



# CFSEA NATIONAL NEWSLETTER

THE NATIONAL NEWSLETTER OF THE CANADIAN FOOD SERVICE EXECUTIVES ASSOCIATION

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## President's Message / Message de la présidente

It is my pleasure to bring greetings to you on behalf of your Board of Directors and to highlight a few of the activities taking

place within CFSEA during the past several months.

A major initiative of my term is to facilitate the opportunity of our Association and Members at the National Board, Senior and Junior Branches to work together as a team, to live our mission and the values of CFSEA.

This can be accomplished by:

Strengthening and enhancing the needs of our current and future members.

Embracing the use of electronic technologies to further the growth and development of our Association.

We need to look beyond/outside the "box" to accomplish some of these goals.

The challenge is how we can grow and yet maintain the history and legacy of the CFSEA that has been nurtured for the past 26 years.

The CFSEA web site development project has been under the persistent and talented direction of Allison Miner, CFE. We are indebted to Allison and her team for their commitment and dedication to seeing this project through to start-up and beyond. We hope to have the site operational by early December.

CFSEA is a volunteer organization and is dependent upon our members to work collectively and communicate effectively with each other. A special thank you to each of you who contribute your time and expertise to participate and promote CFSEA at all levels within the organization and in the external environments. I am looking forward to meeting you as I visit branches during the months to come.

*Andrea MacLean-Holohan,  
CFE, National President.*

Je suis heureuse de vous souhaiter la bienvenue au nom du conseil d'administration et de vous donner un aperçu de quelques-unes des activités de l'A.C.C.S.A. au cours des derniers mois.

L'un de mes principaux objectifs consiste à faire en sorte que les membres du conseil d'administration national et des sections seniors et juniors puissent travailler en équipe pour réaliser notre mission et mettre en pratique les valeurs de l'A.C.C.S.A.

Dans ce but, nous devons :

Mieux répondre aux besoins de nos membres actuels et futurs.

Intégrer l'usage des technologies électroniques afin d'accélérer la croissance et le développement de notre association.

Pour atteindre ces objectifs, nous devons toutefois élargir nos horizons. Le défi consiste à savoir évoluer tout en maintenant la tradition et l'héritage que nous ont laissés les membres de l'A.C.C.S.A. tout au long de ces 26 dernières années.

Le projet de site Web de l'A.C.C.S.A. est depuis sa création sous la supervision constante et talentueuse de Mme Allison Miner, CFE. Nous sommes redevables à Mme Miner et à son équipe pour leur dévouement et leur engagement à mener ce projet à bonne fin, depuis sa conception jusqu'à aujourd'hui. Le site devrait être opérationnel au début du moins de décembre.

L'A.C.C.S.A. est un organisation bénévole dont le succès repose sur la capacité de ses membres à travailler collectivement et à communiquer efficacement entre eux. Nous remercions spécialement ceux d'entre vous qui contribuez de votre temps et de votre expertise à la promotion de l'A.C.C.S.A. à tous les niveaux, tant à l'intérieur qu'à l'extérieur de l'organisation. J'attends avec impatience le moment de vous rencontrer dans le cadre de mes visites des sections au cours des prochains mois.

*Andrea MacLean-Holohan,  
CFE, présidente nationale*

### NATIONAL SPONSORS

## ECOLAB

Proud sponsors of the "Food Executive of the Year" award and student bursaries.



## Nestlé

Proud sponsors of the "Nestlé Gold Plate" award for student excellence.

**2000/2001 National Executive**



L-R Secretary Ted Musset; President Elect Jennifer Hill, CFE; VP Professional Development Shelley LeFresne, CFE; President Andrea MacLean-Holohan, CFE; VP-Junior Development Colleen Koch MacDonald, CFE; Treasurer Don Fitzgerald, CFE; Immediate Past President Barbara Thompson, CFE. Absent from photo VP Membership and Marketing, Frank Miller.

**2000 Nestle Team Leadership Award Recipients**

- |                      |                                |
|----------------------|--------------------------------|
| Alexis Camenzuli     | Algonquin/Kemptville           |
| Monica Braz          | Brescia College                |
| Cindy Jarrett        | George Brown College           |
| Christine LaFontaine | Ryerson Polytechnic University |
| Heather LaMarche     | Humber College                 |
| Shawn Cross          | University of Guelph           |
| Stacey Loomis        | Sir Sanford Flemming College   |
| Jennifer Dubec       | McGill/MacDonald University    |
| Amy Bower            | Mount St. Vincent University   |
| Tanya O'Brien        | St. Francis Xavier University  |

**CFSEA National Awards Program**

- CFSEA Branch of the Year**  
 Large Branch Toronto  
 Small Branch Halifax/Dartmouth

- Overall Branch Education Effort**  
 Large Branch Vancouver  
 Small Branch Halifax/Dartmouth  
 Ottawa

- Branch Newsletter**  
 Large Vancouver  
 Small Montreal

- Youth Activities** Toronto

- President's Award** Manitoba

**Award of Excellence**



The new CFSEA Award of Excellence was presented at the Ottawa Conference by Ottawa Branch President Jacques Phaneuf, CFE to Val Belcher, owner of the Lone Star Café Ottawa and ten other restaurants located from Vancouver to the Maritimes and in the U.S. This award will continue to be given by the Conference Host Branch to a member of their community for outstanding contribution to the Food Service industry.

**CFE's Awarded**



**Committed to Managerial Excellence** Back L-R: Brian Emmerton, CFE; Phyllis Quarrie, CFE; Jennifer Davidge, CFE; Carol Schell, CFE; Middle Back L-R: Don Bliss, CFE; Elma Carson, CFE; Cathy Ralston, CFE; Jo-Anna Fawcett, CFE; Edith Jutras, CFE; Middle Front L-R: Kathy Chapman, CFE; Fran Sutherland, CFE; Andy Jackson, CFE; Donna Lynds, CFE; Josie McInnes, CFE; Front L-R: Delores Smith, CFE; Patricia Myatt, CFE; Elaine Walker, CFE; Absent Ed Bernard, CFE; Christine Hillier, CFE; Joanne Fralich, CFE.

**Credentialed Food Executive Program 1999 - 2000 CFE Designates**

- |                     |                   |
|---------------------|-------------------|
| <b>Junior Exec.</b> | <b>Branch</b>     |
| Johanna Fralick     | Halifax/Dartmouth |

- |                   |                   |
|-------------------|-------------------|
| <b>New</b>        |                   |
| Phyllis Quarrie   | Calgary           |
| Christine Hillier | Halifax/Dartmouth |
| Patricia Myatt    | Halifax/Dartmouth |
| Carol Schell      | Ottawa            |
| Ed Bernard        | Toronto           |
| Brian Emmerton    | Toronto           |
| Catherine Ralston | Toronto           |
| Don Bliss         | Vancouver         |

- |                 |                   |
|-----------------|-------------------|
| <b>Renewals</b> |                   |
| Delores Smith   | Halifax/Dartmouth |
| Jo-Anna Fawcett | Hamilton/Niagara  |
| Donna Lynds     | Northumberland    |
| Mary McInnes    | Northumberland    |
| Edith Jutras    | Ottawa            |

- |                 |                   |
|-----------------|-------------------|
| <b>Fellow</b>   |                   |
| Kathy Chapman   | Halifax/Dartmouth |
| Elma Carson     | Manitoba          |
| Fran Sutherland | Northumberland    |

- |                |          |
|----------------|----------|
| <b>Emerald</b> |          |
| Andy Jackson   | Toronto  |
| Elaine Walker  | Manitoba |

- |                  |        |
|------------------|--------|
| <b>Diamond</b>   |        |
| Jennifer Davidge | Ottawa |

**National Food Executive of the Year**



L-R National Food Executive of the Year recipient Rosie MacLean, CFE; Adrian Droog, Ecolab, and Immediate Past President Barbara Thompson, CFE. Congratulations to Rosie MacLean, CFE of the Toronto Branch on receiving this year's National Food Executive of the Year Award. We are very pleased to have Ecolab as the sponsor of this very prestigious award in recognition of outstanding ability and contribution to the food service and hospitality industry, as well as service within CFSEA and community involvement. Rosie has been a member of CFSEA for 15 years. She is president of MacLean Food Consulting Inc.

**2000 CFSEA National Junior Branch Awards**

- Most Outstanding Junior Branch**  
 University: McGill/MacDonald University  
 College: Algonquin/Kemptville College

- Most Outstanding Junior Branch Newsletter**  
 University: McGill/MacDonald University

**2000 Gold Plate Award Winners**

- |                    |                                |
|--------------------|--------------------------------|
| Amy Yu             | University of British Columbia |
| Irene Williams     | Vancouver Community Collage    |
| Lisa Farrell       | University of Calgary          |
| Gloria Booth       | University of Edmonton         |
| Betty Ann Crump    | Algonquin/Kemptville           |
| Julie Laverdiere   | Brescia College                |
| Tracy Gosselin     | Georgetown College             |
| Eugenia Ho         | Ryerson Polytechnic University |
| Salil Joshi        | Humber College                 |
| Wilda Lau          | University of Guelph           |
| Janeen Costello    | Centennial College             |
| Janice Scott       | Sir Sanford Flemming College   |
| Helen Papegeorgiou | McGill/MacDonald University    |
| Connie Currie      | St. Francis Xavier University  |



**Gold Plate Winner** Andy Jackson, Manager, Business Development, at Toronto-based Nestlé Canada presents CFSEA junior branch member and Ryerson student Eugenia Ho with the National Nestlé Gold Plate Award at the CFSEA Conference held recently in Ottawa. The award, sponsored by Nestlé and judged by CFSEA representatives, recognizes a student's outstanding commitment to the hospitality industry and community.

## Canadian Food Service Executive Association National Life Membership- Muriel Stanway, CFE Presentation September 2000, Halifax NS

On September 18, 2000 approximately 70 CFSEA members, special guests, colleagues, friends, and husband Ken gathered to honour Muriel Stanway, CFE. The evening was set in the elegant Casino Nova Scotia, overlooking the Halifax Harbour.

Barbara Thompson, CFE Immediate Past-National President assisted by Andrea MacLean-Holohan, CFE, National President, made the presentation. Shelley LeFresne, CFE, National Vice-President also participated.

In June 1998, the National Board of Directors, unanimously elected Muriel to be a Life Member of the national association on a recommendation by the late Donald McPhie, DODG, CFE. The Life Membership was presented to Muriel in absentia during the national conference in June 2000.

**This recognition is not given lightly or frequently. There are only three others who have been honoured with a national life membership.**

Words that are frequently used to describe Muriel are: articulate, compassionate, considerate, diplomatic, ethical, pragmatic, professional, thorough, thoughtful, empathetic, loyal and a good friend.

Muriel is a graduate of Saint Francis Xavier University and the Dietetic Internship program at the Halifax Infirmary. She is currently a member of the senior management team at Northwoodcare Inc. in Halifax.

She has been a CFSEA member since 1976 and is a *Charter member* of the Halifax-Dartmouth Branch. She was *branch president* in 1981.

She made her entrance on the national board of directors in 1980 and held every executive position up to and

including *national president*.

She was national president from 1987-89. The Northumberland Branch was mentored and chartered during her term in office.

In 1986, Muriel was the recipient of the *Canada Award Food Executive of the Year*.

Muriel has always been a believer in lifelong learning. She has demonstrat-



President Andrea MacLean-Holohan, CFE; National President, Muriel Stanway, CFE receiving National Life Membership from Barbara Thompson, CFE, Immediate Past-National President

ed this belief through action obtaining the *Diamond level CFE status*, the highest level of the CFE designations.

She introduced *strategic planning* to the national association in the early 1990's, bringing the association kicking and screaming into this planning process.

Muriel is a long standing member of *the CFE committee* and is a member of the CFE review board where she is known for her thoughtful consideration, integrity and thoroughness in the final review of CFE applications.

She is the Chair of the *Constitution and Bylaws Committee* and for many years was the CFSEA *Liaison to IFSEA*.

Muriel has been a mentor to many in the association and we look forward to

having her provide expertise and knowledge to the association for many years to come.

These are some direct quotes from friends and colleagues:

"Muriel is a fine lady, was a great CFSEA national president. I have many fond memories of IFSEA conferences when she was in attendance"

*Don McIntosh, DODG, CFE*

"Over many years you have toiled, mentored and guided the association...."

*Rosie MacLean, CFE*

"Always very professional and astute. She was sometimes a mediator, always remaining calm, cool, and collected"

*Shelley LeFresne, CFE*

"When I was national president you supported me in many ways, as well as diplomatically putting me back on track when required"

*Tom Whatten, CFE*

"During her presidency, when Muriel spoke, it was with strategic purpose that commanded our attention"

*Judy-Ann Wybenga, CFE*

"Dedicated not only to CFSEA but to her employer, her staff and her family..."

*Florence Akerley, CFE*

It is my pleasure to know Muriel as a friend, a colleague, and to have been national president when the board unanimously endorsed the recommendation of Donald McPhie, DODG, CFE to honour Muriel with a national life membership.

*Barbara Thompson, CFE  
Immediate Past-National President*

## Highlights of the National Board Meeting: November 3-5, 2000 Toronto, Ontario

Again the National Board concluded a very successful 3-day meeting in Toronto. Many Issues were discussed giving the heads of all the committees, as well as the National Directors, an opportunity to present their reports. For purposes of this report, however, I will only highlight briefly what transpired on Saturday and Sunday.

### Website Development:

Allison Miner and her committee of four have spent untold hours getting our website up and running. Although a little behind schedule, mainly due to many Branches not forwarding necessary information, Allison hopes to be online sometime in December. It was stressed that all basic components are in place, fine-tuning is now in progress, but the launch time is dependent upon receiving pertinent Branch information. Many aspects of the time saving and eventual cost savings components were reviewed. It is also felt that the Website will strengthen the ties between the National Office, the Branches, and their membership.

### Administration Conferences:

Both Moncton 1999 and Ottawa 2000 conferences reported surpluses of over \$10,000. Calgary conference is on schedule for June 14, 15, 16, 2001. It was also reported that conference locations for the next seven years through 2008 have been confirmed.

### Financial:

Don Fitzgerald, our National Treasurer, reported that after six months of operation, September 30th, we are presently in a negative position of \$9,078; however, receivables from membership and roster total \$8,405. He also reported that the Bursary Trust Fund is in good condition at \$102,147 as of Sept. 30, 2000. It was stressed that National continues to have problems collecting membership dues and it is hoped that the web site may eventually eliminate this ongoing dilemma.

### Branch Highlights:

All of the branches are working hard to meet their membership needs. Each branch is presently developing their own web page for the National website, as well as for local member use. Most branches are also using e-mail to keep members posted on upcoming events. Both Vancouver and Toronto are

producing a mini newsletter that goes on line as well as sending out their complete hard copy newsletter.

### Professional Development Awards Program:

All award information, criteria, etc. will be found on the new Website. Eventually, all applications will be completed electronically. Rosie MacLean and Fran Sutherland have been appointed co-chairs of the awards committee to work along side Judith Kelly. There was some discussion concerning allocated point values in some specific criteria areas of the Branch awards. A draft of the changes will be forthcoming in the spring meeting.

### Marketing, Sponsorship, and Membership:

Frank Miller stressed that, at some point in time, the brochures that we are currently using will have to be updated, specifically in the area of language, to keep pace with the new Website. Culinary Creations Consultants have been appointed to solicit sponsorship funds for the CFSEA National. Luis Sumanica, consulting Co-ordinator for Culinary Creations, has been in the food service industry for 24 years and is presently a member of the CFSEA at the London Branch. He is very well versed in the needs of our association and will be working to secure funds over and above those already received from our national sponsors

### Junior Development:

The flow of information to the junior branches has improved, and Award information has been sent out. 2 new Junior Branches, Sir Stanford Fleming and University of Victoria, are soon to be chartered. We presently have 16 junior branches with a potential of 486 members. It was mentioned that until junior dues are received, no information packages could be sent out.

### Banners:

The question of uniformity and costs of Branch banners was brought forward from last June's conference. Initial investigation into producing new banners in a different material - nylon - and in a more cost efficient manner, will be further researched. A proposal will be brought forward at the next National meeting.

### IFSEA

The IFSEA will be celebrating its 100th Anniversary on March 2-5, 2001. As the Association is struggling, with membership, they have presently dissolved all of the junior branches. All juniors will become senior branch members automatically. They are presently offering \$50 recruitment finders fee for new members.

### Motions:

There were a number of motions presented and voted on. They include the following:

- The Nominating Committee was appointed for 2000-2001.
- 6 CFSEA National Bursaries will be awarded in 2001, a value of \$1,000 each.
- CFSEA Don McPhie Family Memorial Bursary valued at \$1,500 will be awarded in 2001.
- CFSEA will continue its affiliation and membership with the CTHRC and the National Executive will appoint a CFE member to sit on the CTHRC Board.

The National Board decided that it was not financially, nor appropriate to support registration and travel expenses of Bursary recipients to attend the National conference from the National Bursary Trust Fund.

### Strategic Opportunities:

There were a number of topics discussed concerning future strategies by the National Board. In following through with these ideas, a number of fact sheets for future consideration included, National invoicing, National direction for membership growth, including video and power point presentations, communications through the website to and from the branches, and evaluating the cost of award plaques versus allocation of those dollars toward better purposes.

*Nancy VanAggelen, CFE*

## Reach for the Peak

27th Annual National Conference Canadian Food Service Executives Association  
Calgary, Alberta June 13-17, 2001

We are really looking forward to hosting the 2001 CFSEA National Conference. Our host hotel is the Delta Bow Valley in the heart of Calgary. Hotel reservations can be made by calling 1-800-268-1133 or visit [www.deltahotels.com](http://www.deltahotels.com). The registration fees of \$350 makes the conference an excellent value since it includes all meals, all educational sessions and all social events. Calgary International Airport is less than 30 minutes from downtown and is well serviced by a fleet of national and regional airlines.

We want to reassure you that even though you will not be getting any mail from us, that the Reach for the Peak registration form, full education program description and all related conference information is a "click" away at [www.cfsea-calgary.com](http://www.cfsea-calgary.com). In fact, communicating via the Internet means we'll be able to correspond faster AND it will save time and mailing costs.

Mountaineering is a great metaphor for "managing" in the new millennium. Sometimes it's an uphill climb, sometimes the best route to take is not clear, and always it is a team approach. Our



education program will address all aspects of the management trek. Speakers will focus on applying the principles and practices of wellness to our leadership strategies.

If you have any other questions or concerns, send us an e-mail. We'd love to hear from you. Otherwise, we'll see you next June under the western sky!

*Tom Mitchell, CFE*  
Conference Chair  
[tlcmarketing@home.com](mailto:tlcmarketing@home.com)

*Judy-Ann Wybenga, CFE*  
Conference Vice-Chair  
[jawybenga@home.com](mailto:jawybenga@home.com)