

In looking at what is occurring within just the foodservice management segment of the industry, it is clear that within just the Foodservice Director role in the non-commercial segment, there are more positions than there are available executives to fill the role of today's foodservice leaders.

I think at the core of the problem is that fact that overall, the foodservice business is essentially unglamorous, and in need of a makeover in order to create desirous roles that people strive to achieve. For many in the industry, their day to day job is a thankless one, underestimated by most as simple, when in fact these roles are as much, if not more challenging than most other operational executive positions.

We must find ways to promote our successes outside of the industry to the mainstream public...No one outside of the foodservice business has an idea what an Ivy or Silver Plate winner is...Does the FIA want to create a new set of awards, not so much for our industry, but for the Consumer to gain an appreciation for what we do?

We need to ask the question: How do we get people outside the industry to recognize that these jobs are exciting, challenging and fulfilling?

What channels can we utilize to promote this new marketing approach to Foodservice? Perhaps a session or topic on how to glamorize the roles within foodservice, and what the industry as a whole should do to market the plethora of success stories within the industry.

We now have a slew of "retail" avenues in so many of the existing cooking/food shows...Can we get one of the foodservice chefs or FSD's to appear in a reality show (in a non-derogatory light)? How can we make mass feeding an art or a science, as opposed to "just gettin' food out"?

In looking at the current technologies that exist in the foodservice business, specifically in the case of systems and cooking equipment/cook chill technologies, do those future technologies open up the door to excite future professionals that may have never considered food production or "manufacturing" because of the lack of tools and systems? Could the excitement of these trends help to attract future talent? I think to looking at some of our customers kitchens and think, "It looks more like a space ship in here than it does a kitchen...cool!"

Why is any other design job in any other industry more exciting than designing foodservice equipment? Or Kitchens? Can we (and this sounds really funny) capitalize on Stainless Steel's sleek hipness? The one thing the consumer has adopted from the foodservice business is the look and feel of the equipment used in commercial and non-commercial foodservice...what else do we want them to adopt? What about our tools and procedures? How can we translate food prepared for 500 to what is done for 5 at home? How do we make it sexy?

Those are my thoughts...I think this is a very worthwhile topic!

-Scott

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