

ON TARGET



MAY - JUNE 2016
volume 32 / issue 3

2016 BOARD OF DIRECTORS

WELCOME MESSAGE
~GARY POTVIN

WINDY CITY BRINGS
RECORD NUMBERS
~HEATHER PRICE

A FIRST TIMERS
PERSPECTIVE
~KATIE GREEN

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Dont forget to check out the 2016 spring conference photoalbum at
torisoperphotography.zenfolio.com/cfesa-2016

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Stephen Medlin at CFESA Headquarters: Toll Free 877-414-4127 or via email at smedlin@cfesa.com.

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I would like to congratulate the newly elected board members; Kirby Mallon, John Schwindt, David Hahn, Wayne Stoutner, Glenn Clark Jr, Dan Dibeler, David Duckworth, and Todd Eichman and the returning board members; Steve Sliter and Joe Birchhill as well. I look forward to working with you the next two years. I also would like to thank those of you who threw your hat in the ring and didn't get elected Tony Rapanotti and Rick White. Participation is key and I am personally grateful for your YES to running for the board. CFESA has had some great leaders in the past and some didn't get elected the first or even second time of running for the board. Different times require different types of people.

I know that I have some very big shoes to fill with all of the greatness that has come from the Presidents before me. Working recently for Paul Toukatly as his Vice President has given me a good jump on how I need to lead this organization. I know that I can count on his guidance as that is what his role is as Immediate Past President. I know I can count on Joe Pierce to help guide me as well even as he steps off. I was so glad to have Joe as our President during our time acquiring the CFESA World Headquarters and Global Training Facility and incorporating a new administration. He was the right man at the right time.

I was elected to the Board during John Swanson's last year as president and I was just a little intimidated by the members of that Board. I had some very controversial ideas and thoughts and I was worried about how I would be received. Scott Hester took me aside and said "Potvin the members elected you just for that reason so just go on and say it". This ended up being very good advice and I never held back. Having Scott as a sounding board and Mentor was a big advantage in my development as a business leader and board member. I would recommend all of you to find someone that is compatible and challenges you at the same time to help your development and repay the favor by mentoring someone yourself.

Going forward in the next two years the training facility needs to be marketed with a big tent mentality, and an even stronger push for a new generation of technicians. Students in high school need to know that this industry exist and it has been and always will be a lucrative one for them. How we get this message out will be a main goal for us. It is much easier for us to find customers than it is to find technicians.

I would like all of us to help create the vehicle where they seek us out. In closing, I'm not sure how I will measure up as your President but those of you who know me well, know that I will give 100 percent effort in all aspects of this Association. I am asking all of you to contribute whatever you can and as often as you can to that level as well.

Thank You for your trust in me to be your new President.

Gary L Potvin





Once again the Windy City was a gracious host for our conference which had record breaking attendance! It was great seeing everyone including the forty-two first time attendees that were hosted by the CFESA Ambassadors. We thank our Ambassadors who volunteer their time to help conference attendees navigate their way through their first conference experience. If you would like to help out with the program please email me.

The Young Executive Council was one of the first sessions of the conference on Wednesday morning, with discussions on topics for future service agent agenda items and a structured CFESA Cares program. Service Agents and Service Managers sessions followed with an overflowing NAFEM/CFESA Liaison Committee Meeting. This session is thrilled to see the growth in participation and will be geared and ready for the next session this fall.

Committee Meetings kicked off after lunch and the common topic discussed among all the committees was the vote made by the board to have one annual conference a year. Each committee works off of its own action plan, and these may be viewed on the CFESA website under the members only section. If you would like to become an active member of a committee reach out to the committee co-chairs for more information. The Board Meeting closed out the meetings for the day, followed by the opening reception and vendor fair exhibits.

Friday's morning breakfast and vendor fair allowed members to visit the stations and network before the sessions started for the day. The membership meeting provided the committee chairs an opportunity to give an update on their discussion from the day before and new projects they would be working on, and Wayne Stoutner, provided the treasurer report. The CFESA Cares program is supporting the NRA's Educational Foundation with two CFESA Service Excellence Scholarships of \$2,500.00 each. The final deadline for entries was June 7th and the selection process will start shortly. The finalist will be posted in future CFESA ON Target's and social media posts.

Joe Pierce chair of the nominating committee lead the 2016 elections for office with the official results as follows:

President (2 Year Term) - Gary Potvin
Vice President (2 Year Term) - Kirby Mallon
Vice President (2 Year Term) - John Schwindt
Secretary - David Hahn
Treasurer - Wayne Stoutner
Director (2 Year Term) - Glenn Clark Jr
Director (2 Year Term) - David Duckworth
Director (2 Year Term) - Todd Eichman
Director (1 Year Term) - Dan Dibeler



...continued on page 7

VOTING MEMBERS

CARROLL FOODSERVICE

REPAIRS LLC

6417 Dick Pond Road Unit A
Myrtle Beach SC 29588
James Carroll
andrea@carrollfoodservice.com

GLOBAL EQUIPMENT SALES & SERVICE INC

3801 State Road 60 East Suite A
Dover FL 33527
Tiffany Meyers
tiffany@globalequipment.us.com

TFG LLC

4633 Sanford Street
Metairie LA 70006
Butch Shelton
butch@tfgroupllc.com

AFFILIATE MEMBERS

ISI COMMERCIAL REFRIGERATION LLC

1461 S. Belt Line Rd., Suite 100
Coppell TX 75019
William Caron
bcaron@isi-texas.com

PAPCO SERVICE INC.

66 Ramah Circle South
Agawam MA 01001
David Popowich
david@popcoservice.com

ASSOCIATE MEMBERS

TAYLOR COMPANY

750 North Blackhawk Blvd.
Rockton IL 61107
Amy Suess
amy.suess@carrier.utc.com

MAGNUS

3780 W. Royal Lane #155A
Irving TX 75063
Eric Montes
eric.m@magnusdist.com

CERTIFIED COMPANIES

Members that have achieved
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SAM SERVICE INC

CES – COOKING EQUIPMENT SPECIALIST LLC

RE-CERTIFIED COMPANIES

Members that have achieved
CFESA ReCertification

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COMMERCIAL KITCHEN PARTS & SERVICE

EMR SERVICE

HI TECH COMMERCIAL SERVICE

NORWOOD'S COMMERCIAL APPLIANCE INC

RSI – REFRIGERATION SPECIALIST INC

PIERCE PARTS & SERVICE RECEIVES AWARD

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Ecolab Equipment Care

Excellence for Service Award
Duffy's Equipment Service

Rising STAR Award
Jenson Refrigeration

Excellence In Parts Management
Bildon Parts and Service

We were honored to have the Allied Association Presidents and Executives in attendance (FEDA President Joe Schmitt, FCSI Executive Director Wade Koehler, MAFSI President Jeff Couch, Executive Director Alison Cody and NAFEM Past President Mike Whiteley, Executive President Deirdre Flynn and Member Services Director Charlie Souhrada) during the luncheon as they each shared their stories of getting to know Paul and presenting him with a plaque. Paul gave his farewell address and with a drop of the mic, walked off the stage!

Debby Olken of KMA Human Resources Consulting lead a workshop on HR and brought us up to date on the new overtime laws that were just announced. Ken Beasley was the moderator for the Chick-fil-A panel discussion. Panelists Dustin Doyal, Glen Cheatham, Greg Bishop, and Robert Waczkowski shared their insight into the brand and their desire to build a larger working relationship with CFESA member companies. Joe Pierce, another panelist, shared his experience with the brand and how he was able to grow the service network with them. The panelists fielded questions from the audience and stated they look forward to building a strong relationship with CFESA. The last session of the conference, one of the most interesting technology wise, was led by Mr. Mark Fink lead engineer with PG&E Food Service Technology Center in CA. Mark has a service industry background and was able to share some of the new technology relating to range efficiency, oil conserving fryers, accelerated ovens, and water purification. He stressed the importance of educating the end-user on this new technology and how communication can be a key to fixing the service problem.

We wrapped the conference with the presidents reception and represented CFESA by exhibiting the next 4 days at the NRA Show in Chicago.(National Restaurant Association)

Once again it was great seeing everyone who was able to attend the Spring meeting I look forward to seeing even more of you at the Fall event in October!

Heather Price

LETTER TO THE EDITOR

The training of technical service support personnel is important to assure a high level of competence when responding to restaurant equipment issues related to specific manufacturer's products. It is also important regarding the determination of work related to the Manufacturer's warranty conditions and policy. In having properly trained technical service support personnel, the Manufacturer can expect reliable feedback from a field visit, for the purpose that equipment might need service during the warranty period. The cost of warranty service is an ever increasing issue, for both the manufacturer and for the service companies performing the warranty service.

In recent years, it has become increasingly more difficult to convince new service companies to send senior service technicians to training classes. Service companies are asking for higher labor rates, but do not want to invest in factory training classes offered by the Manufacturers. The lack of interest in attending classes limits the knowledge of service people, which makes it difficult to justify paying increased service rates to insufficiently trained technicians.

Manufacturers find it difficult in subsidizing "on the job" training during warranty service calls. Trained personnel means reduced costs for both the service company and the Manufacturer. As a Manufacturer, we believe in having trained service technicians, having knowledge of products and replacement parts; this reduces the time spent and second calls. Increased service rates for experience and product technical knowledge would be justifiable and acceptable by most Manufacturers.

Regards,
Gideon Katz
National Service Manager
CMA Dishmachines

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CFESA's 2016 SPRING CONFERENCE AWARD PRESENTATIONS





VICE PRESIDENT
Kirby Mallon



VICE PRESIDENT
John Schwindt



PRESIDENT
Gary Potvin



SECRETARY
David Hahn



TREASURER
Wayne Stoutner

DIRECTORS



Glenn
Clark Jr



Dan
Dibeler



David
Duckworth



Todd
Eichman

A FIRST TIMERS PERSPECTIVE



by Katie Green of
RSI / Refrigerated Specialist inc

UK and gain insight into the way they run their businesses was definitely an eye opening experience.

As most of you know, finding QUALIFIED technicians in our industry is a problem. Witnessing the members of CFESA putting together an action plan on how to tackle the recruiting issue on a national level was inspiring. While I understand that the solution isn't immediate and it will take time to cultivate the recruits, there is no doubt in my mind that CFESA will be a leader in the recruiting process for the next generation of technicians.

Speaking with the representatives from the factories, customers, and others in the industry was helpful as well. Putting a face to a name from someone you have spoken with on the phone many times helps to make it a little more personable for future communications. Understanding where they are coming from and giving them an opportunity to see the service companies point-of-view helps to breakdown some of those hurdles and miscommunication we all have faced at times.

Being a member of CFESA means you are not alone in trying to solve all the issues that come your way. The members are friendly and helpful. The committee meetings are productive and they allow you to see the value you get from your investment with CFESA.

I am grateful for the opportunity and inspired to get involved more with CFESA and to be a part of a team that works towards finding solutions to some of the biggest issues in the industry. I'm looking forward to the future with CFESA.

[View the entire 2016 spring conference photoalbum at](http://torisoperphotography.zenfolio.com/cfesa-2016)
torisoperphotography.zenfolio.com/cfesa-2016

ALLIED PARTNERS RECOGNIZE PUAL TOUKATLY





Commercial Kitchen Parts and Service hosted the 2016 region 3 meeting in San Antonio, TX on April 13th. We had seven CFESA companies that attended represented by 13 participants. Most of us were able to meet for dinner the night before. It gave us all chance to set back and enjoy each others company.

Topics discussed during the meeting:

- New industry compliance issues with R290 refrigerant and NFPA70E arch flash protection
- Compared our selection of fleet vehicles, build out costs, fuel options, and GPS tracking capabilities
- How to manage inventory to increase first time fix rates to meet customer and factory requests
- Alternative revenue streams for our businesses like Installations, leasing, and product sales
- An update on the JR College in Oklahoma offering food service technician training
- Best practices working with 3rd party service brokers. NTE amounts, using apps to clock in, and estimates

I wanted to thank all of the people who took time away from their perspective companies to meet and share their information. We will be working on planning our meeting for next year.

UPCOMING REGIONAL MEETINGS

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"

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

or

Ken Beasley at ken.beasley@keyfood.ca

REGION 6 MEETING RECAP

On Saturday, April 2, 2016 Pine Tree Food Equipment proudly hosted a CFESA Region 6 meeting in Portland, Maine. There were 32 in participants representing 10 companies from our region. We were also fortunate to have 2 parts distributors, 2 manufacturer reps and 2 individuals from Pitco in attendance. The day was filled with a variety of sessions including two team-building exercises facilitated by Priority Learning educators- Ralph Twombly and Stacy Rodenberger. Two ProStart culinary students demonstrated their acquired knife skills while providing the audience with information about the program and their future aspirations in the restaurant industry. Lew Castle presented a workers compensation proposal that would provide training funds for CFESA companies based on participation. The final speaker, Devin Gore gave everyone inexpensive ways to market themselves with tips and ideas for small businesses to improve and build their own websites.

Jeff Whitehouse, a first year tech with Pine Tree commented on how beneficial it would be to CFESA as a whole to start getting information to students at the high schools level -promoting our specialized trade. Chris Warren, Joe Warren & Sons talked about how technology creates a smaller world and how important a personal conversation makes in this day and age. It is one of the many reasons he continues to attend the regional conferences. Mitch Marcotte, GMV sales rep talked about the future which may include more consolidation of companies, dealerships and service providers. Dave Roberts from Pitco said his attendance at this regional meeting helps the manufacturer keep current with topics that pertain to the food industry and shows how CFESA is looking towards its future.

The mixture of participants made the open forum discussion, lively and brought thought-provoking information and ideas out on the floor. The discussions centered upon the partnership amongst dealers, reps, manufacturers and service providers. Ultimately, it is the end user that is the common customer and the relationship between all parties should be a strong one, based on trust and open communication rather than finger-pointing when things go wrong.

The future of our industry is quickly changing. Our technicians are getting older, and interest in our trade needs to be expanded. Customers are making purchases online, parts are no longer strictly purchased through the manufacturer and customers expect answers fast. We are looking to keep up with the future and find solutions that fit our customers' needs whether they are an independent restaurant owner or a large chain account. Regional meetings continue to strengthen our entire organization and bring participants that can't always attend the CFESA conferences a means of keeping current with our industry and connected to its future. We are only as strong as our participants. Please make the effort to attend your next regional meeting!



There is a Buzz Around Whaley Foodservice!

By Joe Horner

Director of Technical Recruitment

It's true we have had a successful brand for over 70 years, but there is something different in the air. Our people are excited...or should I say FIRED UP...to be part of the Whaley team. We are building a culture of success, and our people no longer just come to a job, but they understand they are building a career. I see this throughout the entire organization,

from the President of the company, Linda Williams, to our Shipping Clerk, Bo McKinney. Most importantly, we have taken this excitement out to our branches and to our technicians.



Today's Whaley Technician is viewed in the company as a service professional and we all understand the important role that they play in our industry. The days of wrench turners are gone! With that, out with the old and in with the new, we have redesigned our uniforms and have given our team a more modern and professional look. If you are going to be the best you have to look the best! This also applies to the tools that we use. With the launch of our tablet program, we are able to put the knowledge of our industry in the hands of people who know what to do with it, and our customers continue to give us positive feedback. This program is a BIG WIN for the customer, the technician, and our business.

The most important thing that we can do for our technicians is to provide them training, and our biggest resource is CFESA. CFESA has developed the Electrical, Gas, Steam, and Refrigeration courses, and Whaley uses them to provide continuous education to our technicians. With the opening of the World Headquarters and Global Training Facility, CFESA has been able to provide hands-on training classes and Whaley has already been able to take advantage by sending a technician to the first class. Our alignment with CFESA also opens the door to many manufacturers' training classes. Manufacturers know that a CFESA Certified Company is the highest standard in the service industry.

To reinforce our professional image, 2016 is the year of the CFESA Master Technician at Whaley. At all levels of the company, from our Area Managers to Senior Technicians, we are promoting the benefits of becoming a CFESA Master Technician. There is pride in wearing the patch and our people know it! Once a technician achieves CFESA Master Technician status, he is recognized by his Area Manager at a branch meeting. This technician is presented the CFESA Master Technician patch and awarded a certificate on the wall of honor. He will also be featured in an announcement with a picture of the presentation in our newsletter that will be viewed by the entire company.

It is an exciting time to work at Whaley Foodservice, and CFESA plays a big part in our success. We look forward to a long relationship with this organization and its mutual benefits!



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On April 12-14 I had the privilege of attending CFESA's Level 1 management training course, Instructed by Phil Kaiser of Ecolab. I went into the class welcoming any helpful information and instructions on how to manage in the Commercial food service equipment repair industry. And it delivered! Phil has a very organized, constructive and dynamic presentation style that kept the class attentive, participating and informed. The material itself was dense, and corresponded well with our industry. We covered topics that ranged from communication style, creating an atmosphere for motivation to occur, interview technique, time management, delegation technique and finally follow-up and disciplinary action.

I took a lot away from this week. Not only from the material provided but by discussing our industry with some wonderful people from across the country. It was my first exposure to CFESA and the other organizations involved, and it was wonderful to have the opportunity to learn about successes and areas of opportunity that other company's and associates experience and to be able to share my own. I have been with CPS for a little over three years, and this course was perfect for an employee in my position. The exposure to the communication model and styles was particularly eye opening and will be useful in my day to day operation. Whether it be communicating with technicians, customers, colleagues or supervisors, it's very useful to know how we all communicate to each other and how our individual communication styles play into the understanding or confusion of what we are trying to communicate.

I'm sure this material will continue to serve me as I continue my career at Commercial Parts & Service. I plan on implementing all of the material presented during these few days into my management style, plan and practice. The class was encouraged to provide feedback to Phil and Linda as we use these practices so that they can make adjustments and improve the course. I recommend this course to anyone who wants to be a better manager. The class we had ranged from co-owners of Service Company's to dispatchers, and I did not speak to anyone who said this class was not helpful or informative in some way. This class can help you become a better communicator, motivator, coordinator, controller, organizer and planner. Which will intrinsically make you a better manager.

Dave Majeski
Key Accounts Representative
Commercial Parts and Service, Inc.



EGS&W (ELECTRIC, GAS, STEAM, & WATER) TRAINING

CFESA's second EGSW course of the year was once again a full class with 21 technicians from both the United States and Canada. The trainers for this session were:

Electric: John Schwindt (Hawkins Commercial)

Gas: Bill Findlay (Unified Brands)

Steam: Frank Gorman (Manitowoc Kitchen Care) and Mark Manganiello (Market Forge)

Water Quality: Steve Craig (Pentair) and Keith Pennison (Aquion Inc)

Floater: Dan Reese (TriMark Strategic)



As always, each trainer took time to make sure the technicians were understanding the material and spending time working with the equipment. Every time I stepped into a room there was always a question being asked and answered, a diagram being explained or technicians working on the modules and the equipment. Mostly, I noticed looks of concentration on the technician's faces during class time and an easy going atmosphere with smiles on faces at break time. As the organizer of the event, that is a sure sign things are going well. The evaluations from the technicians also reinforced that they were satisfied with their experience. Thank you trainers for your continued support and expertise.



REMINDERS & UPCOMING EVENTS

INDUSTRY CALENDAR

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

Manitowoc Training

Sept. 12 - 16
&
Sept. 26 - 30
CFESA World Headquarters
& Global Training Facility
Ft. Mill SC



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

2016 CFESA TRAINING

COMPANIES WITH TECHNICIAN CERTIFICATIONS IN MARCH & APRIL 2016

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COMMERCIAL APPLIANCE PARTS & SERVICE	HAGAR RESTAURANT SERVICE	R&B COMMERCIAL SERVICE INC
COMMERCIAL APPLIANCE SERVICE INC	HARRIS WARREN COMMERCIAL KITCHEN SERVICE	QUICK SERVANT COMPANY INC
COMMERCIAL KITCHEN PARTS & SERVICE	HI TECH COMMERCIAL SERVICE	RJH AIR CONDITIONING & REFRIGERATION SERVICE LLC
CRR INC - COMPLETE RESTAURANT REPAIR INC	JOSEPH T BERRENA MECHANICALS INC	SERVICE SOLUTIONS GROUP
ELMER SCHULTZ SERVICES INC	MARINI COMMERCIAL APPLIANCE INC	SUPERIOR SERVICE CORP
EMR SERVICE	MIDWEST FOOD EQUIPMENT SERVICE INC	TECH 24
FOOD EQUIPMENT SERVICE	PARTS TOWN	WHALEY FOODSERVICE REPAIR

To support quality service, CFESA has a program in which technicians are tested and certified only upon successful completion of an exam. Our technicians are awarded seals of excellence in electricity, gas, steam or refrigeration and given certificates noting their CFESA Certified Technician status in that area. Once a technician has passed 3 of 4 tests, they are awarded a Master Technician Certification. The CFESA Certified Master Technicians are among the most knowledgeable technicians in the industry. Restaurant owners and foodservice managers alike recognize the value of a highly educated technician when they request a CFESA Certified Technician to perform their maintenance and repairs.

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.

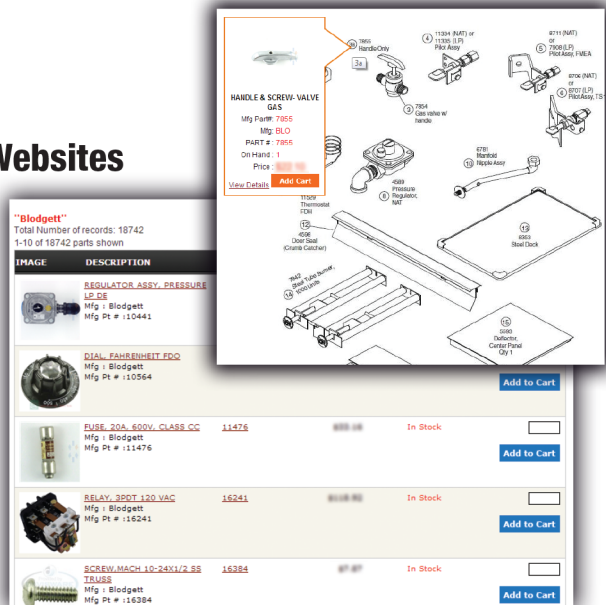
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TST	866173	Commercial Repair IL, NE, WI, MN, IN, KS, IA, AZ	1343763-000	David Beay	94038415
TST	866055	Standard Commercial	1287360-010	Daniel Emanuelson	3664395
TST	866054	Commercial Repair, Co	1259668-010	Daniel Emanuelson	29857487
TST	866030	Repair All	1267954-000	Daniel Emanuelson	15496026
TST	865966	Commercial Appliance	W227747-1-1	Kathy Monroe	22160285
TST	865932	Commercial Fix	1306285-000	Kathy Monroe	45870603
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