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On Becoming a Credentialed Food Executive (CFE)

In our continuing goal to promote excellence through education, leadership and experience, the CFE program encourages and honours individuals who fulfil personal and professional objectives, which concurrently enhance the prestige and stature of those in our field. The CFE designation represents the mark of achievement, knowledge and dedicated leadership to the food service industry and the public.

Although the submission deadline for the Credentialed Food Executive is November 30th of every year, you are encouraged to print the application from our website. The breakdown of points is quite achievable and you can begin now to gather the information needed for next year! The points are accumulated in three areas: education, professional experience, and leadership activities. Go to <http://www.cafp.com/en/programs/certification> for more information. An awards luncheon takes place at the national conference every year to celebrate the newly credentialed members and those renewing their credentials

Conference '08 – June 18-22

Adjust your sails and make your destination St. Francis Xavier University, located in Antigonish, the Highland Heart of Nova Scotia. Come and experience campus life and educational sessions at a premier, Canadian, undergraduate university. Let our motivational day speakers and our cultural evening entertainment inspire you! The conference crew looks forward to seeing you and putting Wind in Your Sails!



Partnerships Partnerships

It's the association's mission to promote professional and personal growth and develop alliances leading to excellence in our industry. This could not be achieved without the important partnerships created and maintained with food companies.

Sara Lee will once again be the exclusive Gold Sponsor of the Sara Lee Food Executive of the year program.

Sara Lee offers a variety of value-added food and beverage products including a full line of the highest quality bakery goods...to world-renowned coffees. They have assembled dedicated marketing and sales professionals to help Foodservice operators and distributors build their businesses. Nobody does it like Sara Lee.

As a Gold sponsor, **Campbell's** is supporting the efforts of the association by providing an annual \$1,000 Bursary for students in Dietetics programs, providing visioning support to the association through the Toronto Branch Senior Management Advisory Council (SMAC). The SMAC Council consists of a diverse profile of various Foodservice company executives, which provides the means to open channels of communication between academic and student bodies with industry leaders.

Campbell's is also sponsoring key initiatives such as the Western Leadership Night and the Toronto's CAFP Top Management Night that will be held at the Old Mill next February 4. This year's speaker is Justin Trudeau.

Campbell's, the world's leading maker and marketer of soup, is a widely renowned company supplying a diverse product and service to Canada's Food Service and hospitality industry.

Annual Food Bytes Newsletter

The annual Food Bytes Newsletter has been distributed to all local branches. Be sure to get your copy. It provides an overview of the Vancouver conference. You can also get an online copy of the newsletter by going to http://www.cafp.com/en/newsletters/nationalNewsletter/2007_fall.pdf

For more information about CAFP or any information in this bulletin, please contact Andrea Gillespie Communications@cafp.ca

CAFP's, Field to Fork 2007 was a huge success.

The goal of the event was to blow the minds of 1600 kids by exposing them to the scale and scope of our industry and ensuring they at least consider foodservice and hospitality when making their education and ultimately their career choices.

This year's speakers and tradeshow participants did just that! Louie Mele, president of McDonald's Canada and Chef John Higgins of George Brown College opened the event with brief, but excellent presentations while Jeff White, president of Philthy McNasty's connected with the kids at the end of the day. Between speakers, "the best of the best" made up a trade show demonstrating to the students what the industry has to offer, Canada's best companies represented by Canada's best employee advocates.

The students were engaged, excited, and every one of them seemed very appreciative of what CAFP had done for them. By far, this year's event was the most exciting, with all participants, teachers and students alike stepping up and working together to make this a successful event.

A big thanks goes out to everyone involved who made this day such a great one. Special thanks go to Jim Greenway of ARAMARK who was relentless in ensuring the sponsorship funds were available. Judy Marcolin, also of ARAMARK co-ordinated the entire tradeshow ensuring over 35 companies got in, got out and presented the most interactive displays. Dianne Arnott made sure we were on budget every step of the way and Christopher Carnegie, the event co-ordinator, handled all of the communication with the PR company, the 5 school districts and the 35 schools, as well as executing the logistics of a very complicated tradeshow and career fair with military precision. Tim Lilliman, one of your newer Toronto members from the Toronto Congress Centre made everything come together and took the time beyond expectation to ensure a smooth event. Kathryn Hall, a recent Ryerson graduate ensured we had 250 post secondary students attend the career fair and kept me sane when things sometimes seemed impossible. Finally, Jim Kostuch and Jan van der Hoop brought some fresh ideas to the website www.fieldtofork.org.

Most importantly, a special thanks to Canada's best foodservice and hospital companies who will be able to provide real opportunities to these 250 young people that will be entering the workforce in the next 6-18 months. It's an event of which the industry and CAFP are to be proud.

