a time when things were a bit “rocky” for the Board. However, it was probably the best learning experience of my career. I saw first-hand how the President and the Board worked together to overcome adversity and continue to grow the membership. My involvement in CFESA has increased during this last year, Co-Chairing the Business Technology Committee & being a part of the Nominating Committee for the Spring 2014. I was also a part of the first Young Executive Committee

meeting which took place in Key Largo. I feel like my feet are starting to get wet and I hope to continue to work with our Board and continue to grow and improve our association.



WELLS WHALEY WHALEY FOODSERVICE | LEXINGTON, SC

I have been around this industry my entire life and personally active in CFESA for 25 years. I have served on industry boards and service councils over the years gaining a great deal of insight from the servicers', dealers', manufacturers', reps' and customers' perspective.



RICK WHITE TECH-24 | ALEXANDRIA, VA

I feel that my experience taking a company from the ground up to over 200 in 20 years shows my passion for the industry. Tech-24 not only works for stand-alone restaurants we work for most manufactures, most chain restaurants, retail, c-store clients, hospitals, hotels, and schools and we do this now on a national level. I feel that I have unique insight into many sides of our industry that can be a great value to CFESA and its membership.

Thank you

for choosing as your Technology Partner for Success!



CFESA members using our innovative software solutions:

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|---|--|---|--|
| 3Wire | Certified Restaurant Equipment | Hawkins Commerical Appliance | Pro-Tek of New York |
| Ace Service Co Inc | Chandler's Parts & Service, Inc. | Heritage Food Service Equip | Quality Kitchen Service |
| Acme American Repairs Inc | Choquette CKS | Heritage Refrigeration, LLC | R.G. Henderson & Son, LTD |
| Action Commercial Service Inc | Choquette CKS-Montreal | Heritage Service Group of Atlanta | Rational Canada Inc |
| Action Restaurant Equipment | Choquette CKS-Ottawa | Hi Tech Commercial Service | Rational USA |
| AIS Commercial Parts & Service | Cobblestone Ovens, Inc. | HiTech of Texas | Restaurant Equipment Parts & Service, Ltd. |
| AJ Antunes & Co/Roundup Food Equipment | Coker Service, Inc. | Horizon Equipment, LLC | Restaurant Equipment Service Group LLC |
| Akron Canton Commercial Equipment Service | Commercial Appliance Parts & Service, Inc. | Hubbell Heaters | Restaurant Technologies |
| All Service Kitchen Equipment Repair | Commercial Appliance Service Inc | Imperial Range | Ron's Service Inc |
| Alliance Mechanical Services | Commercial Kitchen Parts & Service | Industrial Electric Service | S&P Alliance |
| ALPRO Service Company | Commercial Kitchen Service Co | International Restaurant Supply | Sales Control Systems |
| Alto-Shaam Inc. | Commercial Kitchen Services Inc | Interstate Food Equipment Service | Service In Motion |
| American Catering Equipment | Commercial Parts & Service Inc | Joe Warren & Sons Co., Inc. | Service One, Inc. |
| American Kitchen Machinery & Repair Co | Commercial Kitchen Service Co. | Jones-McLeod Inc | Service Plus |
| American Range | Consolidated Appliance Service | K & D Factory Service Inc. | Service Solution Group |
| Appliance Installation & Service | Custom Commercial Service | Kaemmerlen Parts & Service | Simmonds Restaurant |
| APW/Wyott Foodservice Equipment Company | D&J Repair Service Inc | Key Food Equipment Services | Southbend |
| AR Repairs Baker's Kneads Inc | Dan Cone Group | Kitchentech Inc | Standex Cooking Solutions Group |
| ARCO Commercial Services, Inc. | Daubers | KoolStar | Star Manufacturing |
| Armstrong Repair Center | Duffy's Equipment Services | Koose Food Equipment Service | Statewide Service, Inc. |
| A-Tech Commercial Parts & Service, Inc. | Duke Manufacturing Co | Krueger Inc. | Sterling Service Inc |
| Authorized Appliance Service | Eichenauer Services Inc | Lang Manufacturing Company | Summit Food Equipment Service |
| Authorized Appliance Service of VT | Electrical Appliance Repair Service Inc | Lee's Foodservice Parts & Repairs | Summit Repairs, Inc. |
| Authorized Appliance Svc Ctr | Electrolux Professional | Maestro Food Equipment | Supply Direct |
| Bakers Pride Oven Co Inc | Elmer Schultz Services Inc | Malachy Parts & Service | Taylor Equipment Distributors |
| Beverage-Air Corporation | EMR, Inc. | Mark's Restaurant Service, Inc | Tech-24 |
| BevRep | F.A.S.T. Service Inc | Master-Bilt | The Montague Company |
| Bildon Parts & Service, Inc. | Facilities Management, LLC | Meiko USA, Inc | Thermal Refrigeration |
| BKI International | Falcon Service | Middleby Cooking Group | Tomco Services, Inc |
| Blodgett Oven Co | Federal Supply | Midwest Food Equipment Service Inc. | Tri-Temp |
| Boise Appliance | FEPSCO Inc. Food Equipment Parts & Service | Norlake, Inc. | TurboChef North American |
| Bromley Parts & Service Inc | Ferolite Electric Company | North American Commercial Parts & Service | Tusko Sales & Service Inc |
| Buffalo's Expert Service Technicians Inc (Best Inc) | GCS Service-Ecolab | Northeast Commercial Appliance Svc., Inc. | TWC Services, Inc. |
| Burney's Commercial Service Inc | General Parts LLC | NU-VU | Ultrafryer Systems |
| Cal West Service Inc | Goodwin Tucker | Parts Town | Valley Service |
| Cardinal Services Group Inc. | Groen | Peltz Services, Inc | Vanco |
| Carroll Food Service Repairs, LLC | Grover Brothers | Pierce Parts & Service Inc | Vulcan Hart |
| Carter-Hoffmann | Hagar Restaurant Service | Pine Tree Food Equipment Co. | Wagner Food Equipment |
| | Harris Warren Commercial Kitchen | Pitco Frialator - MagiKitch'n | Wells Bloomfield |
| | Hatco Corporation | Precision Food Solutions | Whaley FoodService Repairs |



CUSTOMER RELATIONSHIPS – HOW LONG WILL THEY LAST?

BY: MATT EVANS, A.I.S COMMERCIAL PARTS & SERVICE

Our business – Commercial Foodservice equipment repairs and everything that comes along with it used to be just that - Repairing, installing, performing preventative maintenance, developing relationships with customers and getting the job done so that they could perform their duties are now becoming a thing of the past. In today's modern society, the relationships that we worked so hard to develop with customers seem to be becoming less important, the days of enjoying a lunch with a large account, "just because," seems to be slipping away. In many cases, picking up the phone to call a customer and discuss a repair are gone. Now we have to call 5 different phone numbers, get handed off numerous times and jump through countless hoops just to tell someone that they need a \$100.00 part.

Here we are, the new form of customer relationships: Communicating through websites, submitting special forms to change a gasket, not talking directly to our customers, taking longer to repair equipment because the "sourcing team" is looking into the quote, this seems to be the new era in our business. It may not be the case with all of our accounts, but I would be willing to bet that most of you reading this article have at least a handful of customers operating under these conditions now. We continue to talk around this topic all the time, more in the context of discussing the impact of third party dispatching on our operations, national service call centers, liability of service requests, how service orders are given to us, provider selection and how to communicate more effectively, but at the end of the day, it all comes down to customer relationships.

The opportunity to develop a relationship with a customer still exists for the most part when dealing with our local restaurants, diners, pubs and other facilities that are still flying under the corporate management umbrella. They are still the customers that place their own calls, contact us for advice, talk to us about their thoughts on our performance and send us the payments for the work that we perform.

These things are what give us the chance at forming that relationship which gives us all the chance to build on that contact and do what we can to make sure that they are our customer for years to come.

Where we all begin to lose the customer relationship is with those accounts that just think it is better to call one phone number for everything, where all processes are automated through modern technology for equipment repairs, where you don't call the facility – you call the 800 number given to your team, where you are not supposed to talk with the customer – where someone else speaks for them.

Why is this new form of relationship becoming part of the new standard for customer service? Sure, selling all the points of why is easy and seems to make sense from a customer's perspective, but what about the lack of impact from all of the backend discussions that are not happening anymore? How does it really help the customer to discuss an equipment repair with someone in a call center opposed to the company that fixes these problems on a daily basis? What about recommendations on potential problems the equipment may experience? Even easier, how about assisting customers in making the right decision regarding their repairs instead of letting the "spend calculation" on a spreadsheet decide whether or not repairs should be made.

From a provider's standpoint, the time that we used to spend speaking with our customer about their situations is now spent on hold with their third party dispatcher, only to create several additional phone calls for both parties. The time we used to spend in their restaurants is now spent online filling out forms and updating websites to try and gain someone else's so called opportunity. The preferred rates for good chain accounts are creeping up due to the increased amount of work required to relay the necessary information to the companies in the middle. Is this really a good fit for our industry and will the true value of a long lasting relationship ever be realized again?

CONTINUED ON PAGE 15

2015 CFESA TRAINING

CFESA is happy to announce its next EGS class will take place at Southern California Edison located in Irwindale, CA. Don't forget there is a pre-requisite for this course. Either the Hot Side Manual and a completion test or the complete interactive online course may be ordered through the CFESA website.

ELECTRIC, GAS AND STEAM (EGS)

IRWINDALE, CA - SOUTHERN CALIFORNIA EDISON

March 2 - 7, 2015

REGISTRATION CUT-OFF:

FEBRUARY 16, 2015

QUALIFICATIONS:

COMPLETE THE PRE-REQUISITE MATERIAL &
PASS THE ENDING TEST WITH A 70% OR BETTER

How MANY:

36 PARTICIPANTS

ADDITIONAL INFO:

[HTTP://BIT.LY/2015EGSWInfo](http://bit.ly/2015EGSWInfo)

REGISTER:

[HTTP://BIT.LY/2015EGSW](http://bit.ly/2015EGSW)

CONTACT:

LINDA RILEY AT 336-346-4700
LRILEY@CFESA.COM

Included in the EGS course this year will be a new 4 hour addition on water quality that will give your technicians a step-up in their ability to install & diagnose problems with steam equipment.

WATER QUALITY

IRWINDALE, CA - SOUTHERN CALIFORNIA EDISON

March 2 - 7, 2015

REGISTRATION CUT-OFF:

FEBRUARY 16, 2015

QUALIFICATIONS:

COMPLETE THE PRE-REQUISITE MATERIAL &
PASS THE ENDING TEST WITH A 70% OR BETTER

How MANY:

36 PARTICIPANTS

ADDITIONAL INFO:

[HTTP://BIT.LY/2015EGSWInfo](http://bit.ly/2015EGSWInfo)

REGISTER:

[HTTP://BIT.LY/2015EGSW](http://bit.ly/2015EGSW)

CONTACT:

LINDA RILEY AT 336-346-4700
LRILEY@CFESA.COM

Management Training is a three-day course specifically designed to assist managers in their daily activities from planning to completion. This course is available to any type of manager within the foodservice industry. The class focuses on the daily operations of the foodservice facility as well as customer service and problem solving aspects of every managers' position.

MANAGEMENT TRAINING

FORT MILL, SC - CFESA WORLD HEADQUARTERS & GLOBAL TRAINING FACILITY

October 20 - 22, 2015

REGISTRATION CUT-OFF:

OCTOBER 5, 2015

QUALIFICATIONS:

HOLD A MANAGEMENT POSITION WITHIN THE FOODSERVICE INDUSTRY

How MANY:

20 PARTICIPANTS

ADDITIONAL INFO:

[HTTP://BIT.LY/2015MGMTINFO](http://bit.ly/2015MGMTINFO)

REGISTER:

[HTTP://BIT.LY/2015MGMTTRAINING](http://bit.ly/2015MGMTTRAINING)

CONTACT:

LINDA RILEY AT 336-346-4700
LRILEY@CFESA.COM

Refrigeration Training Class is a four day course specifically designed to cover the basic principles of industrial refrigeration. The course focuses on introductory concepts including the basic operation of domestic refrigerators, freezers, defrost mechanisms, and electrical circuits. Topics covered include the laws of refrigeration, compression cycle, latent and sensible heat, methods of heat transfer, and methods of cutting, bending, and torching tubing.

REFRIGERATION TRAINING

FORT MILL, SC - CFESA WORLD HEADQUARTERS & GLOBAL TRAINING FACILITY

November 2 - 5, 2015

REGISTRATION CUT-OFF:

OCTOBER 19, 2015

QUALIFICATIONS:

MUST BE A CFESA CERTIFIED ELECTRICAL TECHNICIAN OR APPROVED BY CFESA HQ AND HAVE EPA CERTIFIED RECOVERY LINE I AND II.

How MANY:

24 PARTICIPANTS

ADDITIONAL INFO:

[HTTP://BIT.LY/2015REFINFO](http://bit.ly/2015REFINFO)

REGISTER:

[HTTP://BIT.LY/2015REFTRAINING](http://bit.ly/2015REFTRAINING)

CONTACT:

LINDA RILEY AT 336-346-4700
LRILEY@CFESA.COM

HEADQUARTERS SPONSOR COMPANY SPOTLIGHT: WHALEY FOODSERVICE, INC

Whaley Foodservice, Inc. ® - a CFESA certified company, is one of the largest family owned and operated commercial kitchen equipment service and parts distribution companies in the nation. Whaley has continued to expand and develop in both parts distribution and service while others have typically chosen one path over the other in our ever changing industry. At present, Whaley has thirteen facilities positioned throughout North and South Carolina, Georgia, Florida, and Tennessee that offer service and parts support, including our newest branch located in Orlando, Florida. Our corporate office is located in Lexington, SC. The company employs over 300 team members, 160 of which are service technicians.



Whaley was founded in 1944 by Ben Whaley and later evolved under the direction of Frank Whaley into specializing in foodservice equipment parts and repairs. After joining CFESA in 1975, Frank became active serving on the board as well as chairing several committees that worked to develop marketing pieces and training videos for the association. Whaley is currently under the third generation leadership of Wells Whaley, who became President in 2000. Wells has served on the board of directors for CFESA both in the past and currently.



Over the years as CFESA became more prominent in the industry and customers more educated, it was clear that a savvy service company would align themselves with this important association. Whaley took advantage of the technical training CFESA offered, and the CFESA Master Technician branding, to expand

our customer base. Along with taking advantage of CFESA's training, Whaley has also developed on-line training and testing programs, as well as in-house classroom modules for our technicians and trainees.



As Whaley continued to grow on the service side by expanding to HVAC and cold side foodservice, we simultaneously focused on the OEM parts distribution side. In 2013 the decision was made to re-organize the company into two separate divisions to better define our offerings. We now operate our parts distribution under Whaley Parts and Supply and our service business under Whaley Foodservice Repairs. In addition to having an extensive parts inventory, with a broad range of OEM offerings, Whaley also has a team of Parts Specialists that are some of the most knowledgeable in our industry. Our team prides itself on going above and beyond our customer's expectations.

Additionally, Whaley developed the first Technical Service department of its kind; consisting of CFESA Master Certified technicians to assist our customers with troubleshooting and repairs.

Whaley also prides itself on having a state of the art website, www.whaleyfoodservice.com, which is a great resource for equipment documentation such as parts manuals, parts images, and schematics. Our website features an on-line chat, as well as bilingual assistance.

Whaley Foodservice continues to evolve as the industry changes and we remain grounded in the fact that providing superior customer service is the cornerstone of our business. We take great pride in being a CFESA certified company and realize that we can contribute much of our success to being aligned with an outstanding association such as CFESA.



CUSTOMER RELATIONSHIPS (CONT.)

Where do we go with these new standards of communication and the likelihood of customer relationships that we have all built our businesses on seeming to fizzle away. Let's face it, these relationships are important across the board, in all environments and in business everyday. Having that chance to start this relationship is still important to me and worth starting a little conversation about.

In a very relevant quote from Dale Carnegie: "Talk to someone about themselves and they'll listen for hours".

How often will we be given the chance with our current and future customers that we all strive to be, their dependable vendor that they know and trust?

CFESA STRONG (CONT.)

article, I urged you to talk to each other, challenge each other, and learn from each other. I would encourage you to continue to do those things.

While CFESA cannot and will not serve as a negotiating representative for the service industry, what we can do is serve as a conduit for our members to make connections. One of the most rewarding things about attending CFESA conferences, either regionally or nationally, is the networking within our service community. I have always been impressed with the openness of our members. Information is the key, getting input, positive and negative, from as many sources as possible makes decisions easier. If my company is struggling with an issue, I know that I can pick up the phone and look for advice from my fellow CFESA members. That may be the true benefit of membership. So make a resolution that in 2015 you will attend a CFESA conference! You will get involved! You will join a committee! You will give your opinion, and listen as others give theirs!



The strength of CFESA lies in its membership. Be an active member. See you in Anaheim.

Paul Toukatly

INDUSTRY CALENDAR

RESTAURANT FACILITY MANAGEMENT ASSOCIATION (RFMA) 2015

FEBRUARY 1 - 3, 2015
SAN DIEGO CONVENTION CENTER
SAN DIEGO, CA
VISIT CFESA AT BOOTH: #411

CFESA SPRING 2015 CONFERENCE

FEBRUARY 17 - 18, 2015
ANAHEIM HILTON
ANAHEIM, CA

THE NAFEM SHOW

FEBRUARY 19 - 21, 2015
ANAHEIM CONVENTION CENTER
ANAHEIM, CA
VISIT CFESA AT BOOTH: #2535

INTERNATIONAL RESTAURANT & FOODSERVICE SHOW

MARCH 2 - 7, 2015
SOUTHERN CALIFORNIA EDISON
IRVINDALE, CA

NEW ENGLAND FOOD SHOW

MARCH 15 - 17, 2015
BOSTON CONVENTION & EXHIBITION CENTER
BOSTON, MA

INTERNATIONAL PIZZA EXPO

MARCH 23 - 26, 2015
LAS VEGAS CONVENTION CENTER
LAS VEGAS, NV

NORTHWEST FOODSERVICE SHOW 2015

APRIL 26 - 27, 2015
OREGON CONVENTION CENTER
PORTLAND, OR

NATIONAL RESTAURANT ASSOCIATION RESTAURANT, HOTEL-MOTEL SHOW

MAY 16 - 19, 2015
MCCORMICK PLACE
CHICAGO, IL

CFESA FALL 2015 CONFERENCE

SEPTEMBER 23 - 25, 2015
SEAPORT HOTEL & WORLD TRADE CENTER
BOSTON, MA

COMPANIES WITH TECHNICIAN CERTIFICATIONS IN JAN & FEB 2015

**ALL SERVICE KITCHEN
EQUIPMENT REPAIR**

EICHENAUER SERVICES INC

K&N MANAGEMENT

ASC 1 INC

EMR SERVICE

**NOVATION COMMERCIAL
SERVICES LLC**

ATECH INC

**FESCO
(FOOD EQUIPMENT
SERVICE COMPANY)**

PIERCE PARTS & SERVICE INC

**CARDINAL SERVICES
GROUP INC**

GENERAL PARTS LLC

**RESTAURANT EQUIPMENT
SERVICE GROUP (RES)**

**COMMERCIAL APPLIANCE
PARTS & SERVICE INC**

GOODWIN TUCKER GROUP

TECH-24

**ECOLAB EQUIPMENT CARE
(GCS SERVICE INC)**

**HAWKINS COMMERCIAL
APPLIANCE SERVICE INC**

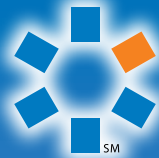
**WHALEY FOODSERVICE
REPAIRS**

**H&M FOOD EQUIPMENT
SALES AND SERVICE INC**

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

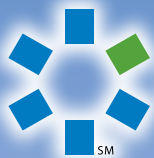
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Customized Customer Websites with Account-Specific

- Equipment manuals
- Parts pictures
- Exploded views
- Service bulletins
- Model images
- Real-time availability
- Pricing



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- Field Verification of Product
- Warranty Authorization via Laptop, Tablet, or Smartphone
- Document and Parts Management

Wgt	Ref#	SA Name	Serial	Loan Name	Audit
TBT	050274	Service Repair IL, NE, VT, NH, TN, KS, IA, AZ	1942523001	David Bevy	15725310
TBT	050373	Commercial Repair IL, ND, VT, NH, TN, KS, IA, AZ	1243783-000	David Bevy	14028413
TBT	050033	Standard Commercial	1267360-320	Daniel Emmanuel	1084395
TBT	050034	Commercial Repair, Co	1293660-320	Daniel Emmanuel	10957487
TBT	050030	Repair All	1267854-000	Daniel Emmanuel	10496026
TBT	052956	Commercial Appliance	W227747-1-1	Kathy Monroe	12160055
TBT	052953	Commercial Fix	1208285-000	Kathy Monroe	10570603
TBT	062001	Commercial Service	1228004-000	Kathy Monroe	12982405



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