JULY - AUGUST 2016 volume 32 / issue 3

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FIVE FAMILIES ~Gary Potvin

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STRATEGIC PLANNING ~Heather Price

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THE INTERNET OF COMMERCIAL FOODSERVICE THINGS ~Molly Metherell

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For advertising or article submission information contact Stephen Medlin at CFESA Headquarters: Toll Free 877-414-4127 or via email at smedlin@cfesa.com. Commercial Food Equipment Service Association 3605 Centre Circle · Fort Mill, SC 29715 336-346-4700 (p) · 336-346-4745 (f)

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It has been quite busy since we last provided a few housekeeping details. CFESA is having an operating software created, and members will soon see the changes with their own custom dashboards. The board is looking at plans for a storage building adjacent to the main building and adding additional parking. We have also added an internal server and new cabling throughout the building.

Your CFESA board will be meeting at headquarters on July 20th and 21st to work on strategic planning. By the time you all read this article the meeting will have taken place and our new targeted goals set for the next three to five years.

In 2011 the board of directors gathered in Greensboro, NC for a strategic planning session, we talked about election changes, a few bylaw changes, and a big tent mentality approach to membership. The two big points that were brought up were a training facility, and a more cohesive relationship with our industry partners. The goals that were set in Greensboro were lofty ones and were achieved with a lot of hard work from the previous boards and the membership all working together.



The goal of a better relationship with all our industry partners was started by then President Scott Hester, followed by Joe Pierce, and carried on with Paul Toukatly. The allied Presidents and Executive Directors starting coming together for industry luncheons where they would provide updates and roll out new project information. Discussion arose that these luncheons should be crafted into more of a strategic meeting to work together on industry issues. The location was set for Denver and it was termed "The Meeting of the Five Families" In attendance from CFESA John Schwindt, Vice President, Kirby Mallon, Vice President, Paul Toukatly, Immediate Past President, Heather Price, Executive Director, along with myself. From the remaining Four Families the attendees were:





The board members all conveyed at the CFESA World Headquarters and Global Training Facility in Fort Mill, SC for the summer board meeting and were met with record breaking temperatures! The first day of the meetings was planned out for a strategic planning session and was lead by Mark Thorsby of the Smith Bucklin Group, this allowed the members to focus on the immediate needs of the association as well as the long term goals. One of the changes that will be implemented out of these sessions will be a new committee structure. CFESA now has 4 standing committees Business Technology, Education Training, Marketing and Membership Services and the members of the board are assigned to co-chair these committees by the President. Moving forward the board will ask active members of the committees to chair the committees, and the board members will be liaisons to the board for updates. Committee members will be limited in number of active members to 20 participants. Anyone interested in working on a





committee will complete an application and will be assigned a committee based on their skill set and committee request options. Committee term limits will be for 1 year with unlimited terms and committee chair limits will be for 2 years. The purpose is to keep the action items moving forward and for those who want to be involved to do so, and for those who want to just listen to the committee updates to have that option as well. These new conditions will not take full effect until 2017, further details will be discussed during the committee meetings at the 2016 fall conference in Charlotte.



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Congratulations to David Duckworth for receiving the Foodservice Equipment & Supply "A Service Pro You Should Know" Award sponsored by Heritage Parts.

CONTINUED FROM PAGE 4

James Camacho, Chair Eric Norman, Secretary, FCSI Joe Schmitt, President, FEDA Brad Pierce, Chairman of the Board, FEDA Tom Szafranski, Consultant, FEDA Jeff Couch, President, MAFSI Chris Jeens, Vice President, MAFSI Kevin Eaton, Treasurer, MAFSI Alison Cody, Executive Director, MAFSI Kevin Fink, President, NAFEM Joe Carlson, President-Elect, NAFEM Rob Connelly, Secretary/Treasurer, NAFEM Mike Whiteley, Ex-Officio Member, NAFEM Deirdre Flynn, Executive Vice President, NAFEM.

The meeting was spirited with dialogue surrounding all the ways we could share our resources and support each others initiatives. We talked about how we have a shortage of talent in our industry and how we can work together to change that situation. CFESA shared that their training facility can be utilized for educating all the segments of the foodservice industry. We will meet regularly and there will be more to follow. I am very excited about working together with the industry partners and I'm sure we will all benefit from doing so as well.

Gary L Potvin

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The Internet of Commercial Foodservice Things

Oxford defines the Internet of Things (IoT) as the interconnection via the Internet of computing devices embedded in everyday objects enabling them to send and receive data. It is the idea that by giving the things around us a brain, we are able to remotely capture new streams of data resulting in the optimization of assets and activities. The advancements in low cost sensors, long range wireless and Big Data, are coming together to transform the future in an epic way.

I was tasked with writing this article about IoT; forcing me to dig a little deeper and think more broadly about the term that has since become a technological epidemic. Davisware's recent partnership with Kitchen Brains, an organization which gives a voice to restaurant equipment, is a great example of how this technological movement is rapidly making its way into the mainstream.

Let's think about the connections activated when a refrigerator is given the ability to tell us it's not feeling well before the ice cream melts:

- 1)A thermal sensor inside the refrigerator is activated prompting an alert.
- 2)A message is sent to the cloud that not all is well in tundra town and a part needs to be replaced.
- 3)The restaurant manager is alerted and they decide to act.
- 4)The cloud makes a call to the local ASA's system prompting a service call.
- 5)The service technician receives the alert and accepts the call.
- 6)The restaurant manager is alerted that the tech is on the way and due to arrive minutes.
- 7) The tech arrives and installs the replacement part.
- 8) The tech completes the job, bids the fridge adieu, and the service order is sent to the responsible party completing the circle.

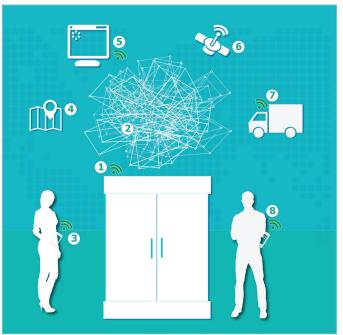


by Molly Metherell Special Projects Coordinator Davisware, Inc.

This interaction can have as many human checks as a business is comfortable with, but the more we allow these "things" to talk to each other, the more data we can capture. M2M connections not only increase the volume of data, they also allow for more consistent and accurate measures. Here is where big data analytics comes into play – offering up ways to visualize and spin the massive amounts of data that is an expected result of connecting more devices.

At Davisware, we are often asked if it can be done. The optimist I am says, "of course." The answer is most certainly always yes. The possibilities are endless in the IoT arena, but, there are important things to consider: Have we looked at this from all angles? What's the bigger picture? Are the parties involved

....continued on page 13





CFESA's 2016 Fall Conference / Ballantyne Hotel & Lodge / October 26 - 28

For more information visit: www.cfesa.com/fall2016.asp

To book your hotel go to: www.starwoodmeeting.com/Book/CFESA

Hotel Deadline: Sept. 26, 2016 Registration Deadline: Oct. 3, 2016 Sponsorship Opportunities Available



Your business continuously generates additional data. Being without your data for even an hour could be expensive and extremely detrimental. The answer is to back up everything. All the time. First, you need to choose what you'll use for backup, and then you need to decide on a combination. One source of backup is never enough.

Direct attached storage (DAS)

DAS devices connect to your PC or server (usually via USB). They are handy and portable, which means they could be taken out of action at the same time as your main storage if the issue is something like theft or fire damage. That makes them a great first line of defense, but don't make the mistake of depending on these devices for your entire archiving and disaster recovery plan.

Network attached storage (NAS)

NAS appliances connect directly to the network. They have file server and redundancy capabilities, and in some cases, they have the ability to synchronize data with a compatible remote NAS.

This demonstrates the necessity for a remote solution, which is essential to any robust strategy. This might involve physically rotating devices off-site; however, if they aren't taken far enough away from the site, the same event, such as an earthquake, might still jeopardize the components in your backup system.

Disaster protected storage

One precaution to take against fires, floods, or earthquakes is disaster-protected NAS or DAS units. These devices are built tough, and manufacturers claim that the devices have the ability to survive day-long baths or periods of fire.

Going online

Assuming your online provider's servers are located far from your computers, you're insulated from a citywide disaster when you upload your data. On the upside, you're not investing capital upfront, and sending data online works well if it's done in installments; however, an initial upload can require a long period of time, as can downloading data in the event of a disaster, if you need a full restore.

Private cloud

A private cloud has all the advantages (and disadvantages) of sending your data online without the worry that it's in the hands of a third party. It can be prohibitive for small businesses, but innovations have made the private cloud more affordable and worth exploring.

Old school

Backing up data to tape drives, DVDs, and Blu-Ray DVDs may seem obsolete, but Google and Facebook use tape and optical media. The right combination

A good starting point is the rule of three: 2 + 1.

- 2: A full copy of everything on at least two
 - different physical devices plus
- 1: A third copy that's offline at another location

The offline version is critical. It can't be hacked, it can't be corrupted accidentally, and it's harder for someone with malicious intent to access (a rampaging ex-employee, for instance). Like everything else associated with data, a good backup strategy involves simple math.

Backup

~ source Carolinas Net Care

CFESA Region 2 Meeting (Thursday August 11) This event will be held at

Parts Town 1150A N Swift Rd Addison, IL 60101

To register for the Region 2 meeting please contact:

Craig Szczuka at craig@falconservicestl.com

Hotel Accommodations: Hilton Garden Inn 551 North Swift Road Addison, IL 60101 Room rate is \$119 + Tax. Book under "CFESA"

Region 2

Région 3

Tentative Schedule / Subject to change

8:00 - 8:30AM	Breakfast
8:30 - 8:45AM	CFESA mission/vision & antitrust statement
	reading
8:45 - 9:00AM	Introductions
9:00 - 11:00AM	Parts Town Presentation and Tour
11:00 - 11:15AM	Break
11:45 - 12:00AM	Report on CFESA Spring Meeting
12:00 - 1:00PM	Lunch
1:00 - 2:30PM	Sales and Marketing Discussion
	• Who is your sales force?
	• Using service techs
	Retaining Customers
	 Advertising, successful methods and
	failures
2:30 - 2:45PM	Break
2:45 - 3:45PM	Warranty:
	• When a call is rejected and ends up not
	being warranty
	 How to get a unhappy customer to pay.

• Manufacture sending out parts directly to end user no charge.

• Manufactures claiming excessive labor charges at an already discounted rate.

• Negotiating warranty rates

3:45 - 4:00PM

4:00 - 5:00PM

Region 6

Region

Region 4

Vote in a NEW Region 2 Leader New/Old News

CFESA Region 1 Meeting (Wednesday November 16) ~proposed date / subject to change~

This event will be held at Hi Tech 1840 Stella Lake St, Las Vegas NV 89106

Please contact JC or Ken to express level of interest in this date:

JC Curran at jayc@hitechnv.com Ken Beasley at ken.beasley@keyfood.ca

Region 1

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The second day was the business meeting where old business was wrapped up and new business items were discussed. One of the main items brought forward was from the "Five families" meeting Gary talks about in his article. The five allied associations had discussed trying to come together for a combined conference in 2018, but due to the logistics and contractual obligations already in place not all five were able to come together for 2018. Three of the associations, CFESA, FEDA and NAFEM found they would be able to have a joint conference for that year and that FEDA had already acquired a space large enough to host the meeting, which is the JW Marriott Desert Springs Resort & Spa in Palm Desert, CA scheduled for March 21-25. All of the allied associations are holding off on dates for conferences for 2020 to see if we all can come together at that time. Once again we will be providing more details about this collaboration during the CFESA Fall conference in Charlotte.

Your board is working hard to fulfill the mission statement and keep your association on track, if you have any questions remember you can always reach out to any member of the board via email or phone.

I look forward to seeing all of you in Charlotte!

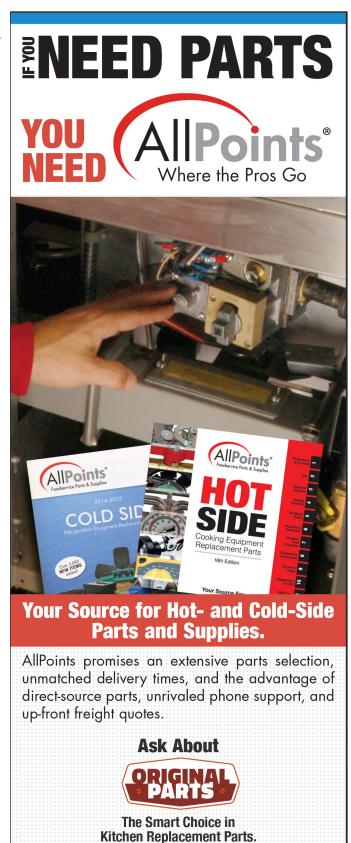
Heather Price

CONTINUED FROM PAGE 9

working towards a similar goal? Perhaps most importantly, are we prepared to make changes to the current process?

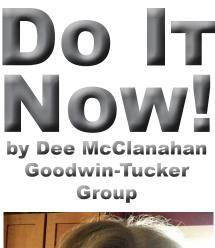
Change is the only constant we can be sure of. It is vital we learn to adapt to the changing technological landscape utilizing our collective wisdom. It is not clear how drastic this "revolution" will be or how it will be felt through the industry. It may be that these things infiltrate our lives as they become the norm.

We may not know the full impact of intelligent objects until time passes and we are able to see the now in greater context. Perhaps we are not yet able to comprehend the changes ahead.





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Looking back 20 years to how it all began, it seems quite ironic how one door closed and another opened. I was in my car driving home trying to determine what was next for me, a single mom raising four kids and working two jobs. I knew there was a better job to invest my future in somewhere. Something that would allow me to have more time at home with my kids. I decided to comb through the want ads that evening. There was an interesting ad that sounded like a great entry level position. I proceeded to call the number and answer questions as I was prompted by a recording. I received a call the following day from Tom Goodwin of Goodwin-Tucker Group asking me if I could come in for a face to face interview.

The job I interviewed for was front office receptionist, which at the time was at the original office location of 3509 Delaware Ave in Des Moines, Iowa. I will never forget that interview. Tom was so warm and professional in his approach. He was taking a chance with me. I was a single mom with limited work experience. The interview was quite unique, none of the standard interview questions. It was a conversation between two people just getting to know one another. Looking back on what I know now, it was the perfect interview to get a good gauge of one's ability to communicate. I still, to this day, try to make my interviewing process as simplistic and genuine as Tom did with mine. It's funny, I left that day with a limited amount of confidence that I would get the job. No offers or even talk of getting hired were discussed. By

the time I made it home, I walked into my house and could see the red light on the answering machine indicating I had a call. I hurried to listen to the message. It was Tom asking me to call him. I called him back and was offered the job. I was so excited!!!

The job was simple, Monday through Friday, 8am to 5pm, answer the phone and take service calls. I was immediately fascinated with the industry. I loved learning of new eateries in town & building relationships with the chefs, many I still have today. Talking to customers and being a part of making them happy. The steepest learning curve was industry lingo, equipment descriptions, and how to pronounce the names of some of the manufacturers. It is always worth a smile when you hear someone attempt to say Hoshizaki or Manitowoc for the first time. Equipment descriptions were something else to learn. I still recall the day I got a service request for a walk in cooler. The caller stated the coils were all frozen up. That really puzzled this southern girl because my idea of a coil at the time was a piece of coal. I remember asking the dispatcher at the time," why are there coals in a walk in freezer?"

I quickly moved from one position to another. In 4 years I went from receptionist to customer service rep to dispatcher to assistant service manager to service manager. Just learning each role and the job description with each position was a challenge in itself. Today my current role is Director of Customer service overseeing the entire service team including the technicians.

I have found through the years that technology moves too fast. It seemed like overnight we went from communicating with techs via a pager and pay phones on the road, to having a 2-way radio systems in vans, then there were cell phones and emails. Amazing how far we have come. Now we have communications coming at us several ways whether that be an email, a text, a Facebook message, a message left on our voice messages





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Foodservice

on our landlines and on our cell phones. Next will be drones flying over dropping us letters.

When I started with GTG we had a handful of branches---today we have 12 locations in 3 states with over 65 service technicians. One of my favorite mementos is in my office that once sat on Tom Goodwin's desk says it all - DO IT NOW. You have to have that mentality in this business. If you don't do it now someone else will. I laugh. The only difference today would be to add, DO it now---and fix it the first time.

My first CFESA experience was attending one of the Chicago events. I still recall eating Chicago style pizza and meeting Scott Hester and Heather for the first time that evening. It was a great time networking and learning all about CFESA and how instrumental these relationships are in your career. These relationships you build over the years gives you a comfort level to go to these people and talk to them about concerns you have or obstacles in your way. Discussions include topics such as obtaining a part or help needed for a customer that involves giving warranty consideration in special circumstances. What wonderful people I have met along the way and throughout my career in this industry and employment with Goodwin Tucker Group.

In the year 2000 I was sent to CFESA management training in Indianapolis, Indiana. That training was inspirational in giving me the right motivation and key ingredients in managing a service team in this industry. I remember looking around the room the first day of training and I was one of 3 women in attendance. I did not let that intimate me. I still recall several men questioning that my title was service manager. 16 years ago that was not very common, especially if you were not the daughter or family member of the company owner. I was often asked if I was Tom's daughter. For many years I would have people call and ask to speak to Dee Goodwin.

What I love the most is our service technicians and seeing them grow in their skill set. Training is so important. I have seen so many developments in training through the years. Years ago, the training was hands on and being that guy in front of the equipment trying to determine what caused the failure and relying on your gut instincts and calls to your other fellow techs for support. From factory hands on training to the factory techs traveling to your branches with the equipment to webinars and computer portals with 3D imaging to u-Tube videos. What remains the same and most desired by the service tech is having the equipment right in front of them with the factory tech one on one---so they can touch the panels-see and hear the operation and ask questions as they go. Nothing beats that as far as I have seen.

I also find with selecting the right person to fit in the office, whether that be hiring a CSR, receptionist, billing specialist or dispatcher, the key ingredient is having a gift of empathy. This is something you have to have within you. All the other components can be taught and trained but at the end of the day I can't make you have that sense of empathy for the customer. You have to be kind and nice-always say please and thank you. Simple basics that we should never forget. We need to examine our service departments and bring back the genuine - empathetic ways of communicating. Pick up the phone and make sure your voice is your smile. I believe to be successful in this industry you have to respect the big circle. In this circle there is a team of players associated with the equipment. You have the manufacturer, the manufacture rep, the dealer, consultants, the service repair company and the end user of the equipment. It is a circle that continually revolves from conception of the equipment until it is sold and in place and used by the customer. We all have a position in the circle. We all have to work together to keep the circle revolving and unbroken. The integrity of this industry is keeping this circle unbroken.

Relationships are important and communication is number one. Despite all the technically advanced systems one true force remains - communication. That is why CFESA is so integral in keeping the circle moving. It is important to foster these relationships and partnerships. The circle is not as strong without all of us in it. 16

End of an Era

On July 1st Jeff Weber retired from his position at General Parts as the VP of Sales. Jeff worked for General Parts for 23 years and during that time was a key member of the senior management team that oversaw the company successfully expand from 5 to 24 branches and open its first national distri-

bution center.

Jeff has worked the foodservice industry since 1974, starting out as a service technician before transitioning into sales. His experience gave our company great insight and has been instrumental in the development of our company's services and its customer relationships.

Everyone here at General Parts wishes him a long and happy retirement. We will certainly miss his advice, support and great sense of humor. He certainly leaves us a better company. Thank you Jeff and enjoy your travels!





President Gary Potvin presenting the logo and mission statement displayed at the entrance to CFESA World Headquarters & Global Training Facility.

REMINDERS & UPCOMING EVENTS

Combi Oven Training August 1 - 6, 2016

EGS&W Training October 17 - 22, 2016

Refrigeration Training Oct 31 - Nov 4, 2016

Management Level 2 October 4 - 5, 2016

IBIE 2016 Conference

Oct. 8 - 11, 2016 Las Vegas Convention Center Las Vegas, NV Booth #2409

CFESA Fall 2016 Conference

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

INDUSTRY CALENDAR

Manitowoc Training

Sept. 12 - 16 & Sept. 26 - 30 CFESA World Headquarters & Global Training Facility Ft. Mill SC To register for any of our training classes please visit our website at:

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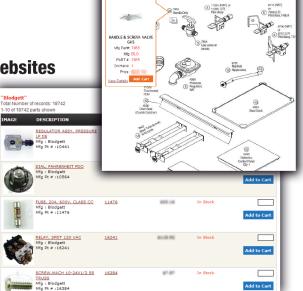
If you are interested in having a technician test in the area of Electric, Gas, Steam or Refrigeration you may visit the CFESA website and download the CFESA testing forms, proctor guidelines and other important documents that relate to the CFESA testing programs. As a reminder, we now offer Online Testing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

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