



FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL

BOARD OF DIRECTORS MEETING

MINUTES

**October 29th, 2010
via conference call**

**Approved During the Board's
January 28 – 29, 2011 Meeting**

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In Attendance

Officers

*Mr. Ian Hopper, FCSI
President
(MTD (Qld) Pty.Ltd.)*

*Mr. Gérard Wolbert, FCSI
Secretary/Treasurer
(Kloosterhuis Adviseurs)*

*Mr. John Radchenko, FCSI
Immediate Past President
(Van Velzen + Radchenko Design)*

Staff

*Mr. Scott D. Legge
Executive Director*

*Ms. Dana Demers
Director of Sales & Events*

Directors

*Mr. Anthony Galvin, FCSI
(a&e partnership)*

*Mrs. Clara Pi, FCSI
(PYNEH, HK Hospital Authority)*

*Mr. Edwin Norman, FCSI
(MVP Services Group, Inc.)*

*Mr. Christopher Bigelow, FCSI
(The Bigelow Companies, Inc.)*

*Mr. Jonathan Doughty, FCSI
(Coverpoint Catering Consultancy Ltd)*

Allied Guests (Non-Voting)

*Mr. Tim Gamble
(Monika)*

*Ms. Corrinne Ward
(B.S.I., LLC)*

Excused

*Greg O'Connell – Allied Guest
(Moffat)*

FCSI's Mission:

To promote professionalism in foodservice and hospitality consulting while returning maximum benefits to all members.

Call to Order and Opening Remarks

The meeting was called to order 9:05 a.m. EDT and President Hopper noted that a quorum was present. Ian welcomed new board member Jonathan Doughty representing the Europe / Africa / Middle East Division as well as allied guests Corrinne Ward, Tim Gamble plus FCSI WW Director of Sales and Events, Dana Demers.

Purpose of the Meeting

Ian noted that there has been some discussion surrounding the future of FCSI WW conferences and what those events are supposed to achieve for the Society. Scott had produced a list of questions aimed at bringing focus to the subject of FCSI WW Conferences and had offered possible answers to those questions for which he requested board consideration, debate and decisions that would enable the staff to move forward with event planning and site selection based on board direction rather than assumptions.

Ian requested that Scott progress through the list of questions so that the board members might express their thoughts on each topic.

1. Is the primary target audience our existing members, potential new members, the local government and industry leaders or some other audience?

SL suggested that the focus for 2012 and 2014 needs to be aimed at consultants (our members plus any potential new members from the region). The board was generally in agreement, indicating that there is a need for strong support of existing members, and all events should focus on supporting the FCSI Brand.

All agreed that pending on the outcome of strategic planning session in Jan 2011, it is hoped that there will be a specific strategic direction to follow for the planning of WW conferences.

2. If the target audience is our existing members, are we to focus on the senior members in consulting firms or the young emerging personnel who work for them? Or both?

SL suggested that the 2012 conference incorporate a primary track for the senior members of firms who historically have attended conferences plus a second education track for a smaller group of young/emerging consultants with a more technical focus, possibly using senior members (both consultant and allied) as speakers for those technical topics).

It was generally agreed that senior members want to network and seek opportunities for collaboration but the Society will fail if we don't bring in young members. The two track approach should attract multiple attendees from firms who will choose to attend as a team. We need to provide an incentive to senior members who bring along a young/emerging/new member to the conference.

It was agreed that we need to consider the role of Divisional Conferences versus Worldwide Conferences – it may be more practical and cost efficient for firms to bring multiple personnel to divisional events where travel time/cost are not as significant.

3. Are we showcasing FCSI to the industry or looking inward to provide education for our members only?

SL suggested that the focus of the conference should be the continuing education of our consultant members but that the 2012 and 2014 conferences incorporate an evening social event where we invite local industry leaders to join us.

- The board agreed that the Conference is for the Society.
 - We need to issue more PR in an attempt to reach out to more industry press
 - Allied members want an opportunity to network and learn in a non-confrontational setting. They want more consultant members to attend.
 - We need to drive attendance by consultant members – content needs to be organized such that it is more advantageous to attend the FCSI WW Conference than to miss the event
 - If we determine a global theme for the year and push content at LU/Div/WW events on that common theme throughout the year
4. Are we looking for a location that will become part of the theme, a destination where our members might like to visit for a holiday or a location that is convenient/easy to get to? Are we choosing a location in order to do missionary work or a place where we can gather the maximum number of members from all three divisions?

SL noted his belief that the biennial FCSI worldwide conferences should be used to gather as many members as possible from all three divisions in a location that is relatively convenient, safe, well known and reasonably economical.

- Some members of the board believe the location should be selected to allow for extending the trip as a holiday
- Ease of travel was noted as being important
- It will always be a challenge to get members from small firms to attend events on another continent
- It was felt that Americans will not attend events outside NA unless they are held in London, Paris or Rome

- It was suggested that we produce the next WW conference, pulling out all the stops, and gauge success before moving forward with the planning of more WW conferences

5. Is it important to our corporate members to participate in an event like this to network with existing senior consultants, or emerging consultants, or in a region where they already market their products/services or in a region where they might wish to try to expand their sales territories?

SL suggested that the focus here should be to engage our important corporate member company personnel in gaining networking opportunities with our consultant members, both the senior members and those who are emerging consultants. Further, that locations should be selected in an attempt to help corporate members investigate opportunities for geographic expansion. The board agreed.

6. What cost factor will encourage more delegates to attend? Travel cost, registration cost or the cost of accommodations? And how sensitive do we think they will be to cost in 2012 and 2014?

Obviously cost is a significant factor for our members when choosing to register for an FCSI conference or not. It is evident from prior conferences that the further the distance, the fewer members will attend from a particular division. It is possible that we should consider designating a portion of our sponsorship proceeds (and possibly ask for help from the FCSI Educational Foundation) toward financial assistance to those further afield. Recent conferences have provided for financial assistance to young/emerging consultants has been very well received.

- It was felt that Allied members would offer up more support funding to get more consultants to attend.
- People are willing to attend if they believe they will receive good value in return
- Travel/Accommodation costs are the major concern
- We need to attract new/young/emerging consultants who have never attended an FCSI WW Conference before
- SL noted that for the Minneapolis Conference the EF/TAD/WW Boards partnered with corporate sponsors to provide \$1,000USD toward the cost of attendance for new members and those who had not attended an FCSI conference in several years. The program was highly successful and could be expanded upon for future events.

7. Do we want/need to maintain our September/October time frame going forward?

It was generally agreed that we should maintain the current practice of holding worldwide conferences in late September / early October of even numbered years for the foreseeable future.

The remainder of the issues raised in Scott's email to the board dated 05 OCT 2010 are to be addressed during the January 2011 meeting of the board since the time allotted for this conference call came to a close.

Meeting adjourned at 10:02 a.m.
Meeting minutes recorded by S. Legge