On Target

January - February 2016
volume 32 / issue 1



2016 Board Member Elections

Official Publication of the Commercial Food Equipment Service Association

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www.cfesa.com



It's February, twenty two months into my term as your president. During that time, one of the most difficult things that I have had to do is write these articles. To date the ones that I have written have remained upbeat and positive. Although behind closed doors, your board has dealt with a number of very difficult situations, it has been my policy to keep them out of this magazine. I feel the time has come, at least in this article, for that to change.

Recently your board has had to deal with a number of Ethics Code infractions. While most of these are rather mundane and easily handled, some have risen to the level that required board action.

During the last year and ten months we have had four formal complaints filed concerning tampering with another CFESA members technicians. Specifically one company targeting another CFESA members techs for employment. To give you some frame of reference, in the proceeding five years we had only one formal complaint. Most of these involved overly aggressive branch managers, or technicians contacting a competitors employees. In most cases we found that either the branch manager or technician was, or claimed to be, unaware of CFESA's rule number eight in our Code of Ethics. Rule eight states "A member will not entice unfairly to his own employ any employee of another member. He will assist other members and competition where possible so as to upgrade our industry and warrant continued public confidence." Most of the complaints have been cleared up by educating personal as to what is acceptable and what is not within our CFESA community, however a few have needed to be dealt with more severely with warnings and companies put on probation. Those companies have been notified that continued violations would result in expulsion from CFESA.

Ladies and gentlemen, we all know how difficult it is to find new technicians, but "eating our own" is not the answer. While you may have a new tech in the short term, my guess is they will not stay long if they are contacted by someone else in the future. We need to work together to find new ways of attracting new technicians to our field. Working together we can solve this shortage. Trading techs from one company to another only makes a bad situation worse.

In addition to the ethics violations, which typically involve only a few members, we have recently been dealing with a larger situation. In the past few months we have received evidence that there are a number of irregularities in the CFESA certification testing. In plain English, there are companies that have been allowing their techs to cheat on the tests. This has been a small isolated occurrence, but to me is a larger and more important issue. For years CFESA has been

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CFESA
Commercial Food Equipment Service Association



We have 3 CFESA regional meetings scheduled already this year, and look forward to the remaining 3 regions to follow suit. Members are welcome to attend any regional meeting, you do not have to be located in that region to attend the session. If your region does not currently have a meeting scheduled, know that you are more than welcome to host a meeting in your area. CFESA HQ is here to assist you with any of the details and to help promote the meeting dates/information.

CFESA Regions:
CFESA Members in Region 1
US states of Alaska, California, Colorado, Hawaii, Idaho,Montana, Nevada, Oregon, Utah, Washington, and Wyoming. Canadian provinces of Alberta and British Columbia.

CFESA Members in Region 2
US states of Illinois, Iowa, Kansas, Michigan, Minnesota,Missouri, Nebraska, North Dakota, South Dakota and Wisconsin. Canadian provinces of Manitoba and Saskatchewan.

CFESA Members in Region 3
US states of Arizona, New Mexico, Oklahoma and Texas, Mexico &Peru.

CFESA Members in Region 4
US states of Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina & Tennessee.

CFESA Members in Region 5
US states of Delaware, Indiana, Kentucky, Maryland, New Jersey, Ohio, Pennsylvania, Virginia & West Virginia.

CFESA Members in Region 6
US states of Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island and Vermont. Canadian provinces of Ontario, Quebec & Newfoundland.

Region 2	Region 4	Region 6
08-11-2016	02-21-2016	04-02-2016
Parts Town	CFESA HQ	Courtyard Marriott
Addison IL	Fort Mill SC	Portland ME

There is no cost to attend a CFESA Regional meeting so we encourage you take advantage of these meetings to introduce members of your team to CFESA. In addition attendance to these CFESA regional meetings apply to your company certification/recertification points. Complete details for all the meetings may be found on the CFESA website www.cfesa.com

Come support your region!

CFESA
Commercial Food Equipment Service Association

Heather Price

New CFESA Members

Voting Members

Jon Russel Services LLC
1275 US Hwy 82 West
Leesburg, GA 31763
Jonathan Russell
russellsvc@gmail.com

KC Mechanical
162 Jimmo Dr. Ste 3
Colchester, VT 05446
Jessica Brown
jessicab@kcmechanical.com

Affiliate Members

Advanced Catering Equipment Inc
23 Vineyard Ave
Whitby Ontario L1P1X7
William Kenny
will@advancedcateringequipment.com

Affordable Restaurant Service & Equipment
461 W Century Dr
Murray, UT 84123
Harry Whitt
harry@remarkablebrands.net

Data-Basics Inc
600 Broadway Ave
Cleveland, OH 44146
Authur Divell
adivell@databasics.com

Hotel Restaurant Supply & Design
2630 Cherry St.
Erie, PA 16508
Daryl Georger
daryl@hriusa.com

Associate Members

BrassCraft Manufacturing
39600 Orchard Hill Place
Novi, MI 48375
Anthony Achatz
aachatz@brasscrafthq.com

Scotsman Ice Systems
775 Corporate Woods Parkway
Vernon Hills, IL 60061
Tom Van Der Bosch
tom.vanderbosch@scotsman-ice.com

XDX Global
920-B East State Pkwy
Schaumburg, IL 60173
R. Daniel Seward
dseward@xdxglobal.com

Member Memorial

Michael Sewich
General Parts Group is sad to note the passing of Michael Sewich who passed away on January 10th 2016 following a short illness. Michael was a valued employee of General Parts Group for 41 years. Working as both a service manager and parts manager, Mike was instrumental in the growth of General Parts and enjoyed close working relationships with his counter parts in the manufacturing community.

Thomas John Slack
Thomas "Tommy" John Slack, age 55 of St Clair Shores, MI. Died January 27, 2016 at his home. Thomas Slack was part of the AR Repairs Baker's Kneads team for 32 years and was their Training Manager and a mentor to all the new technicians. CFESA was proud to have him as one of their Certified Trainers. He will be dearly missed among his friends and associates in the industry.

COBBLESTONE OVENS ANNOUNCES NEW VP OF OPERATIONS



In Mid-December Cobblestone Ovens announced the promotion of Chris Heina to the position of VP of Operations.

DAVISWARE, INC. TO RELEASE S2K VISION IN 2016

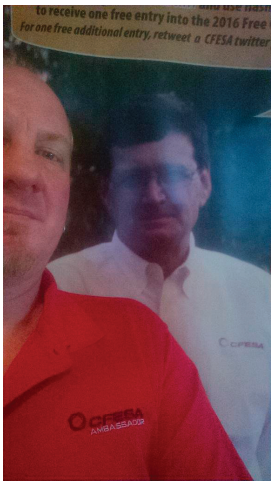
The official release of Davisware, Inc.'s highly-anticipated follow-up to S2K (formerly S2000) will debut in early February 2016. Known as S2K Vision, this will be the first major re-write of the product since 1999. The release includes substantial enhancements from the current S2K platform. These enhancements include replacing the antiquated Pervasive database with an industry-standard SQL database. In addition to the powerful and dynamic database enhancement, key areas of improvements include embedded credit card processing, a fully-integrated documentation management tool, customer service web portal and many other coveted functions.

GENERAL PARTS GROUP OPENS ITS 23RD LOCATION IN IRVING, TEXAS

General Parts Group is delighted to announce the opening of its 23rd location. The new location is well positioned to service the Dallas-Ft. Worth Metroplex from Irving, Texas. Located at 4831 W. Royal Lane, Suite B, this General Parts location will offer 24/7 365 repair as well as planned maintenance services and O.E.M. replacement parts.

CONGRATULATIONS TO GARY PETITTI OF GARY'S EAST COAST

Gary was the winner of our twitter photobomb contest. He will receive a complementary registration to our spring conference in Chicago.





Advanced Beverage Solutions Changes Its Name to Lancer Direct

(Roselle, IL) Advanced Beverage Solutions, a premier beverage equipment and parts supplier, is pleased to announce that they have changed their company name to Lancer Direct. Their operations have become more global in nature and include product lines beyond where they began under Advanced Beverage Solutions, LLC in January of 2000. Lancer Corporation has multiple locations worldwide, including factories, and sales offices. The new name, Lancer Direct, reflects their global presence as a full-fledged subsidiary of Lancer Corporation, and allows them to incorporate Lancer's name recognition into their business activities. With sixteen years of business presence in the industry, Lancer Direct looks forward to continued growth in the global market.

Source: Press Release

Domino's Doubles Down on Voice Ordering

Domino's has added another way for customers to order a pizza with minimal finger lifting—this time with a voice-ordering platform born out of a partnership with Amazon. Using Amazon Echo, a wireless speaker, customers can place and track pizza orders, though they are limited to their most recent order or Easy Order (a default favorite order) when using the device.

The chain already enables customers to order pizza via Twitter or emoji, and offers voice ordering through its mobile app. The latest addition marks the eighth platform in Domino's Anyware digital-ordering suite.

Amazon Echo ordering will be available in time for Super Bowl 50, the chain said.

Source: Restaurant Business Online

Newk's Eatery Unveils Second-Generation Design

In October, Newk's Eatery will unveil a new design prototype with the opening of its first Lafayette, La., restaurant. Dubbed the "Generation Two" design, the changes represent a fresh, on-trend look for the brand, designed to align with Newk's plan to double its number of restaurants in the next 3 years.

Source: Retail & Restaurant Facility Business

INDUSTRY NEWS

Electrolux Refrigeration Leads The Class To New Energy Mandates

The first-ever mandatory EU energy labeling for commercial refrigerators and freezers are coming into effect this July. Ahead of that curve is Electrolux Professional, which has introduced a new generation of ecostore refrigeration already compatible with the requirements of top classes: ecostoreHP. The new line is in class A, denoting the most efficient energy-saving products. With customers emphasizing the important benefits of storage capacity in professional cabinets, ecostoreHP units offer the highest real usable space for food storage available on the market: 50 liters more compared to market average for single-door cabinets and 120 liters more compared to that for double-door cabinets. The labeling mandates also must indicate the product's ability to guarantee the best performances in heavy-duty working conditions, and ecostoreHP is classified as level 5, meaning the cabinet can perform at 40°C ambient temperature and 40% humidity.

Source: Foodservice Equipment Reports

promoting the use of certified technicians. If some of our certified technicians have received their certifications through nefarious means, they cheapen the work of all those techs that worked hard to achieve certified status fairly. In addition, if customers lose confidence in what a CFESA certified technician brings to the job, then what value is there in certification? The integrity of our testing procedures is vitally important to CFESA. There have been incidence of cheating in the past and CFESA has dealt severely with the perpetrators. Punishments include a number of options up to and including expulsion from CFESA. Your current board is no less dedicated to protecting the integrity of our certification program than past boards have been. The punishments given to offenders may seem harsh, but we will not allow the hard work of honest companies to be diluted by a few bad apples.

If you are a company that allows, or promotes, cheating on our tests, I ask you:

- Do you understand that by allowing unqualified technicians to receive certification, you cheapen the work of dedicated technicians that have passed fairly?
- Do you realize that unqualified techs only make us all look bad? We are all only as strong as our weakest link.
- Are you willing to risk expulsion for the sake of a few points on an audit, or review?

For those companies that have been diligent in upholding the high standards of CFESA certification, I apologize for wasting your time with this article. For those that have stretched the rules, I would urge you to stop immediately, the risk far outweighs the rewards.

Paul Toukatly

INDUSTRY NEWS

COMPONENT HARDWARE COMPLETES TWO COMPANY ACQUISITIONS

Component Hardware Group, Inc. has acquired Specialty Food Service Hardware, Inc. of Markham, Ontario, and its related sister company, Vision Parts & Accessories Inc. The two companies are leading suppliers of components and parts to the commercial foodservice and wholesale plumbing markets throughout Canada.

Source: Retail & Restaurant Facility Business

HOW NEW REFRIGERATION REGULATIONS IMPACT SERVICE

Last summer, the Environmental Protection Agency released rules that ban some refrigerants that the foodservice industry relies on most, including R404A, R507 and R134A.

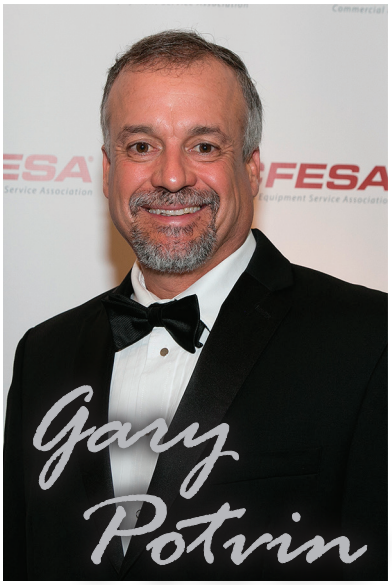
The rules, designed to limit the release of chemicals that contribute to global warming, will phase out these refrigerants over the next few years. Manufacturers will soon choose replacement refrigerants and adjust their product engineering to use these chemicals as safely and efficiently as possible.

These regulations don't impact factories alone, however. Starting now, foodservice operators should take these rules into account when making refrigeration decisions, says Scott Hester, chief operating officer of Dallas-based Refrigerated Specialists, Inc., and past president of the Commercial Food Equipment Service Association.

Source: Foodservice Equipment & Supplies

Presidential Candidates

The President shall be the principal elective officer of the organization, shall preside at meetings of the association, and the Board of Directors, and shall also, at the annual meeting of the association and at such other times as he/she shall deem proper, communicate to the association or to the Board of Directors, such matters and make such suggestions as may in his opinion tend to promote the welfare and increase the usefulness of the association, and shall perform such other duties as are necessarily incident to the office of the President or as may be prescribed by the Board of Directors.



President of Pine Tree Food Equipment
where he has been employed for 27 years.

Has served on the CFESA Board of Directors for 5 years and has held the positions of Director and Vice President. He Co-Chaired the Marketing, Membership Services, & Ad-Hoc committees. In addition he serves on the NAFEM / CFESA Liaison Committee.

Mr. Potvin has also served on the Board of Directors for the Maine Restaurant Association as a Director for 4 years.



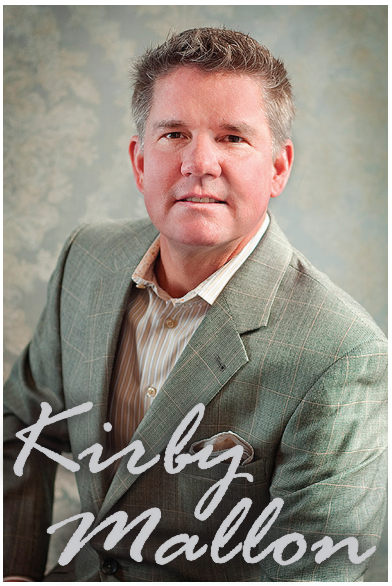
President / CEO of A R Repairs Baker's Kneads Inc.
where he has been employed for 33 years.

Has served on the CFESA Board of Directors for 6 years as a Director. He has served as the Committee Co-Chair for the Ad-Hoc Installation Committee, Business Tech Committee, and Marketing Committee.

Mr. Rapannotti has also served as Director of Detroit Baking Society, Director of National Service Cooperative, Director of Retail Bakers Association, Member of International Bakery Association, & Committee Chair of Michigan Restaurant Association.

Vice Presidential Candidates

The Vice Presidents may be delegated by the President to perform his/her duties, in the event of his/her temporary disability or absence from meetings, and shall have such other duties as the President or the Board may assign.



Owner and President of Elmer Schultz Services Inc. where he has been employed for 28 years.

Has served on the CFESA Board of Directors for 4 years and has held the position of Director. He has also co-chaired Membership Services and Ad-Hoc committees.

Mr. Mallon has also served as Director / Shareholder of the National Service Cooperative for 15 years.



Vice President of Operations / General manager of Hawkins Commercial Appliance Service Co where he has been employed for 38 years.

Has served on CFESA Board of Directors for 6 years and has held the positions of Director, Secretary, and Vice President. He co-chairs the Education Training Committee, and is a CFESA Certified Trainer.

Treasurer

The Treasurer shall keep an account of all monies received and expended for the use of the association, and shall make disbursements authorized by the Board and approved by two (2) elected and designated officers or such other officers as the Board may prescribe. All sums received he shall deposit in the bank or banks, or trust company, approved by the Board of Directors, and shall make a report at the annual meeting or when called upon by the President. Funds may be drawn only as specified by the Board of Directors. The duties of the Treasurer under the authority of the Board of Directors, may be assigned in whole or part to the Executive Director. The funds, books and vouchers in his hands shall, with the exception of confidential reports submitted by member, at all times by subject to verification and inspection by the Board of Directors and for yearly audit.



President of A.I.S.
(Appliance Installation & Service) where he has been employed for 24 years.

Has served on the CFESA Board of Directors for 10 years and has held the positions of Director and Treasurer. He is the former Co-Chairman of Business Technology Committee and current Co-Chair of Membership Services Committee.

Secretary

It shall be his duty to give notice of and attend all meetings of the association, to keep a record of all proceedings, to attest document and perform such other duties as are usual for such officials or as may be duly assigned to him. The duties of the Secretary, under authority of the Board of Directors, may be assigned in whole or in part to the Executive Director.

President of Food Equipment Services Company where he has been employed for 32 years.

Currently serving as Secretary on the CFESA Board of Directors and co-chairs the Membership Services Committee.

Mr. Hahn has served on several manufacturer service advisory councils.



Directors



Glenn Clark Jr - President of Clark Service Group where he has been employed for 25 years.

He has been on the advisory board of YTI Career Institute for 10 years.



Dan Diebler - CFO at K&D Factory Service, Inc. where he has been employed for 6 years.

He has served for 5 years as a member of the Education & Training committee and NAFEM / CFESA Liaison committee.

Mr. Diebler has also been a chairmember of National Service Cooperative for 5 years.



David Duckworth - Director of Field Operations & Training /Development at Commercial Kitchen Parts & Service where he has been employed for 27 years.

Has served for 5 years on the Education & Training Committee.

Has been a CFESA Certified Trainer for 4 years and is a Region 3 Leader.



Todd Eichman - CFO of Commercial Appliance Service Inc where he has been employed for 10 years.

Has served for 6 years on the technology committee.



Rick White - President of Tech-24 where he has been employed for 24 years.

Formerly served as a director on the CFESA board for 2 years.

He has served on the Enterprise CAB advisory board and currently serves on several manufacturer Service Councils.

Norwood's Commercial Appliances Inc., is a commercial kitchen and large refrigeration service equipment company located in the Banner Elk/Boone NC area. The business was started in 1996 by Chip Norwood who purchased an existing refrigeration business and expanded the business to include commercial kitchen equipment.



I became a partner in Moore's Refrigeration in 1994 and then purchased the business from Bill Moore in 1996. Bill had been in the refrigeration business with some dabbling in restaurant equipment hot side since 1981. At first the business was a one-man show with me being the Office Manager, Service Manager and the Service Technician. The challenge was how do I grow the business, show the customers we are the best choice in our area and how to best achieve these goals.

When I bought the company our marketing campaign consisted of a listing in the white pages of the phone book and we had business cards that I passed out. With the purchase of the first service van in the fall of 1996 we developed a new plan, including a redesigned logo, truck decals, and company uniforms.

While attending a Champion Service school in 1998 I noticed a student with a CFESA logo on his work shirt which led me to inquire about CFESA. I found out that by becoming a member I was eligible to test for three different certifications (Electric, Gas and Steam). I became a member of CFESA in 1998 and received my first certification shortly thereafter.

Being a member of CFESA, opened some doors to manufacturers, manufacture training as well as providing me with CFESA certifications that my competition did not have. With the increased training and the knowledge base growing so did our customer base and I had to start hiring employees.

We built our own building 4 years ago and that has provided us with modern offices and parts department. We installed a demo kitchen/training room with a walk-in cooler, hood system and equipment to show our customer's just what we can do for them. The larger building provided us room for a fabrication shop with a break and a shear for the installation projects. We now have fork lift storage for the staging of customer's equipment prior to installation and the lift gate trucks and trailer to deliver the equipment to the job site. The shop space/testing area allows us to work on equipment dropped off by the customer. We use cutting edge computers, software, and mobile devices to dispatch and track our technicians and invoice customers.



The success of Norwood's Commercial Appliance, Inc. is due to the continued hard work and training of our staff, good business decisions and providing good timely service for a fair price to our customers. I am delighted to call many of our customer's friends. Our membership in CFESA has helped us grow and stay in touch with our industry partners. We are positioned to grow and provide service for our existing customers and the ever growing customer base here in western North Carolina for years to come.

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INDUSTRY CALENDAR

CFESA Region 4 Meeting
Feb. 21, 2016
CFESA HQ
Fort Mill, SC

RFMA 2016 Annual Conference
MARCH 13-15, 2016
Gaylord Opryland Resort
& Convention Center
Nashville, TN

FEDA 2016 Convention
March 30 - April 3, 2016
JW Marriott Starr Pass Resort & Spa
Tucson, AZ

CFESA Region 6 Meeting
April 2, 2016
Courtyard Marriott
Portland, ME

2016 FCSI Nashville Conference
April 14-16, 2016
Loews Vanderbilt
Nashville, Tennessee

CFESA Spring 2016 Conference
May 19 - 20, 2016
Intercontinental Hotel
Chicago, IL

NRA Show 2016
May 21 - 24, 2016
Mccormick Place
Chicago, Il

CFESA Region 2 Meeting
Aug. 8, 2016
Parts Town
Addison, IL

CFESA Fall 2016 Conference
Oct. 26 - 28, 2016
Ballantyne Hotel & Lodge
Charlotte, NC

2016 CFESA TRAINING CLASSES

EGS&W Training
February 22 - 27, 2016

April 25 - 30, 2016

October 17 - 22, 2016

Refrigeration Training
March 14 - 18, 2016

Oct 31 - Nov 4, 2016

Management Level 1
April 12 - 14, 2016

Management Level 2
October 4 - 5, 2016

For more information on CFESA's Training Classes please visit our website

http://cfesa.com/training.asp

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We want to hear from you!!!

Visit the On Target page on our website
http://cfesa.com/publications.asp
and let us know what you would like to see in upcoming issues of On Target.

We will periodically post online surveys and publish the results in the following issue of On Target.

You can also view the online version of our publications dating back over 7 years.

If you have any questions please email Stephen at smedlin@cfesa.com



The National Restaurant Association Educational Foundation is now accepting applications.

CFESA Service Excellence Scholarship

All NRAEF scholarship applications will be accepted between Dec. 15, 2015 and June 7, 2016. To apply as well as access additional information on available scholarships, visit www.nraef.org/scholarships.

CFESA Cares

Student scholarships are awarded for postsecondary study in a variety of industry specialty areas, including culinary arts, business and entrepreneurship, marketing, restaurant and foodservice management, supply chain management, viticulture and hospitality, travel and tourism.

NATIONAL RESTAURANT ASSOCIATION EDUCATIONAL FOUNDATION

Educator scholarships cover expenses to attend the NRAEF's Summer Institutes, week-long workshops that give culinary-focused educators cutting-edge culinary arts skills they can apply to their classrooms.

A R Repairs
Baker's Keads Inc

American Kitchen Machinery & Repair Company Inc

Armstrong Repair Center Inc

Atech Inc of TN

Commercial Appliance Service Inc

Commercial Kitchen Parts & Service

Cresco Inc

Duffy's Equipment Service

Ecolab Equipment Care (EEC/GCS)

Eichenauer Services Inc

EMR Service

General Parts Group

Food Equipment Service

Goodwin Tucker Group

Hagar Restaurant Service

Jay-Hill Repairs

Jenson Refrigeration Inc

Kitchen Tech Inc

Mid-South Maintenance of TN Inc

Pine Tree Food Equipment Inc

RB Service Company Inc

RES - Restaurant Equipment Service Group LLC

Safecare

SAM Service Inc

Service One LLC

Service Solutions Group

Summit Commercial Facilities Group

Whaley Foodservice Repair

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.

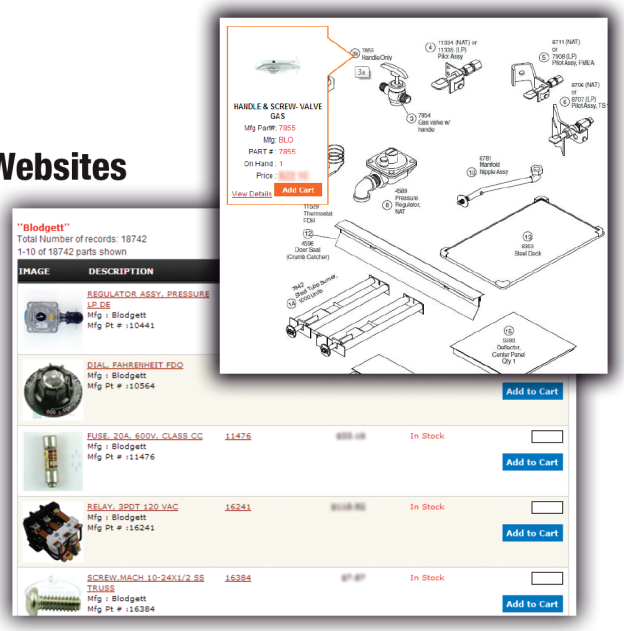
If you are interested in having a technician test in the area of Electric, Gas, Steam or Refrigeration you may visit the CFESA website and download the CFESA testing forms, proctor guidelines and other important documents that relate to the CFESA testing programs. As a reminder, we now offer Online Testing 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.

Comprehensive Tools for Servicing the Food Service Industry

E2

Customized Customer Websites with Account-Specific:

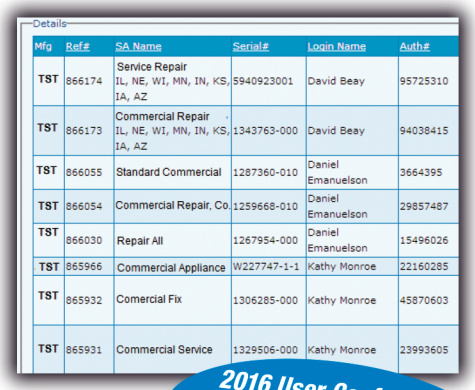
- Equipment manuals
- Parts pictures
- Exploded views
- Service bulletins
- Model images
- Real-time availability
- Pricing



GlobalWarranty

Warranty Claim Software

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- Pre-Authorization Functionality
- Decrease Rejected Claims
- Connect to Field Technicians
- Field Verification of Product Warranty Authorization via Laptop, Tablet or Smartphone
- Document and Parts Management



2016 User Conference
May 1-4, 2016
Eaglewood Resort & Spa – Itasca, IL
#2016DaviswareUC

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- Easy Search Capabilities
- Real Time Bilingual Chat
- Industry's Best Technical Support
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- Remote Field Service Tablets and GPS Dispatched Vehicles = Faster Response and Less Down Time
- Service Available 24/7/365
- CFESA Certified Technicians
- No Multiple Travel Charges

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