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Creating Culinary Leadership

Membership

- ✓ Partner with Industry groups to increase our voice for improved *of Benefits*
- ✓ Create the demand for certified Chefs
- ✓ Recruit younger members: Median age is 53-57 – *not sustainable!*

Fiscal Responsibility

- ✓ Job One: Get the fiscal house in order and pay off debt, establish accountability.
- ✓ Income based membership fees
- ✓ Adopt the Accreditation travel policy

Students

- ✓ Add Student Representation to the Regions
- ✓ We'll look to Students within apprenticeship & accredited programs to foster growth

Forward Thinking

- ✓ Focus on the core member, less on the elite
- ✓ Aggressive marketing “*The Leader in Foodservice Professionalism*”