

2010



**MULTIUNIT FOODSERVICE EQUIPMENT SYMPOSIUM**



Photos by Bob Daemirich Photography

**Top multiunit facilities and E&S spec/buyers gather for the industry's fifth biennial symposium to get the latest on everything from LEED and utility efficiency to global water issues and ventilation.**

By Brian Ward

Maybe it was despite the lame economy. Or maybe because of it. Either way, more than 100 chain equipment and supplies spec/buyers, facilities types and suppliers gathered in mid-February for two solid days of brainwork and networking at **FER's** Multiunit Foodservice Equipment Symposium 2010. The goal: Learn how to get the absolute most out of every aspect of a chain's physical plant.

The fifth biennial event, again held at the Barton Creek Resort & Spa in Austin, Texas, drew operators from all kinds of chains, big and small. The heavy agenda included five sessions on Day One and six on Day Two, enough to give the brain a vigorous workout and yet still leave plenty of time for networking. A third day, an event called Innovations Exchange, was offered for those interested in private and semi-private supplier-chain meetings.

Among highlights: Fariborz Ghadar, of the Washington, D.C.-based Center for Strategic and Int'l. Studies, kicked off the educational sessions with "Seven Revolutions," a macro view of global trends, from demographic and environmental to geopolitical, changing the shape of business and societies all around the world.

Other highlights included sessions on Leadership in Energy and Environmental Design certification, recent advances in LED lighting and applications, water efficiency, and case-study examples of how specific kitchen changes yielded savings. In addition, break-out sessions on the industry forecast and trends in in-house-vs.-out-source services addressed big-picture channel issues.

Here, a glimpse. Stay tuned for more in-depth stories on the various sessions.



Using the PG&E Food Service Technology Center online toolbox, David Zabrowski compared appliances and their energy costs, lifecycle costs and overall savings in "Equipment Case Studies: Adding Up The Kitchen Paybacks."



Don Fisher, PG&E Food Service Technology Center, took the stage to present "Making The Most Of Integrated HVAC Systems," which included design strategies for commercial kitchen ventilation.



*Mike Colburn and Mary Esther Treat, of Ideas Well Done, discussed the innovation process and how to apply it to commercial kitchen development.*



*"A \$90 LED will save you a couple hundred dollars compared to a \$7 halogen if you look at the big picture," said Richard Young, PG&E Food Service Technology Center, while reviewing the latest advances in LED lighting.*

*"This is the perfect time to establish strategies and infrastructure to support your long-term international growth initiatives," said Lyall Newby, of consulting firm Performance Leadership and formerly of Yum! Brands, in his presentation on overseas chain development.*



*Michelle Thorsen, Einstein Noah Restaurant Group, and Joe Fera, Edlund Co.*



*From l., Jon Lazarow, Bob Chaney and Walter Maryniak of Emerson Climate Technologies.*



*Chris Moyer of the National Restaurant Association presented details of the association's Conserve Program, an initiative for guiding restaurants to energy-efficient choices and sustainable practices.*

*Keynote speaker Fariborz Ghadar, of the Center for Strategic and Int'l. Studies, kicked off the educational sessions with "Seven Revolutions," a macro view of global trends that are changing business around the world.*



*With a few exceptions, "the United States just hasn't caught on to the impending problems water shortages will create," Carole Baker, Alliance for Water Efficiency, said in her presentation on the top trends in water and water technology.*



*“LEED gives your company something to commit to and serves as a tool for leveraging your company’s strengths to gain knowledge and operate smarter,” said Scott Shippey (c.), of Chipotle Mexican Grill, during a panel on the LEED certification process. Other panelists included (l.) David Harpring, Yum! Brands, and David O’Leary, Dunkin’ Donuts.*



*Charlie Souhrada (l.), North American Association of Food Equipment Manufacturers, and Greg Richards, Franke Foodservice Systems.*



*Valeria Hogan, Buffalo Wild Wings, and Greg Wait, Salvajor Co.*



*Bentley Hetrick (l.), Fatburger Corp., and Howard Frantz, In-N-Out Burger.*



*Kayla Dorf, Noodles & Co., and Art Waters, Wasserstrom & Sons.*



*Roy Hook (l.), Wendy’s Int’l., and Michael Aguirre, Alto-Shaam.*

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