



American Culinary Federation
The Standard of Excellence for Chefs



ACF Leader's Training

Best Practices for Recruiting & Retaining More Members



1 CEH Earned



Agenda

- Tools to grow membership
 - Recruitment
 - Retention
- Chapter Success Stories
- Question & Answer Session
- Membership Trends
- Student Members (recruiting ACF's next generation of Members)



Member Recruitment



Recruiting New Members

- Growth occurs when BOD sets membership growth as a priority
- Proof positive?
 - A Membership Chair/Committee exists
 - A plan exists (80/20 rule – keep it simple)
 - Discussed at each BOD & Chapter meeting



Recruiting New Members

- Tool Box
 - Conduct membership Drive (include member referral)
 - Special Events: be creative (SA Jan19 Event)
 - Use Associate Members to “Spread the Word”
 - Local School Outreach (use ACFEF Accreditation list)
 - Special Pricing/Offer (i.e., free chef coat)
 - Newsletter, Website, Social Media
 - Meetings (info table, benefit spotlight)
 - Guest sign in with follow-up after meeting



Member Retention



Renewing More Members

- **Toolbox** (cont'd)
 - New Member Onboarding
 - President's Welcome (call and/or email)
 - Welcome "Kit"
 - Partner Up Program (include Member/Chapter orientation)
 - Track/Recognize participation
 - Recognize special events (anniversaries, certs/recerts, other)
 - Member/New Member Survey



Why Inactive in Chapter?

2017 ACF Member Study

	Student	Culinarian	Professional Culinarian	Senior
Not interested	1%	5%	7%	6%
Location of meetings	21%	19%	28%	33%
Timing of meetings	30%	23%	30%	8%
Not enough time	30%	27%	33%	6%
Conflict with work obligations	38%	33%	36%	6%
Too much time away from business		2%	6%	
Not enough benefit	3%	3%	17%	10%
Conflict with family obligations	15%	10%	16%	8%
Never asked to participate	24%	18 %	18%	8%
Do not know how to get involved	41%	26%	13%	
No local chapter	8%	15%	18%	31%
Other reason	17%	15%	19%	43%



Give Them What They Want

- How can ACF help me achieve my culinary career goals? (2017 Member Survey)
 - 65% Mentoring program
 - 61% Local job alerts/job fairs
 - 52% Career planning
 - 40% Competitions
 - 39% Business training
 - 31% Interview tips
 - 30% Stage opportunities



ACF Presidents Portal

Current Member List

[View and sort](#) a list of your chapter's current members, or [download](#) the list in .csv format (viewable in Microsoft Excel).

* New Member List

[View and sort](#) a list of your chapter's members who have joined within the last 45 days, or [download](#) the list in .csv format (viewable in Microsoft Excel).

* Past Member List

[View and sort](#) a list of your chapter's past members, or [download](#) the list in .csv format (viewable in Microsoft Excel).



Additional Lists

These lists give you additional information regarding membership transfers and other ACF members in your state.

List Description	View	Download
* Members of your chapter who renewed membership (past 45 days)	View	Download
* Members who transferred into your chapter (past 45 days)	View	Download
Members who transferred out of your chapter (past 45 days)	View	Download
* ACF national members in your state	View	Download
* Property members in your state	View	Download
Members of your chapter with bad mailing addresses	View	Download

Chapter Membership Certificates

Help members promote their membership in your chapter by presenting them with personalized membership certificates.

-  [Certificates with preprinted chapter president's name](#)
-  [Certificates without preprinted name \(for signing\)](#)



Chapter Success Stories

- ACF South Jersey (Ken Trout)
- Idaho Chefs de Cuisine (Jason Jones)
- ACF Charlotte (Jay Z)
- ACF Birmingham (David Watson)
- ACF South Dakota (Joshua Kranz)
- ACF Cleveland (John Selick)



ACF South Jersey (Ken Trout)

- Reached Out to Culinary Schools
 - Brought them “into the fold”
 - Nominated Faculty and Students for BOD roles
 - Students return to school and promote ACF
- Recognize and utilize long-time Members
- Honor/Promote Member diversity
- Extensive community service
- Result: 26% Member increase in 3 years



Idaho Chefs de Cuisine (Jason Jones)

- Utilizes Certification to drive membership
- Associate Members promote ACF on calls
- Partners with local ACF Accredited school
- Leverage partnerships
 - Idaho Potato Commission/Idaho Beef Council
- “Always keep it fresh” (meeting sites, tours)
- Result: 52% Member increase in 3 years



ACF Charlotte (Jay Z)

- “We don’t follow the rules”
- Meetings are now “Meet-Ups”
 - less formal/at casual locations (brewery, park)
- All are welcome (over time they will join)
- Results: 40% Member increase in 1 year



ACF Birmingham (David Watson)

- “Did all we’re supposed to do” (and still lost Members)
- Did Survey (younger members not engaged/want more education)
- Developed yearly calendar (with Student input)
- Student Mentor program
- 2020 Vision (each member recruits 2 new members)
 - Goal is 125 by year end” (past 3 years: 75/51/45)
- Results: 47% Member increase in 3 years



ACF South Dakota (Joshua Kranz)

- Tap into culinary Schools/Students
 - Next generation of ACF Members (20% convert to PC)
- Build interest & engagement with Certification
- Utilize younger Members on BOD
- Use President's Portal
 - Personally reach out to those up for Membership and Certification renewal
- Result: 123% Member increase in 5 years



ACF Cleveland (John Selick)

- Consistent communication with Members
- Personal outreach from President
 - new/renewing/lapsed Members
 - personal notes (thank you for joining/renewing)
 - birthday cards
- Timely and updated social media
- Outreach to National Only Property Members
- Result: 68% Member increase in 3 years



Sent to Lapsed Members

Dear Dale,

The ACF Cleveland Chapter has seen positive growth in membership this past year and I hope you continue to be a part of it. I am writing to encourage you to renew your membership. Our chapter has hosted educational meetings, hands on classes, and community outreach events like the Cafeteria Takeover at Warrensville Middle School for Childhood Nutrition Day and we also participated in the March of Dimes Signature Chefs Auction. We couldn't have had these diverse activities without your support.

The chapter has seen an increase in student membership, which is great for all of us. These members are seeking mentorship and they get that by attending meetings with professionals like yourself. These student-members need you to be a part of the ACF and have you become a part of their professional circle so they can move up the ranks of the culinary industry. It's not always "what you know, but who you know" that helps you succeed. One of our newer student members told me recently, "I went to my first ACF meeting, met a chef and he gave me a job." It was a great feeling to hear that!

We are partnering with the Akron-Canton Chapter this year that will allow more opportunities for certification practicals, competitions and more educational classes that will give you the tools to be the best at your profession. I want to have inspired meetings with dynamic networking and I hope you are a part of it. You can renew your membership at the national [ACF website](#). If you have any questions, please contact me.

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Sent to Renewing Members

Dear Christopher,

I want to personally thank you for renewing your membership to the American Culinary Federation Cleveland Chapter. Your support has help strengthen a chapter that has seen our membership grow with chefs, chef instructors, culinary students and industry professionals. I hope our meetings and events have given you education, networking and professional growth. Make sure you are following us on [Facebook](#), [Twitter](#), and [Instagram](#) to stay up to date on all of our events. You can also find our events on our website, www.acfchefscl.org. We are working on some exciting meetings for 2019, including an ACF competition on April 13th & 14th at Tri-C Eastern Campus. Details are on our Facebook page.

Our next event is **Monday, March 11th at Case Western University**, Chef Derek Ivancic, CSC will be presenting a Sausage 101 presentation. I'm very excited about the variety of classes and locations we are going to have this year and I hope you are able to join us.

If you ever need to contact me, you can use any of the contact info mentioned below.

John Selick, CEC, CCA, WCEC

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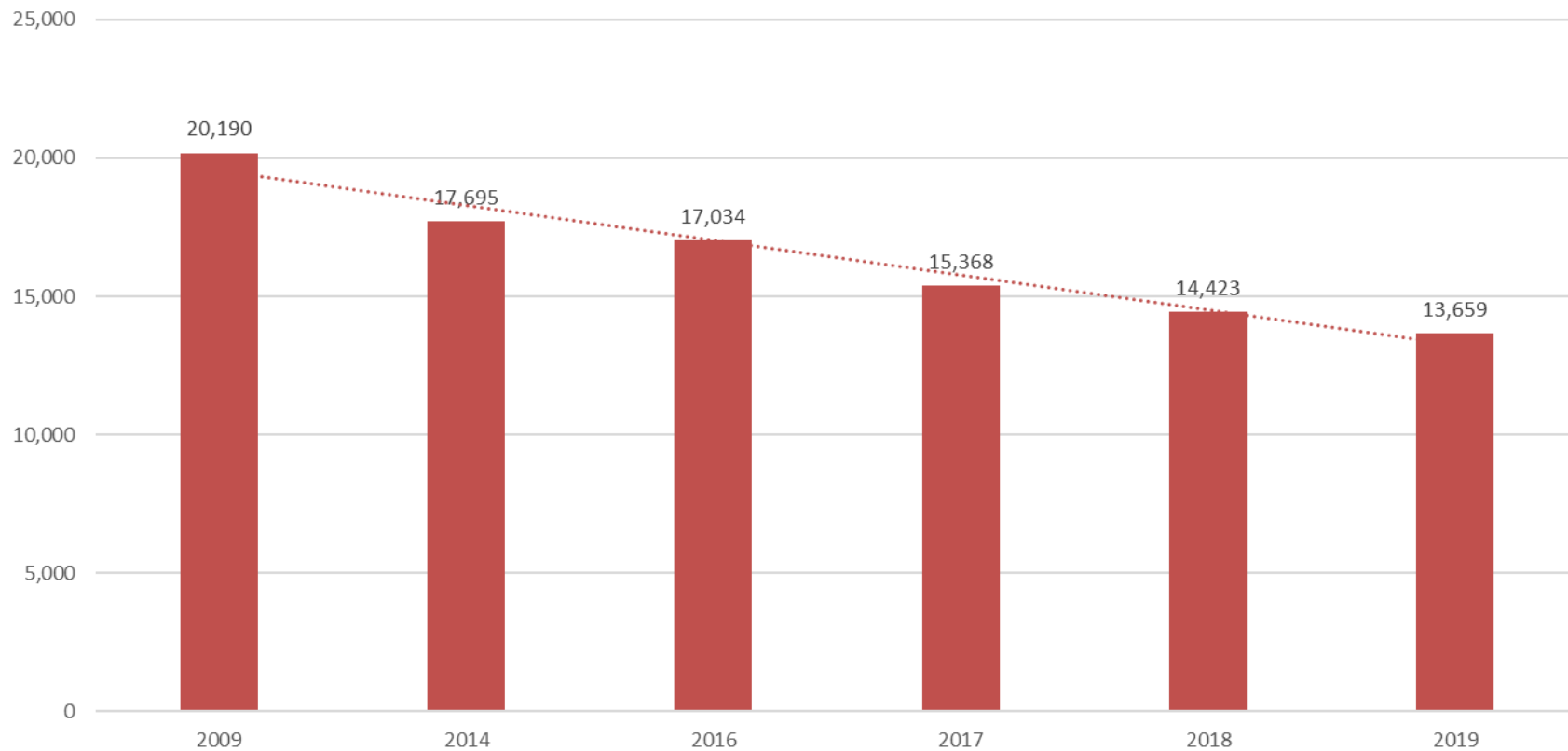


Questions



Member Trends

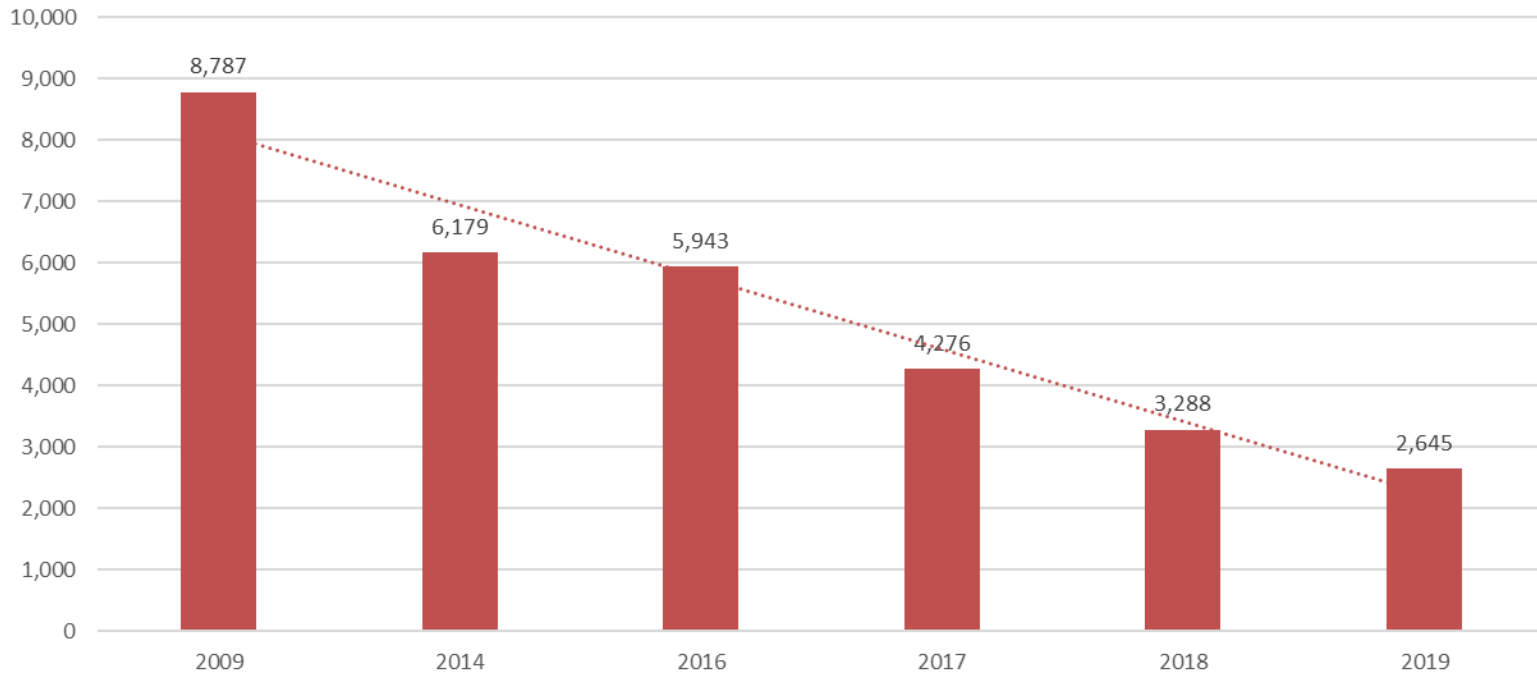
Total ACF Members





Member Trends (cont'd)

Student Members





Demographics are Destiny

How will your Chapter replace existing Members who leave the profession, retire or die – yet alone grow?

Age	Data USA	Cumulative	ACF	Cumulative
66+	0.7%		12.2%	
65-56	8.8%	9.5%	21.2%	33.4%
55-46	19.9%	29.4%	24.9%	58.3%
45-36	24.7%	54.1%	19.4%	77.7%
35-26	31.1%	85.2%	14.1%	91.8%
25 or less	14.8%	100%	8.2%	100%
Avg. Age	38.7		49.5	



Student Membership

- Finding your next generation of members
 - Acquire early in professional journey
 - Convert to Professional status over time



Why Students?

- Abila study. . .
 - 62% of association Members join early in career
 - 13% join as students
 - 49% join within 1-5 years of employment
 - Only 16% join within 6-10 years of employment
 - Just another 16% join 11+ years



2017 Member Study

- How did you become a Member of ACF?
 - 76% - Culinary School or apprenticeship program
 - 9% - Colleague/Co-Worker
 - 6% - Friend/Referral
 - 5% - Personal Research
 - 3% - Employer Requested
 - 1% - Other (trade show, read story, ACF promo)



New Student Program

- Launched September 2019
 - Over 1,000 Students enrolled
- Big upside opportunity
 - 40,000 Students graduate annually from ACCEF Accredited programs (that's 240 new members/chapter)



What are you doing to recruit the next generation of members for your chapter?



**What are your key takeaways
from today's session?**



Thank You

Your ACF Membership Team

- **Barry Young** (Northeast Region VP)
- **Kimberly Brock Brown** (Southeast Region VP)
- **Steve Jilleba** (Central Region VP)
- **Robert Phillips** (West Region VP)
- **Joe Syrowik** (Director of Membership Development)
- **Kathy Adams** (Senior Membership Coordinator – Property Memberships)
- **Skye Bowlin** (Membership Coordinator – Renewals)
- **Joy Johnson** (Membership Coordinator – Chapter Liaison)



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