



NATIONAL NEWS

March 2003 Volume 1 Issue 3

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Tom Mitchell

National President

To meet all the requirements set out in our Constitution work on this project has been ongoing since the last Conference.

Calgary, Edmonton and New Brunswick Branches have conducted an electronic ballot with their memberships on the proposed name change from Canadian Foodservice Executive Association to Canadian Association of Foodservice Professionals. Well over 51% of each membership voting agreed to the proposed change. A motion has been put forward that will now go to all the Branches to consider. This change will also include changes to the existing symbols and logo of which all the Branches will also have an opportunity to view. The final voting of these changes will be at the Annual General meeting, at the June Conference.

CONFERENCE 2003



Visit the CFSEA Web Site regularly for Conference updates www.cfsea.ca (click here)



National Board Teleconference Mini Bites

The following are brief notes to update the membership of the many projects currently in progress at the National Board.

Name Change

From:

Canadian Foodservice Executives Association

To:

Canadian Association of Foodservice Professionals

Halifax National Conference: June 11-June 15, 2003.

Progress is well underway. The Juniors are fully involved and the web site is being updated on a regular basis. Some registrations have already been received.

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Our National Sponsors



Gold Plate Awards



Bursaries



Bursary

The hard work of the Food Safety Committee has paid off and we have been successful in receiving the go ahead to roll out the HAACP protocol for mass feeding. All details along with the teaching program will be unveiled at Conference allowing each Branch the opportunity to participate and increase their profile within their community.

SMAC Program:

The very successful SMAC program developed by the Toronto Branch is going to be offered at the National level. In an effort to help other Branches adapt a similar program, the National office will make available a draft proposal for each Branch to work from. This should be available the 1st week of March.

New Member Marketing and Corporate Membership:

Steve Burns, President of the Toronto Branch has presented a proposal prepared by the Toronto Branch.

This proposal was developed with the intent of assisting the National Association in increasing the total membership over the next few years.

There are many details still to be considered however the basic concept has now been forwarded to all Branches for their consideration. The result of the ballot vote to consider this proposal to incorporate a "Corporate Membership" into our Constitution was positive and a motion to change Article IV, Section 1.4 of our by-laws to allow the addition of Corporate Membership, as defined to the satisfaction of the membership was passed.

There will be more discussion on this matter at National Conference.

Fee Increase Vote:

It has been agreed to defer any fee increases at this time. This item will again be addressed at Conference.

Branch Reports:

Generally speaking the Branches are holding their own. Memberships are slightly down, meeting attendance is holding or slightly down and finances are being maintained.

Montreal Branch is still a concern and being addressed again this month by Tom Mitchell, President and members of the Montreal Branch.

CTHRC:

It has been suggested that a local CFSEA liaison from the closest Branch, be designated to attend the CTHRC meetings as they move about the country.

It has also been suggested that materials of interest i.e. the value of the CFE Program is provided to the CTHRC Board for pre-circulation before each meeting.

Website:

A committee, headed by Jennifer Hill has been formed to address all website issues.

It will be this committee's mandate to develop a list of priorities for the site and determine the order in which these priorities will be addressed considering of the current budget.

The final billing for the website costs will be going out to all the Branches in the next week.

This is the 3rd and final payment required, and agreed to, by the Branches for the initial set up of the site.

Juniors:

A networking directory has been distributed to all Junior Branches as well as the Gold Plate Brochure and application forms.

The Junior Awards Program forms are in the process of being revised and will be sent out shortly. National Bursary and Scholarship Program applications have also been distributed. Jocelyn Lohnes of MSVU and James Chalmers of U of Guelph have agreed to serve on the Board of Directors as Junior Reps. This is in accordance with the motion passed last year at Conference whereby it was felt that Junior representation was important at the National Board level.

National Sponsorship:

Nestles Food Service has been recognized as the Corporate Champion of Education and Training at the Toronto Branch Challenges for Champions—Top Management Night. They were very pleased to receive the award and suggested an interest in continuing to support the Gold Plate Award for Juniors beyond the current contract term.

Sara Lee Bakery will contribute one \$1000 Bursary this year.

Conference 2003 fund raising objective is \$25,000. L Saminica is working on 4 promising contributors and has another 20 prospects.

*Nancy van Aggelen, CFE
V.P. Communications*



CFSEA Toronto Branch News

Challenges for Champions Top Management

On Monday, January 27th, 2003, CFSEA Toronto Branch hosted nearly 400 guests at our 29th Annual Challenges for Champions - Top Management Night.



The event took place at the Toronto Hilton Hotel. Executive Chef John Cirillo, CCC, developed a wonderful Canadian-themed menu for the event.

During the reception, "Mio", a great magician, entertained us. Mio added quite a stir with his card tricks and other illusions.



Geoff Wilson



Steve Burns

The formal portion of the evening began with a welcome from Geoff Wilson, Event Chair. Steve Burns, Toronto Branch President, and Tom Mitchell, CFSEA National President then welcomed our guests.

Our Challenges for Champions and Brian M. Cooper Memorial awards were presented to the following individuals and organization:

- **Paul Belacca**, George Brown College - Brian M. Cooper Memorial Award



*Keynote Speaker Dr. Sherry Cooper,
Chief Global Economist and
Executive Vice President
BMO Financial Group*

- **John Walker**, George Brown College - Champion in Education and Training Award - Educator Category
- **Nestle FoodService** - Champion in Education and Training Award - Company Category

The event theme was Insights and Opportunities - The Evolving Economy and the Foodservice Industry. Our keynote speaker, Dr. Sherry Cooper, Global Economic Strategist and Executive Vice President, BMO Financial Group, delivered an exceptional presentation entitled "2003: Canada's Lead Narrows as US Clouds Part". She provided us with many, many insights about the economy and our industry.

Thank you to all of our event sponsors and guests for making the night a great success!

Lisa Clark

Healthcare Seminar

CFSEA Toronto Branch and DCBIN (Dietitians of Canada, Business and Industry Network) Toronto hosted a 1-day healthcare seminar on Tuesday, February 11, 2003. This event was held at the University Health Network, Toronto General Hospital site. The theme was "Reaching for Excellence in Customer Service" A global perspective.

The Seminar was sponsored by 25 suppliers from design, equipment, food and beverage and distribution, all involved in the healthcare market. 107 foodservice professionals, CFSEA and DCBIN members and guests attended this seminar. In keeping with the theme, all the speakers focused their presentations on customer service.

After the usual introductions and greetings from CFSEA and DCBIN members, we heard from **Tom Closson, CEO and President, University Health Network**. Tom gave us an overview of the challenges and achievements he has faced in senior administration positions at Sunnybrooke Health Sciences Centre, Capital Health in B.C. and now at UHN.

Tom has been trying to improve customer service for over 30 years. "It is a real challenge, one not readily solved because of changes in government and uncoordinated systems". Some of his remarks were quite provocative and cause for stir among the healthcare professionals in the audience.

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Tom suggested patients pay for their food? - Partner with private sector groups? - Do we need so many special diets? - Why build new rather than renovate existing facilities?

It was an excellent presentation that left us all with lots of "Food for Thought".

The second speaker was **Pat Morden, President, Shalom Village in Hamilton, On.** Pat's topic "One cannot think well, love well, sleep well if one has not dined well" Virginia Wolfe, was most appropriate.

She entertained us for an hour with hilariously funny and yet sobering tales of her experiences as she tries to "Balance Humanity with the Rules".

Like all Long Term Care administrator, Pat faces tough budget and staffing regulations. Her approach to nutrition was nothing short of amazing. Without upsetting the powers that be, Pat manages to give her residents exactly what they want, all delivered with care and attention to detail that had the entire auditorium in awe.

Pat -

Acknowledges -individuals and encourages them to make choices

Together -they socialize and communicate

Home -atmosphere is a must, includes eating out, in small groups or alone if desired.

Organization -staff are given the tools to make residents feel at home

Memories -Residents have access to a mini bus for day trips to places they frequented in their younger days.

Enablement -Residents are encouraged and given support to keep independent

All this spells "At Home at Shalom". A wonderful presentation.

On a more factual note, our next speaker, **Dianne Anderson, Vice President, North York General Hospital,** talked about "Delighting the Customers we Serve".

Dianne touched on the issues that she faces as an administrator - staffing, food and service, psychosocial environment, physical environment, resident issues, leadership and appreciative inquiry.

She stressed the need for "Quality of Life of the Body, Mind and Spirit". "Set goals that are achievable, move one step at a time, little differences count, applaud staff for making little difference, take good service to great service.

Our afternoon session was entitled "**The Right Mountain Revisited**". A father and son team delivered this exceptional presentation. Jim Sr. and Jim Jr. Hayhurst were part of a Canadian expedition to Mt Everest in 1988.

"The Right Mountain Revisited" is an inspirational presentation from two perspectives - a father and a son's.

With the magnificence of Everest as a backdrop, the two Jim's held us spell bound for 3 hours. They challenged us with their metaphors. As they took us through their trip, they talked about how they and the team dealt with the various situations they faced as they attempted to climb Everest.

They covered creative ways of managing a budget, commitment to self and team, training, goals, motivation, defining roles, communication, reviewing

achievements to instill confidence, balancing ones life and changing priorities as required, defined success, acceptance of change and last but not least, knowing ones core values.

Their remarks can be applied personally and professionally and the comments from our delegates are summed up in one small word "AWESOME".

Our meals, breakfast, snacks, lunch and the reception at the end of the day were serviced in style by the Nutrition and Food-service staff at UHN. Many thanks to Sanjiv Seth and his team.

Our sponsors provided almost all the wonderful food and beverages. Thanks for your generosity. This was a day of learning, networking, making new acquaintances and renewing friendships.

It replaced our usual dinner meeting. Was it worth the effort? Resoundingly "YES".

Many thanks to everyone who helped to make it such a success.

*Rosie Maclean
Seminar Chair*



John Phoenix and Tom Mitchell in conversation at the Top Management Night in Toronto

Edmonton News



The Edmonton Branch kicked off the new year on January 14, 2003 with a meeting at the University of Alberta Hospital.

Following an impressive dinner (to dispel our notions about hospital food), guest speaker Karol Selulic, RD presented "Nutrition – What Do Our Customers Want?" Learning about the latest food trends and new, upcoming food products provided plenty of "food for thought" when it comes to meeting the ever changing needs of our customers.

The February 11 meeting was held at the Grocery People Distribution Centre. Thirty Junior and Senior members participated in a tour of this 400,000 square foot facility where we viewed the orderly arrangement of over 14,000 different items. We were lead from doors 1 – 58, through a variety of temperature and humidity changes, and certainly worked up an appetite for the tasty meal that followed (in a much warmer climate!). After dinner a panel including a distributor, a sales representative and a client lightheartedly discussed the evolution of today's mutually beneficial partnerships in the foodservice industry. It was both a fun and informative evening.

The Jasper Park Event

The 4th Annual Fairmont Jasper Park Lodge Weekend Getaway was held February 21 – 23.



Members and guests able to attend had a fun filled weekend with numerous activities including a welcome wine & cheese reception, a facility tour, a hands on cooking session, a special four course dinner as well as a horse drawn hay ride followed by hot chocolate and roasted marshmallows around an outdoor bonfire.

On March 11 the Edmonton Branch will meet at the Millard Center for an Irish Theme and an educational presentation on "Gaining Control of Your E-mail".

Remembering Ed Lawrence, CFE

On November 21, 2002 Ed Lawrence, CFE passed away at the age of 74 years. Ed had been actively involved in CFSEA for many years, being one of the founding members of the Edmonton branch.

Ed always had a love for the hospitality and foodservice industry. He began his career with Shell Oil, working as Purser on ships in the Caribbean. In the mid 1960's, Ed joined Versa Services as the Food Service Manager at the WCB Head Office in Toronto. Around 1970, Ed moved to Edmonton and became the Director of Food Services at the Glenrose Rehabilitation Hospital until his retirement in the mid 1990's. He spent his retirement years enjoying his family, traveling and golf.

The Edmonton Branch of the CFSEA will be naming one of our student bursaries after Ed in honor of his contributions to the CFSEA and the foodservice industry. The first Ed Lawrence Bursary in Food Service Management will be awarded to a Junior Branch member at the April 15 meeting at the Edmonton Crowne Plaza Chateau Lacombe.

*Anne Assaly, RD, CFE
President*

Edmonton Branch Members and Guests enjoy a



"Weekend Getaway"



Hot chocolate at the bonfire. Cooking class and the log cabin where the group stayed.

Dear CFSEA Colleagues,

If you have been on the CFSEA web site lately, you may have noticed some improvements. All were made in response to suggestions that were submitted by members such as yourself. To see a full roster of improvements, start by entering the Members Only section where you will find a "What's New" icon. Double click on the icon to view up to ten of the latest website revisions and improvements. The icon itself is one of the improvements. In order to keep members informed, its list will be revised as additional changes are made.

CFSEA has a National Website Committee whose role is to agree on national priorities from all

the ideas it receives. It was this group that chose the improvements noted above. Some agreed-on priorities need to be discussed or explored further before additional action can be taken. One such priority is to "enhance the visibility of business cards on the public side of the website." Committee members have been asked to suggest approaches to do this; your ideas would also be appreciated. Once collected, the approaches will be costed so that the Committee may agree on suitable next steps. If you have ideas for this or further website enhancements, please send them to national@cfsea.ca so that they may be passed on to the Committee. Be sure to describe the issue AND suggest possible solutions. I hope that we will have concrete

plans for business card visibility by the time we meet at our National Conference in Halifax. Speaking of the Conference- It starts on Thursday, June 12 with the official opening ceremonies at Noon and runs through to breakfast on Sunday, June 15. Halifax-Dartmouth Branch has organized an exceptional educational program with a significant food safety component and an equally exceptional social program. Please refer to the website for details and contacts.

[click here](#) 

<http://cfsea.ca/en/conference/agenda.asp>

Hope to see you there!

Jennifer Hill, CFE

*Immediate Past President &
National Website Committee
Chair*

Colleen Kelly, RDN, CFE A Profile of our National Secretary

Encouraged by her boss at the time (Joe Vaz), Colleen started her association with CFSEA in 1985. For those who know Joe, it was hard to say "not interested" and so started Colleen's journey with CFSEA, beginning with Victoria Branch Treasurer position shortly after being inducted into the branch.



For the next 16 years, Colleen served in many positions including President, National Director, Vice President, Secretary/Treasurer and CFE Branch Chair until the branch closure in May 2001. Not wanting to lose touch with CFSEA, she became a Vancouver branch member later in 2001. After a short hiatus, Colleen joined the Vancouver Branch board as a Director in 2002 and currently holds the position of **CFSEA National Secretary**.

Colleen received the distinction of Branch Food Executive of the Year award in 1989 and 1990 (sponsored by Canada Packer's), and then again in 1998 as Branch and Regional winner under the sponsorship of EcoLab. Colleen actively supports

the CFE program and recently attained her Diamond CFE renewal.

Her career started many years ago (too many to mention) with a degree in Food Sciences from MacDonald College (McGill University), and a dietetic internship at Vancouver General Hospital. Born in Toronto, having lived and schooled in Montreal and worked in PEI for two summers, the lure of the west was strong - hence the move to Vancouver. After internship, the plan was to work as summer relief in Victoria at the Royal Jubilee Hospital and then go back east, but as luck would have it, a permanent position as a Clinical dietitian kept her on the west coast.

After a very brief stint as a clinical dietitian, Colleen moved on to Production Manager @ RJH and has survived many amalgamations - from the Greater Victoria Hospitals Society to the Capital Health Region to the new Vancouver Island Health Authority. As Manager of the RJH Food Production Center for the past 15 years, Colleen still finds her job challenging and ever changing. Especially rewarding is working with dietetic interns - and one intern in particular comes to mind - Vancouver's very own Peter Lam! Downtime for Colleen includes travel, reading, gardening and the next house repair - which as a single house owner is a challenge in itself!

Vancouver Branch News

Newsmakers of the Year – BC Ferries and White Spot

The CFSEA Vancouver Branch had a busy and exciting start for 2003. Our January monthly meeting was our annual luncheon that was held at Greenacres Golf Course in Richmond. The guest speaker was Bruno Marti who is well known to members as the Chef-owner of La Belle Auberge in Ladner. He also has a high profile in the field of tourism as master cook, mentor and coach of the Culinary Olympics teams that compete internationally for British Columbia and Canada. With twenty-five years experience and a passion for Canadian cuisine the 'Godfather of Chefs' has now accepted the challenging position of President of the Canadian Federation of Chefs and Cooks (CFCC).



Bruno Marti has graciously made time to discuss the challenges facing professional organizations such as CFCC. Leading a national organization in a country as vast as Canada involves very unique challenges. Image and branding is important for public recognition today. The federation is about to introduce a new "Logo" along with a name change for the organization. They also plan to broaden membership standard to include others working in foodservices such as bakers and executives. Today's chefs are fortunate to be recognized and respected as professionals doing quality work. The appearance of 'Super Chefs' on TV has greatly contributed to their public image.



*Peter Lam (left) and Steven Isherwood (right) present the **Newsmaker of the Year Award** to **Warren Erhart of White Spot** and **Jeff Davidson of BC Ferries Award** is Sponsored by **Ishcom Publication***

“A Touch of Class 2003”

The true highlight for the Vancouver Branch was the overwhelmingly successful BC Leadership Night “A Touch of Class 2003” that was held at the Hilton Vancouver Metrotown Hotel. Ted Duck, Director of Purchasing & Product Development for Boston Pizza was the master of ceremonies for the evening. As usual Ted charmed the audience with his quick wit and humour. Tong Lim the Executive Chef and his staff at the Hilton Hotel once again outdid themselves and prepared a very memorable menu.

Eitan Sharir, President of Dynamic Achievement Group Inc. graced the evening as the guest speaker. He shared local BC companies' success stories and how they excelled in leadership and employee accountability in taking their companies to new heights.

Kudos also goes to the organizers for the Silent Auction, \$5000.00 was raised and the money will go towards the Bursary Fund. A demonstration by the BC Amateur Ballroom Dancing Champions topped off the evening.

Please join me in congratulating the following award winners of the evening:

Newsmaker of the Year
White Spot and BC Ferries

John McCormick Award
Sandra MacSorley, CFE
Manager of Ancillary Services,
Vancouver Community College
City Centre (*See article next page*)

Entrepreneur Award
Wendy Lisogar-Cocchia, President & Sergio Cocchia
Absolute Spa Group

Education Award
Tony Humphries, Instructor Dining Room
Glen O'Flaherty, Chef Instructor
Vancouver Community College
City Centre

Association Award
Marcus von Albrecht – President
BC Chef's Association and
Consultant Executive Chef Jericho Tennis Club

*Caroline Smart
VP Communications*

John McCormick Award



In 1995 the John McCormick Award was introduced by branch President Sandra MacSorley. The award was created to recognize John McCormick's immense contribution to CFSEA starting as a founding member of the Montreal Branch, later moving to Toronto and finally to Vancouver. John McCormick's long career included positions with Sterling Tea & Coffee and Goodhost. CFSEA benefited from John McCormick's support and commitment as he held positions on both the branch and national levels and was instrumental in establishing Leadership Award dinners in Montreal, Toronto, and Vancouver. In 1980 when John McCormick retired

and moved to Vancouver, this Branch had the good fortune to have John McCormick devote considerable time to the branch. He took great interest in publishing our newsletter, acting as Executive Director, and supporting the Junior branches.

The John McCormick Award recognizes strength of character, team building, energy, and enthusiasm in support of the hospitality industry.

This year the John McCormick Award is presented to Sandra MacSorley, CFE to recognize Sandra's dedication to the hospitality industry. Sandra has held many positions at both the branch and National levels of CFSEA, for example: President of the Vancouver Branch from 1994 to 1996 and National Vice-president as well as Junior Branch Liaison at Vancouver

Community College. In addition, Sandra has been an active participant on the HIEAC Board and the FAB planning committee for many years.



Currently Sandra is the Manager of Ancillary Services at VCC where she is responsible for Bookstores, Duplicating and Reproduction, Laundry and Food Service operations. Sandra has also worked at VCC as an instructor and as the Foodservice Coordinator. Prior to joining the VCC staff, Sandra worked in management positions at White Spot and the Vancouver Parks Board. When Sandra has free time she can be found doing more volunteer work with the Girl Guides of Canada as Deputy District Commissioner.

What can we borrow from our sister organization, IFSEA ?

For the past year, I have had the pleasure of serving as the Chairman of IFSEA, after doing the same for CFSEA years ago. As CFSEA works hard to move forward to serve its members, what can we borrow from IFSEA?

Branding/Marketing- As CFSEA is undertaking a name change and new brand, what have been the keys to a successful launch to the same IFSEA initiative?

- Everyone is busy, so you need a simple, easy to remember, visually appealing message, which conveys why people should join
- When building the value and benefits, rely heavily on non-members, since that is the market we are appealing to.
- The brand is not just the new printed materials; it is the new way you conduct business at the branch.

Communications

- Can you develop a consistent look across the country to leverage the new brand?
- What is the best way to regularly reach potential new members?

Leadership

How will you identify, train, and develop the new leaders at the branch and national levels?

Act locally, think nationally

A great quote from Steve Burns, Toronto. IFSEA is moving from the National Board setting direction, to having the branch presidents decide on direction. It is the branches that make the association flourish. Give them the decision making power, and the responsibility for success of the implementation.

Evaluation

How do we assess if our programs are delivering value to our members? If they are not, how do we modify or eliminate them? If they are, how do we make them even better?

In the next few years, CFSEA faces its most exciting times as we try to grow, and I am looking forward to being part of that success. If we are diligent in listening to our customers, we will be able to provide them with a compelling reason to be part of our great branch, and national network across Canada. It is up to you to get involved, and be part of the solution!

Yours truly,
Grant Thompson, CFE

CFSEA Past National President

Halifax News

January's CFSEA meeting was a wonderful and informative program. It consisted of an overview of the history and activities of our Branch and a look at what the future might hold for our Association.

Kudos to the many who contributed in making it a memorable evening.

Looking to the future, March will be the month for the Juniors to Host our senior Branch. Discussions with the Juniors indicate this will be a great evening.

Start to mill around your ideas for the CFSEA Food Executive of the Year for the Halifax Dartmouth Branch. There are many great candidates.

There are so many opportunities that await all of you by participating in the Na-



tional Conference June 11 thru 15th in Halifax. You can even register online, at www.cfsea.ca!

If you are interested in working with the Conference Committee, please contact Sharon Beazley or myself.

The Committee has been tireless in delivering up an awesome education and entertainment schedule.

A special note regarding dues. Please review your status with Bob MacGillivray, Membership Chair. There are outstanding payments that need to be addressed. I appreciate your assistance and I am sure Bob will too. Bob can be reached at 468-5535 xtn 524.

May you find warmth in the relationships you have, because winter has been unyielding with cold.

All the Best,
Patricia Myatt CFE, CFM

Northumberland News

Hi to everyone one from all of us in Northumberland. We are having a great year with interesting topics and good fellowship. We have had good turnout at our meetings with topics on Water Quality, Tour of the new high tech Ice Cream plant at Scotsburn Dairy, and a joint meeting with our Juniors in November. A wonderful Christmas party at a Sugar Camp, called Sugar Moon (check out their website at www.sugarmoon.ca), with lots of atmosphere that was enjoyed by all. These are just some of the things that have been taking place at our meetings. Many of our members are making plans to attend our National Conference in Halifax.

See you in Halifax!!

Report from TIANS

Human Resource Council

NEW DESIGNATION

In 2002, CTHRC became the certifying organization for the Certified Foodservice Manager (CFM) designation.

While in the process of revisiting the standards for both CFM and Beverage Service Manager, the Industry review committee recommended that the two certifications be combined into one.

In 2003, the CFM designation will retire and be replaced with Food & Beverage Manager (FBM).

WHIMIS ON-LINE **(for only \$24.95)**

TIANS HRC has just launched the first course on their virtual campus –WHMIS.

Customized for the Tourism Industry, the on-line version of WHMIS takes the student through the material, section by section, with a test requires 100% competency at the end of each section.

The student can access the material at any time –the course remembers where the student was last working. Upon completion a certificate is created for the student.

For more information visit www.tourismhrc.com

Delores Smith, CFE