

# Texas Chefs Association

## Winter Board Meeting

February 18, 2018

Houston Racquet Club



American Culinary Federation  
Texas Chefs Association

### I. Administrative

**A. Call to Order:** President Kelly Cook, CEC, AAC called the meeting to order at 8:03 am. He welcomed all to the Winter Board Meeting of the Texas Chefs Association.

**B. Invocation:** Len Pawelek, CEC performed the invocation

**C. Roll Call, Sign In & Quorum:** A quorum was present. Those in attendance were:

President	Kelly Cook, CEC, AAC
1 <sup>st</sup> Vice President	Len Pawelek, CEC
Chairman of the Board	Mark Schneider, CEC, CCE, AAC
AAC Chair	Patrick Mitchell, CEC, AAC
Community Outreach Chair	Larry Delgado
Social Media Chair	Pete Nolasco
Austin Chapter	Eva Barrios, CEC
Dallas Chapter	Gene Christiano
Fort Worth Chapter	Heather Kurima
Heart of Texas Chapter	Anthony Gully
Houston Chapter	Adam Heath, CEC
Rio Grande Valley Chapter	Dustin Stair, CEC
TCA Administrator	Sam Brewster
Guests:	
East Texas Chapter	Jack Bretzke, CEC, AAC
East Texas Chapter	Brett Keckeisen
San Antonio Chapter	Phillip Salinas, CEC
Rio Grande Valley	Douglas O'Neil

**D. Sergeant at Arms:** Jack Bretzke, CEC, AAC was appointed as Sergeant at Arms.

**E. Welcome & Introductions:** Introductions of the Officers and Directors were performed.

**F. Review of Minutes:** Mark Schneider, CEC, CCE, AAC referenced the 2017 Summer Board Meeting minutes and 2017 General Session meeting minutes. Gene Christiano gave a motion to accept the minutes as presented. The motion was seconded by Dustin Stair, CEC and moved by the Board.

**G. Review of Meeting Agenda:** Mark Schneider, CEC, CCE, AAC requested additions to the meeting agenda under New Business. The following items were added by Adam Heath, CEC:

- H. Executive/Director Communication
- I. Membership Marketing
- J. Non-Profit Status

The agenda was approved as amended.

## **II. Officer Reports**

**A. Chairman of the Board:** Mark Schneider, CEC, CCE, AAC had no grievances to report.

**B. President:** Kelly Cook, CEC, AAC explained that the TCA state level needs to compliment the efforts of the local chapters to assist with shared challenges, such as membership recruitment and retention. Additionally, he encouraged Chapter leaders to share ideas and successes that may work in other Chapters. Kelly commented on his excitement to see new faces in the room, which leads to new ideas. He encouraged TCA leadership to help identify and cultivate the next generation of leadership.

**C. 1<sup>st</sup> Vice President:** Len Pawalek, CEC referenced the status of the Finance Committee and expressed his desire to get that committee up and running once again. Pawelek commended all who had selflessly volunteered to assist with Harvey relief efforts and acknowledged those who generously contributed to the Chef Relief Fund. Lastly, Chef Pawelek presented the idea of hosting a state level AAC dinner to promote camaraderie among AAC members and promote the Academy to future members.

**D. 2<sup>nd</sup> Vice President:** Chef Jimmy Santiago was not present

**E. State Culinary Student Ambassador:** Lateisha Hayes was not present

**F. Certification Chair:** Eva Barrios, CEC referenced the new certification guidelines, which require 30 hours of cost control management for CEC and CEPC level certifications. Additionally, Barrios referenced the Certification Exam taking place at El Centro College on April 22<sup>nd</sup>. Jack Bretzke, CEC, AAC requested certification statistics to share with the Board as the Summer Board Meeting.

**G. Social Media Chair:** Pete Nolasco reviewed the TCA Facebook page, which has been updated to compliment the TCA's current branding. Nolasco stated that both page views and "likes" have increased since the page was updated. Chef Nolasco expressed his desire to create a video to promote membership in TCA and asked all Chapter Directors to submit at least two Chapter photos to include in the video, which will be posted on the Facebook Page. Lastly, Nolasco showed a video to promote the Nathan Young Texas ProStart Scholarship at El Centro College, which honors the late Nathan Young.

**H. Community Outreach Chair:** In reference to Chef Relief funding, Larry Delgado displayed a lapel pin that the RGV Chapter produced to sell and raise money for Chef Relief. Delgado proposed the idea of a new pin each year to sell to members; proceeds of which, would go to Chef Relief. The Board approved the idea and President Kelly recommend that each Chapter

purchase pins from the State and sell/distribute them to local members and vendors. Additionally, Kelly suggested the addition of language on the website to promote the meaning of the Chef Relief pins.

**I. American Academy of Chefs Chair:** Patrick Mitchell, CEC, AAC explained that membership remains stagnant. He stated that he's willing to coach people through the process but the pursuit of AAC is an individual journey. Mitchell announced that Leslie Bartosh, CEC, Mike Stephans, CEC and Monty Williams, CEC are all candidates in the near future. Lastly, Mitchell announced that he had nominated Ewart Jones, CEC, AAC for the AAC Hall of Fame. Mark Schneider, CEC, CCE, AAC recommended adding a page on the website to list AAC members. He also offered templates to use as resources during the AAC application process.

### **III. New Business**

**A. Financial Report:** Mark Schneider, CEC, CCE, AAC thanked Charles Duit, CEC, AAC and Jack Rayome for their previous service as Secretary/Treasurer. Schneider commented that he's enjoyed the process of reviewing the financials and learning more about the operations of the TCA. Schneider displayed a slide show that compared 2017 revenue and expenses vs. the 2017 budget. Actual Revenue for 2017 was \$110,475.60. Actual Expenses for 2017 were \$93,510.66, resulting in a Net Income of \$16,964.94, which he recommended remain in the Operating Account. Schneider recognized the following Chapters for their contributions:

Rio Grande Valley - \$3,500

Brazos Valley - \$300

Heart of Texas - \$2,500

Chefs of the Coastal Bend - \$2,000

Schneider encouraged all Chapters to make contributions to State and reminded them that their contributions can be allocated towards State Operating or among the Restricted Accounts. CVP income was \$13,4565.03 after restricted dollars were allocated and the Convention resulted in a net gain of \$2,739.82, which will be split with the Chefs of the Coastal Bend Chapter. Schneider proceeded to review the Restricted Accounts, the sum of which totals \$87,278.51. The balance of the Savings Account covers this amount. After reviewing activity for the Restricted Accounts, Schneider acknowledged the lack of applications for several scholarship accounts. He encouraged Chapter Directors to apply for educational funds and promote scholarships to their members. Schneider referenced the Willy Rossel Endowment, stating his desire to invest the funds into a money market account and use dollars for culinary students to purchase textbooks and supplies. Schneider also recommended that funds in the East Texas Educational Fund be moved to the East Texas Chapter's escrow account or be sent back to the East Texas Chapter. Schneider concluded by explaining that his next task will be to clean up the Chapter's balance sheet accounts.

**B. State Convention Report:** Adam Heath, CEC provided an overview of the 2018 State Convention in Houston, TX on August 3<sup>rd</sup> – 5<sup>th</sup>. Heath expressed his desire to cover all expenses using convention sponsors and registration dollars to avoid needing the \$10,000 from Culinary Vision Partners.

**C. Culinary Vision Partner Report:** Len Pawalek reviewed the 2018 CVP Partners as follows:

Platinum – Ben E. Keith - \$6,000  
Platinum – Sysco - \$6,000  
Platinum – Texas Beef Council - \$6,000  
Gold – Texas Gulf Shrimp - \$3,000  
Silver – Brother’s Produce - \$1,200  
Silver – FreshPoint - \$1,200  
Bronze – Seafood Supply - \$600

Chef Pawalek expressed concern that Seafood Supply had dropped from the Platinum level to the Bronze level and promised to follow up with them. Pawalek will also contact our un-renewed sponsors in Frontier Reserve (Silver) and Hormel Foods (Bronze). He stressed the importance of acknowledging our partners and giving them the opportunity to gain business from our members. Schneider reminded Chapter Directors that a commission for new CVP partners is sent back to Chapters for recruiting new partners.

**D. State Awards:** Patrick Mitchell, CEC, AAC explained his proposal to revise the judging process for state awards by using the previous seven winners in each category to evaluate applications. Voting will take place electronically and the results will be revealed at the President’s Dinner. A motion was made to implement the judging committee process, using the previous seven winners, for the 2018 Convention. The motion was seconded by Mark Schneider and moved by the Board. Current State Awards applications will be updated to explain the judging process. Lastly, Chef Mitchell presented an application draft for the Issac Pina Chapter of the Year award. The previous three winning Chapters will judge applications.

**E. State Office:** President Kelly had to grievance to report on the State Office.

**F. Chapter Contributions:** This topic was covered previously on the agenda.

**G. Restricted Fund Discussion:** Mark Schneider, CEC, CCE, AAC expressed the importance of financially supporting Texas Chefs who are competing. His proposal was to establish a new education fund and rename the Bernard Urban Education Fund to the Bernard Urban Competition Fund. The current fund’s balance of \$13,567 would support TCA Chefs competing at the Regional, National or International levels. The Board was in agreement that a mechanism should be in place to support TCA competitors. Schneider presented a motion to rename the Bernard Urban Education Fund to the Bernard Urban Competition Fund and establish a new Education Fund to be named and funded at a later date. A discussion ensued and several Board members expressed concern with reallocated restricted funds that were given for a specific purpose. As a result of the discussion, Chef Schneider rescinded his motion and agreed to table the discussion until further information is obtained regarding the reallocation of funds. Schneider revisited the Willy Rosel Endowment and his recommendation to invest the \$5,000 balance into a money market account. Investment proceeds will provide reimbursement to students up to \$250 for their purchase of textbooks and/or tools. A motion was presented to move the fund into a money market account. The motion was seconded by Dustin Stair, CEC and moved by the Board. Chef Schneider agreed to research the investment of funds and guidelines for the scholarship will be discussed at the Summer Board Meeting. Schneider proceeded to discuss the TCA Life Insurance Policy, which results in an expense of \$12,000 annually. As an alternative, Schneider proposed terminating the policy and self-

funding death benefits through the Chef Relief account. The \$12,000 currently allocated for the insurance policy would be allocated to the Chef Relief account (\$3,000 per quarter) until the Chef Relief balance hits a total of \$50,000. In the event of a distribution from the Chef Relief account, the State would replenish the account to maintain a balance of \$50,000. Additionally, death benefits would be available to both dual members and TCA-only members. Chef Schneider presented a motion to terminate the Life Insurance policy and self-fund death benefits through the Chef Relief account. Gene Christiano seconded the motion and the topic opened for discussion. Patrick Mitchell, CEC, AAC suggested two separate accounts, one for Chef Relief and one for death benefits. After discussing the matter, it was recommended that a single account be used for "Chef Relief." Death benefit distributions are eligible up to \$5,000 and Chef Relief distributions are eligible up to \$500. The motion carried and President Kelly asked Sam Brewster to explore the terms of ending the Life Insurance policy.

**H. Executive Communication:** As a result of the Director's Session, Adam Heath, CEC recommended a monthly conference call for Chapter Directors and TCA Officers. All were in agreement that increased communication and idea sharing is beneficial. President Kelly recommended that an agenda be drafted for each call in order to stay on task. Also, Kelly proposed the idea of a different TCA Officer participating on each call in order for he or she to address specific challenges related to their office.

**I. Membership & Marketing:** Adam Heath, CEC requested the assistance of TCA Officers in recruiting new members to the TCA. Specifically, Heath expressed his desire for the TCA to increase their profile among culinary schools. President Kelly explained that it is the responsibility of local Chapters to identify potential members; at which point, a TCA Officer can contact them directly to encourage them to join. Schneider proposed the idea of a Membership "Candidate" Drive, which would identify potential candidates and offer a discounted dues rate for their first year of membership. After discussing, the Board ruled against offering discounted dues for new members. Schneider stated that all Chapters need to grow their membership by 5% in order to meet budget goals for membership revenue.

**J. Non-Profit Status:** Dustin Stair, CEC inquired about the TCA's tax-exempt status and the opportunity to be exempt from sales tax. Sam Brewster explained that the TCA is a 501c(6) and is not eligible to be exempt from state sales tax when making purchases.

#### **IV. Old Business**

**A. New Chapter Development:** President Kelly announced that Jesse Villanueva is being appointed as Chapter Director of the San Antonio Chapter. Phillip Salinas, CEC will serve as Treasurer. Jimmy Santiago was not in attendance to report on new chapter development. Mark Schneider, CEC, CCE, AAC motioned to make a \$500 contribution to the San Antonio Chapter to assist efforts in getting the chapter back on it's feet. Larry Delgado seconded the motion, which was carried by the Board.

#### **V. Nominations & Elections**

**A. Honorary Members:** President Kelly announced no nominations for Honorary membership.

**B. State Officer Elections:** President Kelly opened the floor to nominations for the offices of 2<sup>nd</sup> Vice President and Secretary/Treasurer.

Brett Keckeisen nominated Rick Neal, CEC for 2<sup>nd</sup> Vice President.

Len Pawalek, CEC nominated Phillip Salinas, CEC for 2<sup>nd</sup> Vice President

Mark Schneider, CEC, CCE, AAC nominated Adam Heath, CEC for 2<sup>nd</sup> Vice President

No nominations were made for Secretary/Treasurer. President Kelly announced that all nominees must accept their nomination by submitting a letter to the State Office. Additionally, the State Office will follow up with nominees to collect necessary information to post on the website.

## **VI. State Convention:**

### **A. 2018 Houston – August 3<sup>rd</sup> – 5<sup>th</sup>**

**B. 2019 Rio Grande Valley:** Dustin Stair, CEC announced that the Convention will be hosted on South Padre Island.

**C. 2020 Convention:** Heather Kurima volunteered the Fort Worth Chapter to host the 2020 State Convention.

## **VII. Roundtable/Adjournment**

All members of the Board thanked Adam Heath, CEC for conducting a wonderful Winter Board Meeting. Chef Heath proposed that any surplus in the Winter Board Meeting Budget be donated to the Culinary Institute LeNotre for student scholarships. The Board agreed to table the discussion for the Summer Board Meeting. Chef Delgado invited Chefs to join the Rio Grande Valley Chapter for three upcoming March events in the Valley. President Kelly concluded the roundtable by expressing his pleasure to be serving on the Board again and encouraged Chapter Directors to submit articles to Mark Schneider, CEC, CCE, AAC for the Chef Connect.

A motion to adjourn the meeting at 1:16 pm was presented, seconded by Larry Delgado and moved by the Board.

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Approved by:

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Date

Mark Schneider, CEC, CCE, AAC  
Secretary/Treasurer