



The FCSI The Americas Pacific NW Chapter and Performance Reps NW, hosted the 'BYO' CEU Experience, a virtual two-day live stream event for FCSI members, on Dec 7-8th. The event allowed members to build their own schedule and earn FCSI Continued Education Credits (CEUs). Members were able to choose from seven different individual sessions offered over a two-day period. The sessions qualified for anywhere from .5 CEUs to 2.0 CEUs each. The Experience offered a total of 10.0 CEUs should an attendee participate in all seven sessions. Each session featured a special guest speaker and educational equipment-based content.

The two-day event featured Tim McDougald (FCSI The Americas PNW Chapter Lead) as moderator and Janel Rupp with Performance Reps NW.

The special guest speakers included: Robin Ashton, TheAshtonReport; Joe Carbonara, FES Magazine; Richard Young, Frontier Energy; Betsy Craig, Menutrinfo™, LLC; Kevin Kochman, KCL; and closing speaker Rich Malachy, Malachy Parts & Service, FEDD Group. The special guest speaker sessions were filled with quality content covering topics from the state of the Industry data, post pandemic changes to the way we dine, energy efficient kitchens of the future, designing an allergen friendly back of the house, trends in equipment, and the important role social media plays in creating a digital footprint.

Educational session speakers included: Nate Sanford with Sammic, Tim Wilczak and Marcy Mathews with Delfield, Chef Patrick Simon and Deb Friar with Welbilt, Paula Donohoo with Jackson WWS, Joe Nicholson with Cleveland and Tom Cowley with Caddy Corp. The sessions covered everything from serving and sanitation solutions, sous vide, conveyors and accumulators, the basics of steam, to Warewashing and featured a live stream cooking segment with rapid cook ovens and combis from the Performance Reps NW test kitchen.

Each day kicked off with a Cup O' Coffee session every morning with a panel discussion providing perspectives from the rep, manufacturer and consultant point of view on the state of the industry and 2021 forecast. The Cop O' coffee panel was made up of Tim McDougald speaking from the consultant perspective; Kirk Goss, VP of Consultant Relations with Welbilt speaking from the manufacturer's perspective; Jeff Cunningham, Principal of PRNW and Greg Stoffer, Principal of PRNW speaking from the rep perspective. The day one topic focused on how each one has been affected by COVID-19 and how they have had to adapt to the events of 2020. Day two built on that conversation as they forecasted what 2021 might look like.

Robin Ashton kicked off each morning, sharing his equipment and supplies forecast. While most of the data shared was to be expected, Ashton was hopeful that we will see improvement mid-2021 and encouraged everyone to stay positive. The closing session on day two pushed FCSI members to become

more familiar and comfortable with an online presence as Rich Malachy discussed social media platforms and the importance of building your brand.

Overall, the sessions were well attended from members across the nation and the event received positive feedback. According to Janel Rupp, "Our goal was to deliver an action-packed virtual experience and provide members with valuable educational content while keeping them entertained and engaged through the use of polls, Q&A and an array of dynamic speakers. It is disappointing that we cannot all come together in person, but it was important to provide FCSI members with an opportunity to gain CEUs and good information." Tim McDougald added "In what is clearly a difficult year, we wanted to offer our membership a valuable platform where they could gain some industry insight, pick up any remaining CEUs they might need to close out the year and just come together for a short time. While we would much rather sit down in person and see each other face to face, this gave us a way to at least stay in touch, share ideas, learn something and maybe brighten everyone's spirits a bit. I have to give a quick thank you to our amazing sponsors and the whole Performance Reps NW team for all of the help on this one."

The event was sponsored by Caddy Corp, Jackson WWS, Sammic and Welbilt.