



FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL  
THE AMERICAS

**FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL  
THE AMERICAS DIVISION**

**BOARD OF TRUSTEES MEETING MINUTES**

**August 21, 2012**

**Via Conference Call**

**In Attendance**

**Officers**

*Mr. James Petersen, FCSI  
Chair  
(C.i.i. Food Service Design)*

*Mr. William Taunton, FCSI  
Chair-Elect  
(Gastrotec S.A.)*

*Mr. James Camacho, FCSI  
Secretary  
(Camacho & Associates)*

*Mr. Harry Schildkraut, FCSI  
Treasurer  
(S2O Consulting)*

*Mr. Edwin J. Norman, FCSI  
Immediate Past Chair  
(MVP Services Group)*

**Staff**

*Mr. Wade Koehler  
Executive Director*

**Excused Absent Members are  
highlighted**

**Trustees**

*Mr. Tim Agosti, FCSI  
Western Region Trustee  
(Lino Agosti & Associates)*

*Mr. Ian Jameson, FCSI  
Canadian Trustee  
(Cini Little)*

*Mr. William Caruso, FFCSI  
Trustee At Large  
(William Caruso & Associates)*

*Ms. Barbara Pyper, FCSI  
Trustee At Large  
(An Apple a Day, LLC)*

*Mr. Lawrence Huber, FCSI  
Eastern Region Trustee  
(Foodservice Consultants Studio)*

*Ms. Tracy Taraski, FCSI  
Central Region Trustee  
(The Bigelow Companies, Inc.)*

*Mr. Rod Collins  
Allied Trustee  
(Rod Collins Associates)*

## **1.0 Call to Order and Opening Remarks**

The meeting was called to order 11:32 am CST and noted that a quorum was present.

## **1.2 Antitrust Guidelines Reminder**

The Chair reminded everybody about the Antitrust Guidelines under which the board operates and all present affirmed compliance.

## **1.3 Introductions**

*No introductions were needed*

## **2.0 Approval of Minutes**

### **2.1 July Conference Call**

*A motion was made to approve the minutes as stated. The motion was seconded and a vote was passed unanimously*

## **3.0 Membership**

### **3.1 2013 Membership Fees**

W. Koehler indicated that WW has not discussed a dues increase for 2013 but recommended this Board discuss at the Divisional level. J. Petersen and B. Caruso were in favor of keeping dues at their current level due to current economic conditions. B. Pyper agreed stating it would be well received by the membership.

*B. Pyper moved to not increase dues for 2014, keeping them at the 2012 pricing structure. B. Caruso seconded. The motion passed unanimously.*

## **4.0 FCSI WW**

### **4.1 WW Update**

E. Norman reported the initial budget shows approximately \$609,150 gross revenues for the new publication but J. Doughty believes that number could approach \$1,000,000 in 2013. The first draft budget shows WW net revenues of approximately \$168,000 which indicates a \$500,000 revenue decrease.

It is believed that EAME and AP advertising will raise significant additional revenues rather than relying on American companies. E. Norman stated EAME is considering expanding their Aspire publication to two issues per year. J. Petersen asked if some of the sales for the *Aspire* would detract from the WW magazine? E. Norman responded he couldn't answer that question at this time.

E. Norman reported that he and W. Koehler had reviewed the publisher's proposed contract and issued a series of questions that arose from the review. J. Doughty was meeting with the publishers to address our concerns and will have our answers in Las Vegas this weekend.

The WW meeting this weekend in Las Vegas will include management transition items, Bylaw issues and Divisional vs. WW duties on the first day. The second day will primarily be about the new publishing contract and issues.

E. Norman reported that he, B. Taunton, R. Collins and W. Koehler will be representing FCSI TA at the FCSI Worldwide meeting this weekend.

L. Huber asked about Allied members concerns about The Quarterly magazine discontinuing. R. Collins reported the feedback has not been positive thus far but is not sure there has been enough information distributed by the Board. E. Norman reported the founding sponsors will still be recognized in the new publication and asked for patience and to keep the communication lines open.

E. Norman and H. Schildkraut reported they were both impressed by the initial mockups presented by PCP and believe the membership will be happy with the new publication.

## **5.0 Committees/Task Forces**

### **5.1 Ethics Task Force**

L. Huber reported T. Guyette has agreed to become the ethics committee leader.

*J. Petersen approved the appointment.*

W. Koehler will report to Todd with list. L. Huber stated he had reviewed the code and sent comments to W. Koehler. W. Koehler stated he had not had a chance to review the comments yet. Together they will report back at next Board meeting.

### **5.2 Management Company Review**

B. Pyper reported that she and J. Petersen will discuss the review over the next few weeks. She is basing all of the reviews on best practices and should have something to review for the next Board call.

### **5.3 2013 NAFEM and SR Events**

W. Koehler reported a possible MAFSI partnership for NAFEM and our 2013 SuperRegionals. The Division declined the Super Regionals partnership due to a fear of too many suppliers at the meetings. W. Koehler is waiting to hear back from A. Cody about MAFSI's participation at NAFEM.

W. Koehler stated that TA Headquarters are getting close to finalizing all of the location details for Vancouver and Hartford but having difficulty finding a location in Atlanta. B. Caruso offered the Georgia Congress center if we need help.

#### **5.4 REVIT TF Board Liaison**

W. Koehler reported the TF has become active again to update the current standards. He recommended a Board liaison to the Task Force to keep the Board informed of their activities. T. Taraski volunteered to serve as the Board Liaison. W. Koehler to give T. Taraski's name to TF Leader S. Carlson.

#### **5.5 California Show recap & NY Show update**

W. Koehler reported the California show was successful with 55 members (17 consultants) attending the cocktail reception.

W. Koehler reported the following consultants had volunteered at Ask The Experts booth during the International Hotel/Motel & Restaurant Show in New York City in November.

**Sunday** – Mike Berard (BOH), Brad Belletto (FOH), James Davella (MAS)

**Monday** – Foster Frable (BOH), Leonard Condenzio (FOH), Ted Farrand (MAS)

**Tuesday** – Richard Hopkins (BOH), AJ Barker (FOH), Arlene Spiegel (MAS)

W. Koehler also reached out to Tony Butler at SFM about the all industry event on Monday night. Tony thought we should be able to be included. W. Koehler and Tony will discuss the details within the next week.

#### **5.6 CPS – IKE Test validation proposal**

W. Koehler presented the testing company's proposal to validate the IKE exam in the amount of \$2,500. This would require CPS TA to exceed their 2012 budget. While CPS TA has not officially requested the budget exception yet, W. Koehler is requesting the Board pre-approve the expense so the committee can move forward immediately after their November exams without waiting for Board approval if they so choose.

*E. Norman motioned to approve the \$2,500 budget exception to validate the IKE exam. T. Agosti seconded. The motion passed unanimously.*

#### **5.7 Government Affairs Committee update**

B. Caruso has recruited Ira Beer to take on East Region and Jim Little for the West Region. He is still seeking a Midwest Region representative and a Canadian Chapter representative. Recommendations from those in attendance included Doug Feltmate for Canadian Chapter and Stuart Davis, Kristin Sedej, or Ron Kooser for the Midwest Region. The committee will be charged with examining stamping issues, RFPs, etc. B. Caruso reported that once all four representatives are appointed they will have a conference call.

#### **5.8 ICON update**

E. Norman stated their California meeting went well. I. Jamison reported the committee has a conference call next week and he will report back at the next meeting.

## **6.0 Sponsorship/Advertising**

### **6.1 Media Kit Update**

W. Koehler reported the media kit pages are almost completed and should be ready to distribute within the next 3 weeks. He stated HQ is waiting to confirm a few more details regarding the Super Regionals.

### **6.2 Credit Card Fees for sponsorships?**

W. Koehler reported that accepting credit cards for the Kansas City Conference costs the Division approximately 3-5% depending on the type of credit card used. In total it cost us around \$4,100 in sponsorship dollars. He asked for guidance whether the Division should continue to accept credit cards for these large amounts. The sense of the Board was to encourage Allied members to pay by check or offer a discount for cash.

### **6.3 DirectConnection sponsorship sales back to TA HQ**

W. Koehler alerted the Board that sponsorship sales for the e-newsletter will be returning to Divisional headquarters this Fall since our contract with Gill Ashton is being discontinued. He is not sure who will be responsible for these sales yet but these duties were not included in the management scope of work. He stated there will not be an increase in management fees for this service but wanted to bring it to the Boards attention that further changes at the WW level may impact the scope of work and management fee.

### **6.4 New Project Showcase book for 2013?**

W. Koehler asked the Board (and specifically the Allied Representative R. Collins) whether the Division should examine creating a Project Showcase book similar to the EAME Aspire as a side project in 2013? It would be supported by advertising. The book could be used for marketing the FCSI Brand and promoting member's projects. He believes the revenue from this book would replace all of the potentially lost revenue of *The Quarterly* being discontinued.

R. Collins stated he didn't think it would be a problem getting advertising for the book if Allied members knew the money was staying within the Division. E. Norman reported we may want to wait until after the Las Vegas meeting to move forward also stating that Consulting member firms may want to advertise in the book as well.

## **7.0 New Business**

### **7.1 Consortium for Energy Efficiency Meeting Request**

W. Koehler presented an invitation from the Consortium requesting a representative from FCSI be present at their next meeting. T. Agosti recommend a local person attend the meeting to keep costs to a minimum allowing the Division to see if the project is worth pursuing. J. Cornyn and R. Soucie both live near the meeting location and would be excellent representatives if they would be willing to attend. J. Petersen stated he would contact them both to inquire if they would represent FCSI TA at the Portland Meeting.

## **7.2 NAFEM Board Meeting Dates & Hotel Information**

W. Koehler reported the plan is to have a Board meeting February 5<sup>th</sup> and 6<sup>th</sup> at the Marriott Courtyard Hotel on International Drive in Orlando, FL. All hotel rooms have been reserved for the Board with a rooming list to be sent out next month. He also reported the Division will host a seminar on the afternoon of the 6<sup>th</sup> at the Orange County Convention Center.

T. Agosti informed W. Koehler he will not need a hotel room.

## **7.3 CPS and Membership Committee discussions**

CPS has some recent emails being distributed about what they will be discussing during their October meeting. The topic being discussed is the “value of being an FCSI member”. CPS members have recommended having discussions with the Membership Committee and bringing this topic to the Board in November. B. Pyper stated the primary issue within the Membership Committee is doing paperwork and application processes. W. Koehler reported a membership marketing piece has recently been developed and is currently under review.

## **7.3 Next Meeting**

The Board agreed to host the next Board Call on September 25<sup>th</sup> at 11:30 Central.

## **8.0 Adjourn**

*H. Schildkraut motioned to adjourn the meeting. T. Taraski seconded the motion. The vote passed unanimously at 1:07 pm*

*Meeting minutes recorded by W. Koehler*