



**FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL
THE AMERICAS DIVISION**

**BOARD OF TRUSTEES MEETING
MINUTES
April 19, 2012
Intercontinental Hotel, Kansas City, MO**

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*

Guests

*Mr. Ian Hopper
FCSI Worldwide President*

*Mr. Scott Legge
FCSI Worldwide Executive Director*

Trustees

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

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

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

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

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

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

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

1.0 Call to Order and Opening Remarks

The meeting was called to order 8:08 am CST and the Chair welcomed the FCSI Worldwide President Ian Hopper and FCSI Worldwide Executive Director Scott Legge as guests to the meeting 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

JP welcomed guests Pete and Mary Kay from Pete Wiltjer Marketing Group, former FCSI TA Board members Chris Bigelow, John Cornyn & Corrinne Ward and new FCSI TA Trustees members Tracy, Barb, Rod, Bill, Larry

The new trustees introduced themselves and their specialties

Barb – School Foodservice

Larry – B&I, Schools design

Rod – Marketer for Manufactures

Bill – Design & MAS Stadiums

Tracy – Stadiums

1.4 Public Relations Report

Pete Wiltjer Marketing Group discussed how they have come up with a positioning statement

ABOUT FCSI-THE AMERICAS: FCSI-The Americas is the sole association representing independent foodservice and hospitality consultants in North and South America who are known for proven expertise in all disciplines, from concept development to process flow in any possible commercial and institutional application. Members benefit from the association's influence, educational resources, communications, industry advocacy and the development of future foodservice leaders. Visit FCSI-The Americas at <http://www.fcsi.org/?page=TALanding>

They are currently reaching out to traditional and non-traditional media to set FCSI TA to become the “go to” association for foodservice advice. Pete is targeting both North and South American media reps ranging from the Wall Street Journal to USA Today to Targeted industry publications. Pete also spoke about the redevelopment of the *DirectConnection* newsletter including direct links to the articles rather than having to scroll through the entire newsletter. These links give the information to decide how to rank future stories. BC asked if the Board could get monthly reports showing the click through data.

BT asked if we could expand it to offer the DC to its clients, friends, etc? LH asked if non-FCSI members in Consulting firms should receive a copy of the DC even if they are not a

member? WK explained the DC is primarily used for internal communications and that every association needs some sort of internal communications vehicle.

BP asked if we are developing a social media strategy. Pete explaining that we are working to figure out where the sources are coming from.

Pete suggested that we put in a way for members to reach out to him on the website and DC.

WK reminded that all members need to complete their membership profiles on the FCSI website. SL requested that all Board members completed their profiles to be used for reference to new members.

2.0 Membership/Financial

2.1 Membership Renewals

WK presented the latest membership renewal report. HQ will be distributing the list of non-renewals asking that all Board members reach out to those listed.

2.2 Financials

WK presented the latest financials with projected expenses.

3.0 NSF

3.1 NSF Update

JP reported that Robert Rippe's office approached the Society last year regarding food shields. We are now working with NSF to create a scientific study and research about food shields.

JohnC stated the Foundation may be able to help fund the research. BP thought that some other associations may be interested in helping to fund the research as well.

4.0 Legislative Items

4.1 IDPC Update

WK reported about IDPC and how they help. JohnC informed how these legislative item situations usually pop up very quickly within a couple weeks. JohnC was able to rally the troops to get the legislation tabled for now. He recommended everyone to visit the ASID website. The downside is that it puts us together with the dealer designers to help defeat these legislation proposals. This could be a good time for us to develop a stronger relationship with AIA to help.

JohnC also wrote an article that will appear in the next Quarterly.

BC asked if we could reach out to our legal council to see if we could seek an injunction.

4.2 Chicago AIA and Stamped Drawings

JP informed the Board that the city of Chicago requires all drawings be stamped by an architect. JP is going to create a task force to help create a strategy to overcome this issue. WK reported we have had initial talks with the Sr. Staff member from AIA and they seem to be open to creating new dialogue to help overcome this issue.

4.3 Canadian Chapter Legislation Update

IJ informed the BOT that the Canadian Chapter is working with a lobbying company to create a requirement that FCSI credentialed designers be used for all government projects.

5.0 Ethics

5.1 Code of Ethics update

WK reported that the Code of Ethics and Professional conducts need to be shorted down to a single page to have all members sign on an annual basis. JP would like to put together a task force. LH asked to be included on the task force.

6.0 FCSI WW

6.1 FCSI WW Update for new Board members

EN informed the Board about the upcoming changes at the WW level. The new governance model is being worked on to begin January 1, 2013. The new Board will be comprised of Chair and Past Chair from each division plus an Allied member from each division and an Executive Administrator. Board meetings will only meet face to face every 2 years with Skype or video chats taking place for all other meetings.

The future of The Consultant magazine is also changing. The new publication will be published by each division including a section of editorial from Worldwide.

EN also reported the LEG has resigned its service at the end of the September so time is of the essence.

IH reported we are taking the changes one day at a time with a lot of work to be done by the end of the year.

BP asked about how this issue came about and what is its impact to The Americas. EN spoke about the membership speaking up about WW needing to be streamlined to a more efficient. It all boils down to member services and member fiscal responsibilities. SL discussed the changes the Divisions had gone through over the past 10-15 years without the governance model for WW changing. The new business model allows the Divisions heads to work together and allow the Divisions to retain more of their dues income.

EN also spoke about the need to change our leadership positions to 2 year terms to match how the other two divisions operate.

JP also spoke about the need to replace him as a representative to the WW Board due to our bylaw restrictions. He requested that BT be allowed to replace him on the WW Board to allow the continuity. JP would still be allowed to serve as an advisor to the WW Board.

TA nominated BT to serve on the WW Board, HS seconded. Motioned passed unanimously.

IH stated the new WW Bylaws should be sent out for a vote by early July.

7.0 Events

7.1 Kansas City Update

KS reported we are at 198 attendees registered for KC with 72 consultants.

7.2 Kansas City Schedule

WK reviewed the week's schedule.

7.3 2013 Super Regionals

Discussion postponed due to time

8.0 Annual Review

8.1 Management Company/Board review

JP indicated he would like to begin an annual review process conducted by the Board and Committee Leaders. JamesC reported that while WK is Executive Director, he is not employed by FCSI TA. WK owns 520 Consulting which employs WK, KS and JM and is contracted with FCSI TA.

BP volunteered to lead the management review task force.

JP also spoke that he would like to begin regularly scheduled open communications via conference calls or other communication vehicles.

LH asked if we ever promote the ability for any member to attend a Board meeting as a guest. HS stated it had been that policy for over 20 years. JP informed due to logistics the Board would request the guest alert the Board prior to the meeting to make sure room space is allocated and any topic may be prepared to address.

JP would like to create a new procedure to allow the general membership a voice due open forums.

9.0 CPS TA

9.1 CPS TA/BOT Joint Meeting

JP thanked CPS TA members for attending the meeting and turned the meeting over to Bill Bender, leader of CPS TA. BB introduced members in attendance: Rudy Miick who

will be the next Leader, Doug Huber, past chair, Joyce Fasano, Karen Malody, Michael Johnson.

BB spoke about how it takes 1 year of training to learn and understand the inner workings of CPS TA. The manual for the PSE alone is 70 pages.

The original vision was to create the highest level of competence of consultants. DH spoke how the current testing process was a great undertaking and CPS TA is working on validating the current tests so the test can then be updated to reflect the validated questions.

Education Provider Program Comments

The number of EPPs have increased from 8 in 2002 to over 50 in 2011. RM talked about how the program has become a revenue stream and how the Allied members are offering quality education as well as quality back to them.

KM spoke about the value of how CPS TA has helped the Education Providers to elevate their educational opportunities. While it costs money to monitor these programs they feel its necessary. She also stated the PSE exams require "in-person" due to its complexities.

RC asked some of the Allied members if they know where the money goes and most reported they are not aware. RC asked why aren't more FCSI members being used to monitor these programs. He stated Educational Providers don't need bathroom monitors being sent when FCSI members are always in the audience. KM informed RC that unfortunately most members that attend these EPP's don't know what to look for and what is included in the manual. RC will send ASHRAE standards to CPS TA for their review.

EN and JP asked CPS TA to educate more senior members to be included in the review progress. JP asked if CPS TA members could attend on the allied members expense? BP stated it could be viewed as a conflict of interest with the manufactures.

RC cautioned again against the hall monitor type reviews of the EPP.

Exam Issues

Mentoring is another important topic that they take upon themselves. This allows the committee members to assist members to become familiar with FCSI and how to elevate the member to the Professional status. All three applicants that passed the PSE exam yesterday reported back to the committee how valuable the process was and how they appreciate it. They are looking to reduce expenses for 2013 but money is still needed to buy books, processes, etc.

MJ stated that 20 members must still take the IKE exam by the end of 2013 or be reclassified to Associate Members. EN stated the Division may need to rethink its process. MJ stated that currently Sr. Associates have three years to complete the exams or be reclassified.

General Comments

RM reported he wanted to validate a few items. The amount of work needing to be done by CPS is enormous and overwhelming. Meetings to accomplish these goals need to be done in person. CPS TA needs to be more inclusive with the Board without having to beg for time for discussions.

BP asked what the issue was with the budget. JF reported the historical data from the beginning of the CPS TA and that CPS was supposed to be self-funded. JF spoke that FCSI TA is not honoring its commitments and now using the funds for general funds rather than reallocating those funds back to CPS TA. WK reported that the financial committee was brand new in 2012 and the process needs to be adjusted to include committee leaders in 2013.

EN asked if CPS TA needs to be expanded to have more hands to do the work?

TA discussed how he could improve communications to the Board and include CPS TA meeting minutes for future Board meetings. BC also recommended that TA could also send directives back to CPS TA from the Chair.

JP also recommended that members please call him, WK or other Board members to begin discussions. He emphasized phone calls or other voice communications should try to be utilized to avoid miscommunications.

EN also asked that JM be utilized more to lower the commitment level of CPS TA members.

LH thanked CPS TA for their efforts.

10.0 Adjourn

HS motioned to adjourn the meeting. EN seconded the motion. The vote passed unanimously at 12:04 pm

Meeting minutes recorded by W. Koehler

Action Items from KC Board Meetings

1. HQ to report how many new members have joined since October 2011
2. HQ and BOT to create exit interview for consultant members who do not renew
3. HQ to send out non renewed list to BOT for review
4. AIA Task Force to be reestablished. Should AIA PPT be included in the 2012 SuperRegionals?
5. Ed Norman to draft letter to Bill Clark and Tom Galvin regarding Manitowoc issue
6. HQ to create web form to allow general membership to contact BOT directly
7. Code of Ethic Task Force to be formed to rewrite and propose new Code of Ethics and Professional Conduct (Larry Huber volunteered to lead)
8. Jim Petersen to setup monthly Board conference call schedule
9. PR Company to look into click through reports regarding DirectConnection
10. HQ to add Pete's contact information on website and in DirectConnection
11. Management Company and Board Review Process to be created and completed (Barbara Pyper volunteered to lead)
12. Rod Collins to send ASHRAE standards to CPS TA