



**FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL
THE AMERICAS DIVISION**

**BOARD OF TRUSTEES MEETING
MINUTES
October 13, 2011
Eaglewood Resort, Itasca, Illinois**

In Attendance

Officers

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

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

*Mr. John E. Cornyn, FCSI
Immediate Past Chair
(The Cornyn Fasano Group)*

Staff

*Mr. Wade Koehler
Executive Director*

*Ms. Kayla Saal
Director of Member Services*

Guests

*Mr. Eric Norman, FCSI
ICON representative
(MVP Services Group)*

*Mr. Tom Galvin, FCSI
(Galvin Design Group)*

Trustees

*Mr. Harry Schildkraut, FCSI
Central Region Trustee
(S2O Consulting)*

*Ms. Corrinne Ward
Allied Trustee
(Perlick)*

*Mr. James Camacho, FCSI
Eastern Region Trustee
(Camacho & Associates)*

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

*Mr. William Taunton, FCSI
Central/South American Trustee
(Gastrotec S.A.)*

Excused

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

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

1.0 Call to Order and Opening Remarks

The meeting was called to order 8:33 am CST and the Chair welcomed the board to the meeting and noted that a quorum was present. EN welcomed Tom Galvin, FCSI as a guest to the Board meeting.

1.2 Antitrust Guidelines Reminder

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

2.0 Approval of Minutes from Previous Meeting

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

3.0 Strategic Planning

3.1 TAD Strategic Planning Recap

EN reported that he felt the previous day's strategic planning session went very well. This Board has clearly identified what the members are requesting and finally going to have a good plan in place to guide future Board members over the next the 3-5 years. EN also reminded that Sandi instructed the Board to begin to trust the management company and ED with clear goals to be attained with responsibilities being shifted to the ED with full accountability. EN stated that trusting this arrangement allows the Board to focus on the future and not get caught in just the present.

WK was instructed to take the information back and identify a clear plan for the future identifying what can be accomplished with the money available in 2012 and beyond.

HS indicated he felt the meeting went better than he thought it would.

JamesC requested that a memo be sent out to the membership to encourage the transparency.

3.2 WW Summit Report Recap

EN reported that BT, JP, WK and himself attended the WW Summit in Stockholm back in September. EN explained to the consultant Jim Pealow that his plan was to address the WW meeting explaining the TAD frustrations he received from an email he sent out to the general membership a few weeks prior to the Summit.

EN's plan included disbanding the WW Board and reconfigure how the divisions communicate with each other with 1 representative from each division replacing the current Board structure. In addition, the Executive Director title would change to Administrator that would monitor the Brand and encourage sharing amongst the Divisions.

EN also submitted the idea to eliminate WW Conferences due to low worldwide attendance and poor financial outcomes.

The hope was to have his verbal brief create a dialogue to work through but the consultant quickly squelched the discussion asking the discussion delay until later in the day which never took place.

EN walked away from the meeting with complete emptiness, as did the other attendees. Since the Summit, there have been no changes and only sparse communication trying to schedule a conference call. At this time, it would appear that a conference call would not take place until November 7th. EN will report back to the TAD Board after the November 7th call.

JP added that the report from Jim Pealow only arrived one week ago. The report was too general seeming to be nothing more than note taking with no suggestions for change.

EN reported that WW went through the same process with Sandi Humphrey that the Americas the day prior with Branding/Marketing being identified as the number one item. It's 10 months later and WW has still not moved forward.

BT reported that during the Summit there was a large push to get a new contract for Legge Executive Group without clearly defining tasks to be performed. It was requested that LEG come back to the Board with a proposal after duties were reviewed with WK and Sabine Wagner at the Summit.

JohnC suggested that maybe we withhold dues share until action begins to take place that the membership requests. He also suggested that a white paper be created with a signed statement from an important aspect of the membership voicing their dissatisfaction in support. He also asked about the Allied member dues situation. WK explained how the new proposal looks but reported that there has been no formal movement forward on it as of today.

The unanimous sense of the Board was to not continue with a stand alone WW Conference.

4.0 Membership

4.1 2012 Dues Rates

KS presented the proposed 2012 Dues structure. BT asked if we should withhold our dues and challenge the 5% increase.

JohnC informed the Board that what is not identified is the Lifetime members that pay no dues. He requested that we go back to those members asking for a donation support for overhead. WK agreed that HQ would add a tagline to their 2012 Lifetime member invoices.

A motion was made to approve the current 2012 dues proposal with a 5% increase in each category. The motion was seconded and passed unanimously.

4.2 Senior Associate to Professional Upgrade Deadline

WK reported that the belief amongst CPS TA is that all Sr. Associates must pass both exams within 3 years or they will be removed from membership and must reapply. WK could find no authorization from any previous Board motion and approval within the past 5 years worth of Board minutes. He requested that this Board take an official stance on the issue.

TA reported the CPS TA did not want change what they have currently in place.

EN felt that if a member failed to meet the requirements they would fall to Associate level and could reenter the upgrade process.

BT stated he felt that three years was sufficient to attain Professional membership and they could be given a probation period of 1 year but then ejected from membership.

JohnC concurred that it should be mandatory for 3 years to move up to Professional membership.

EN asked if we should send a memo supporting the CPS with a 1-year exemption for those that would expire in 2013 at the Professional membership dues rates.

JohnC motioned to send a memo from the Chair supporting the CPS TA with a 1 year exemption upon a formal written petition to the TA Board for those that membership would expire in 2013 at the Professional membership dues rates. For all other Sr. Associates, the 3-year rule will apply with automatic reassignment to the Associate non-tracking classification. The motion was seconded. Motion passed unanimously.

5.0 Events

5.1 2011 Super Regionals – Chicago Update

WK reported that we have approximately 90 attendees with 27 consultants.

5.2 FEDA Conference Representative

WK reported an email he received from FEDA requesting FCSI's presence at the all industry meeting during the FEDA meeting in March 2012. EN reported that FCSI could be partnering with FEDA to become the "go to" designers for independent consultants.

6.0 New Business

6.1 Healthcare & General Insurance Proposal

Postponed to a future meeting

6.2 Lobbying Firm Proposal

Postponed to a future meeting

6.3 2012 Marketing

WK presented a 2012 tentative plan

WK to create a marketing committee consisting of 3 members, 1 Design, 1 MAS and 1 Allied Member. WK to work with JohnC to create a survey to the MAS membership to help determine where to market.

JohnC mentioned we need to encourage our members to utilize their initials for all events, articles, etc.

6.4 New Business

HS mentioned we need to move forward with the nominating committee. WK and JC agreed to discuss the need for new Board members and report back at the next Board meeting.

EN thanked Tom Galvin for his service to the Board over the past few years.

HS motioned to adjourned the meeting. The motion was seconded and the vote passed unanimously at 11:30am

Meeting minutes recorded by W. Koehler