

NATIONAL NEWS

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*Tom Mitchell, CFE
CFSEA National President*

Think
locally
and act
Nationally.

I would like to welcome you all to our first National Bulletin and thank Inge Hausner for quarterbacking this project. The bulletin is meant to inform and enlighten all of our members, potential members and the media.

If you can think of anyone who should be receiving this let us know and we will try to get it to them. If you have a member or friend that doesn't have e-mail please copy and send it to them.

Our primary goal right now is to grow membership, bring a friend to a meeting, drag out that customer, dig up a newly graduated student that has lost contact. Try not to attend another CFSEA function alone, in the future we should have to solve problems like having trouble finding venues large enough for our annual conference. Set a goal and work towards it.

Like anything else that we want to grow we have to feed and care for it, so please contribute to the Bulletin. Let Winnipeg know what Halifax is up to and let the president of Ottawa Branch pass a great idea on to the president of Edmonton Branch. Think locally and act Nationally.

Thank you and I will talk to you again soon.

Tom Mitchell CFE

Visit our cfsea.ca Web Site

Have you visited cfsea.ca lately? If not, please take a moment and check your personal information to ensure that it is correct. If you have recently (or not so recently) moved, changed jobs, changed e-mail addresses, etc., we would appreciate if you could update your information. It will just take a few minutes of your time, and would help us out in the administration department.

Thank you!

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CFSEA Toronto Branch

Lisa Clark is now the Chair of the Senior Management Advisory

Council (SMAC) and this group has assumed responsibility in September. SMAC power breakfast meeting was on Thursday, Sept. 19th, 2002. The sub-committee of (SMAC) and Canadian Meat Council (CMC) volunteers organizing the High School Career Day for October 16th, 2002 will present the plans to SMAC at that meeting.

This committee of eager beavers has been working diligently all summer. We now have a wonderful day planned for 150 grade 10 students from Lorne Park Secondary School in Mississauga. "From Field to Fork", Career Opportunities in the Foodservice and Hospitality Industry, is a pilot project that we hope will become provincial if not national in scope.

Our vision is:

To increase awareness of career opportunities in the foodservice and hospitality industry.

To assist educators and counselors in the development of career programs as they would relate to the industry.

To create and present a bi-annual, CFSEA/SMAC sponsored seminar to high school students across Ontario/Canada.

We have two highly respected key speakers and 15 panelists whose experiences in a number of segments of our industry will illustrate to the students the wealth of career opportunities available to them. Our Junior Presidents are being invited to participate as well as faculty liaisons and CFSEA executives. We are all very excited about this initiative and are looking forward to a great day.

February Seminar

Toronto

For years, our joint meeting with Dietitians of Canada, Business and Industry Network, has been a huge draw, well attended by both associations and excellent in its educational component. In discussion with a number of foodservice suppliers, we have finally developed a plan for a 1-day seminar which will replace the usual February dinner meeting in 2003.

The date of this event is Tuesday February 11, 2003. The location, University Health Network, Toronto General site. Attendees will be invited from CFSEA Toronto, Ottawa, London, Hamilton branches, DCBIN, OANM, HEIB and HFMA. We hope to have administrators and foodservice managers in attendance. The Theme will be "A Global Approach to Excellence in Customer Satisfaction in Healthcare". We hope to invite key healthcare movers and shakers from Europe, USA and Canada who have truly raised the bar in customer satisfaction working within budget, demographics, customer, nutritional, government expectations and parameters.

Our executive has approved this proposal and over 20 suppliers have agreed to sponsor this event. I have agreed to chair this since I have had the opportunity of running a number of seminars for supplier groups and they asked me to take on this one. It's a wonderful opportunity for CFSEA in Toronto. We hope to put our organization on the map, increase awareness and membership and the educational component of our association.

Mark your calendars and stay tuned for more.

Rosie Maclean CFE



Vancouver Branch

The Vancouver Branch kicked off the new year with a successful branch meeting on September 10, 2002. We were pleased to have with us 3 members from Victoria who sailed across the Strait of Georgia to join us for a tour of the Vitality beverage plant. The impressive tour was followed by a branch meeting and dinner at the ABC Country Restaurant in White Rock where CFE awards were presented to four members who were unable to be at the National conference: Colleen Kelly, Shirley Ripley, Paul Machek, and Dave Donaldson. The speaker at the meeting, Ron Kuczynski, Sales Consultant with Vitality Foodservice Canada Ltd., described the evolution in sales/client relationships and the importance of creating a winning relationship with clients.

Valerie Wood, VP Marketing and Membership, announced a Fall Membership Drive: "**Harvest the Benefits of CFSEA Membership**". For each new name of a potential member submitted, a member will receive a 50/50 ticket; for each new member recruited the member will receive a "valuable prize" (details to be announced). There will be a prize for the most new members recruited and prizes for new members. With all these enticements the Vancouver Branch is looking forward to a surge in membership!



C.F.E. -- A Professional Credentialling Program -- It's ABOUT time to DO IT!

What is CFE?

CFE stands for Credentialed Food Executive. When you attain the designation CFE you are living proof of CFSEA's mission statement: **To promote professional and personal growth and develop alliances leading to excellence in our industry.** It means that you not only believe in the value of continuous learning but also have demonstrated that commitment by having your educational efforts validated.

The CFE program recognizes and honours member accomplishments in education, experience, and dedicated leadership to industry and community. The CFE program recognizes the diversity of human resources existing and required within the hospitality industry. The uniqueness of the program is in equating this dichotomy within a common certification program.

Why CFE?

Attaining the designation of CFE indicates that you have a tangible record of accomplishments and skills. Besides employer recognition and stature in the industry, being a CFE attests to your ongoing personal and professional growth.

How Do I Become a CFE?

Credentialling requires a total of 125 points with minimum point requirements in Education (32), Industry Experience (20), and Leadership Activities (10). The balance of 63 points may be made up in any of the three categories.

The conversion of hours of education to points is based on 1 hour equalling 1/10th of a point. Thus, 100 hours of industry related seminars equals 10 points. A completed culinary, dietetic, or apprenticeship program is 20 points.

Documentation of your educational activities is a must. Your branch CFE Chairperson will help you do an "inventory" of your recent and not-so-recent education.

What are the Benefits to Me?

Achieving CFE status is a benchmark for measuring past achievements and setting goals and standards for yourself for the future. Besides receiving a CFE certificate and gold pin you also earn the right to include the CFE designation after your name.

The renewal program provides incentive to maintain and improve your professional credentials. You are encouraged to renew every three years and move from ruby to sapphire to emerald to diamond status.

When Can I Apply?

The CFE Chairperson's job is to assist you in inventorying your educational and professional achievements to date. A working copy of the application form will be initiated to confirm and monitor your point status. The application deadline for CFE is **December 31.**

A four member National CFE Review Board assesses your application. The application processing fee is \$50.

Please contact your Branch CFE Chairperson to begin the process.

Submitted by Judy-Ann Wybenga, CFE and National CFE Chair
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News from CFSEA London

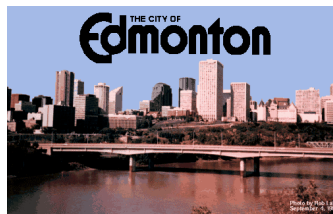
After hosting a very successful CFSEA national annual conference last June, the CFSEA London branch is once again on the go! Our September 26th event is a 2-1/2 hour activity at the Culinary School of London with guest speaker Paul Herring, General Manager, Ontario Cold Drinks branch of the Coca-Cola Company. He will speak on "Market Industry Trends". "Show Time Cuisine" will follow. This is a sampling of slow roasted, sweet cola onion glazed beef tenderloin atop French stick with martini mashed potatoes (to be created by Chefs Wayne Nichols & Chris Cox); fresh made sushi from Ah So Gardens (which will be demonstrated by Dan Hong); mini Italian pastries (compliments of Capo Foods). There will also be a wine sampling (compliments of Rick Doyle, Direct Cellars), beer tasting (courtesy of Jim Brown, Labatts), and a chance to win a great door prize, "Nostalgia Coke Cooler", valued at \$300, compliments of Coca-Cola. The branch is expecting to host about 100 members and non-members in this event. In particular, we anticipate a lot of networking by students from Brescia University College, Fanshawe College and the Culinary School of London.

Branch President Luis Samanica has outlined his top three priorities for the year. These are

- 1) to maintain continuity and momentum in key CFSEA initiatives including membership, education and fundraising,
- 2) to increase membership through exceptional presenters, theme functions and networking with industry leaders, and
- 3) to introduce new and exciting partnerships through new opportunities and alliances.

More events are being planned for the next few months. We are looking forward to a great and exciting year ahead!

by Alicia C. Garcia, Ph.D., RD, CFE,
National Director



Edmonton Branch Starts New Year

The Edmonton Branch of CFSEA met on the evening of September 10 at Allegro Italian Kitchen West for their fall kickoff meeting. There were 27 people in attendance, including three current Junior Branch members and three recent graduates of the Food Service and Nutrition Management program at NAIT who are interested in becoming junior members of the Senior Branch.

President Anne Assaly, CFE and the 2002 – 02 executive outlined the plans for the upcoming year and provided all those in attendance with the updated Branch brochure. Members were also encouraged to visit the Edmonton Branch web site www.bus.nait.ab.ca/staff/tadd/cfsea/index.html for more information and updates throughout the year. The year will feature a combination of guest speakers, tours and networking opportunities. In addition, a number of different meal formats will be initiated to help control costs for members. A key activity for the year will be the establishing of a Conference Committee for 2005 and the booking of the host venue. And for the fourth year in a row a February get away to the Fairmont Jasper Park Lodge has been confirmed.

While enjoying a family style meal of calamari, green salad Italian style, veal cannelloni and penne with fresh vegetables the members and guests discussed the proposed name change for the Association. There was some lively debate on the topic and a memo is being drafted to National outlining the Branch position.

The next Branch meeting will be held on Tuesday, October 8 at Absolutely Edibles with the educational presentation to be "Networking Strategies



Plan now - attend the CFSEA Conference 2003