

## **American Master Chef Order Annual Summit**

August 13, 2016

The Art Hotel

Denver, Colorado

**The Third Annual American Master Chef Order Summit was held August 12<sup>th</sup> and 13<sup>th</sup> 2016 at the Art hotel in Denver, Colorado.**

Present at Saturday Morning's general meeting were Master Chefs; President Bill Franklin, President-Elect Aiden Murphy, Secretary/ Treasurer Jonathan Moosmiller, Dale Miller, Jeff Gabriel, Jason Hall, Russell Scott, Raimund Hofmeister, Anthony Seta, Edward Janos, Robert Mancuso, Daniel Hugelier, Helmut Holzer, and Michael Russell.

Also in attendance was Mark Wright, Board Liaison for the Certification Committee and ACFCCA Executive Director Joan Brewster.

Meeting Began at 9:10am.

**President's Welcome and opening remarks.**

**Franklin reviewed the meeting's agenda and made the following announcements:**

- Chefs Steve Jilleba, John Johnstone, and Ferdinand Metz, all expressed regret that they were not able to attend this year's meeting but wished everyone their best.
- Chef Franklin received a note from Lilly that Master Chef Heiko Bendixen had recently passed away.

**President Franklin spoke to the group about why we have formed AMCO and his hopes for the future of the organization.**

- Most importantly, that we are all standing together as CMC and have a unified voice to help sustain, promote and perfect our craft;
  - That we begin to reestablish our place within ACF and be better represented.

**Franklin gave an update on the current Website. Our goal is to improve this site and to have all CMC represented by picture and Bio within the website.**

- Moosmiller has a current list of all CMC info needed for the website and will work to gather all remaining information to hopefully be completed by our next year's summit.
- Franklin discussed the current cost of maintaining the website and asked if the attendees knew of someone who might be willing to maintain the site at a lower cost.
  - Chef Hall suggested Danielle Felicia. She agreed and we will begin the process of turning over the website to her as soon as possible.

**Moosmiller gave the financial report:**

Total Income = \$13,950.00

Total expenses = \$7,240.00

Net Income = \$6710.00

**Franklin announced our first sponsor is Shultz Gourmet.**

- They have agreed to an annual sponsorship of \$25,000 for scholarships and education. We have 3 remaining sponsorship spots at this level available to help us reach our goal.
  - There are a few other companies interested but nothing has been finalized at this time. Franklin is confident that we will fill the remaining 3 spots soon.
    - He asked that if attendees had information on a potential sponsor to contact Joan Brewster and let her work on the details.

**Dale Miller discussed our first silent auction. He had set a goal to raise \$5,000.00 dollars this year. The final number was not yet known. This year's auction had approximately 25 items.**

- He expressed the need for more high ticket items for next year to help raise more interest and money. He thanked everyone for their support with donations and looks forward to the auction growing for next year's Meeting.
  - A suggestion was made to send it to all the ACF chapters for next year to help improve exposure.
    - Franklin thanked Chef Miller for all his hard work in putting this year's auction together.

Break taken from 10:00 to 10:10.

**Franklin spoke in regards the Colorado Chefs Association and explained how instrumental they have been in helping with not only the formation of AMCO, but also supporting our annual meetings.**

- The President spoke about our relationship with ACFCCA.
  - Using them as a support mechanism for staff and resources. It was agreed by all present that ACFCCA should assess AMCO on an annual basis for services provided

**The first set of Bylaws was presented by the Bylaws Committee consisting of Chefs Raimund Hofmeister, Hartmut Handke and Russel Scott.**

- It was explained that this is a living document and will continue to evolve as the organization grows. All were asked to review and provide feedback. All concerns were discussed. It was concluded by all that we had a solid foundation to build upon as the organization evolves.
  - A motion to approve the Bylaws with said changes was made by Chef Raimund Hofmeister, 2<sup>nd</sup> by Chef Daniel Hugelier; Approved by unanimous vote of all in attendance.
  - After the approval of the Bylaws Chef Russell Scott asked to step down from the bylaws committee so he could invest more of his efforts to the Education Committee.

- Chef Michael Russell volunteered to replace Chef Scott on the Bylaws committee.

**Chef Franklin explained that the President's gavel will pass to Chef Aidan Murphy at the end of the summit and consequently, we needed to fill two positions for one year tenures.**

- President Franklin will become the Chairman of the board and Immediate Past President, Chef Aidan Murphy will become President, and Chef Moosmiller will remain as Secretary / Treasurer.
- Nominations were opened for both a Director and President-Elect positions.
  - Chef Helmut Holzer was nominated for President Elect.
  - Chef Jason Hall was nominated for the Director position.
    - Both Chefs accepted their nominations and were voted in unanimously.

**Franklin spoke about all current committees and asked if we needed to add any at this time.**

- It was concluded by the group that a Scholarship committee and Marketing/ Branding Committee was needed.
- Current committees have been formed as follows.
  - Bylaws Committee, Raimund Hofmeister, Chair, Members are Michael Russell and Hartmut Handke
  - Education Committee, Russel Scott, Chair
  - Scholarship Committee, Dale Miller, Daniel Hugelier, Co-Chairs
  - Marketing and Branding Committee, Tony Seta, Chair

Break Taken from 11:15-11:30

**President Franklin began a discussion about the current CMC business model.**

- He shared the CMC's history about when, where and how it was created. (Two Attendees were privileged to have played a part in the original ADHOC group).
  - Given the Historical data, this model in the first seven years certified on average 5.5 per year. 40 CMC between 1981 and 1988. The ensuing 28 years produced only approximately 30.
  - The current rate is not sustaining for the CMC or CMPC brand.
- All agreed that the current model, though still relevant to the degree it is audited and maintained, will always serve a relatively small of number of candidates and should be one of several alternative paths offered through the Commission's certification models.
  - It was generally agreed that options had to be developed that accomplished several critical points to be successful.
    - That the current quality of the outcome had to be enhanced through significantly increased participation.
    - The perceived valued of the brand was maintained or better still, enhanced.
    - The alternative track had to be offered concurrently.
    - The alternative track had to be perceived less institutionally owned and more Chapter owned and driven.
- Several alternative off the shelf models were presented and discussed. It was generally agreed that the best plan and business model already exist within the ACF.

- It was agreed to develop the AMOC strategic model by working with the 8 existing elements and push them down to the ACF chapter level to be accomplished over a flexible time line and schedule.
  - **The Strategy** is to develop models that mirror current ACF certification protocols along with flexibly time lines. The goal is to have a path that will encourage Chapters, in addition to facilities and institutions, to become sponsors of future MCs and MPCs.
- The **Tactical details** of the proposed business model will be worked out through an ADHOC driven by the Education Committee and CMC Certification Chair, Brian Beland, CMC. AMCO's goal is to have a product to offer the ACF Certification Commission in the first quarter of 2017.
  - Current Evaluator conduct was another topic of discussion and it was agreed that this is an area where we can improve on, not only conduct, but how we can evaluate more consistently.

**Chef Mark Wright was asked to approach the ACF Board and request that we get a date set for 2017 in the current format. In return we as AMCO will work on the development of an updated exam for ACF approval in the near future.**

**Chef Russell Scott explained that he will be reaching out to many CMC for help and input with the exam changes. Anyone who volunteers to be on the committee will be asked to ensure that they have the time to commit as this is a task that will need to be turned around quickly**

Other Topics covered during open discussion.

**Chef Tony Seta spoke to the meaning our title as CMC has to Millennials.**

- That we need to build on this. We need to have more of a presence on social media and create a way for all CMC to be accessible. He added that we need to make this group understand the importance of ACF and certification.
  - All agreed that this demographic group is the future and we need to pay attention to it in order to be successful.

**An additional concern was brought to the table in regards to the WGMC certification handed out by WACS.**

- Mark Wright explained that ACF national doesn't recognize this certificate and that talks are taking place with WACS to come to a possible solution for the concern.

**Chef Franklin thanked everyone for the attendance and efforts in working towards a more successful brand.**

- He also thanked Chef Mark Wright for his attendance and efforts in helping AMCO build communication with ACF National Board of Governors.
  - Chef Mark Wright thanked everyone for allowing him to attend and that he feels very good about what he heard and saw during the course of the meeting. He remarked that he is very confident in reporting on all that took place during the meeting, and is hopeful that progress will be made.

**Motion to adjourn the meeting was made by Chef Tony Seta at 12:45 pm. Motion was 2<sup>nd</sup> by Chef Dale Miller. Approved unanimously by all in attendance.**

Respectfully submitted by

A handwritten signature in black ink, appearing to read 'Jonathan Moosmiller', followed by the initials 'cmc'.

Master Chef Jonathan Moosmiller  
AMCO Secretary-Treasurer

Approved by

A handwritten signature in black ink, appearing to read 'Aidan P. Murphy', followed by the initials 'cmc'.

Master Chef Aidan Murphy  
AMCO President