

Overview of Worldchefs Board Meeting March 2016

As promised a year and a half ago, your board continues to be as transparent as possible with constant updates to all presidents, members and sponsors. With this correspondence, I inform you of our most recent meeting which took place in Montichiari, Italy and hosted by ICF. Chef Domenico and team did a wonderful job taking care of us, and our meeting needs and we thank them for all their efforts. We also had a chance to hear from the IFC board members and their exciting new competition coming up in 2017. We had 3 long days of meetings that were productive in a fantastically positive environment. Your team is moving forward with much thought, deliberation, and final agreement by all in the best interest of all members.

Excused from the meeting was Chef Billy Gallagher. Guest in attendants during parts of the meeting were, Congress Chairman-- Andy Cuthbert, Educational Chairman-- John Clancy, Competition Chairman-- Gert Klotzke and our Nestle Professional partner-- Rochelle Schaetzl.

Over the past several months the board has worked hard to listen to our member's comments, questions and needs. I feel confident that we have done well to keep our membership updated on all news regarding Worldchefs. We have listened to comments in regards to programs, education and over all communication between Worldchefs and Country associations in particular. I am proud to be able to share with you a few programs that we are currently working on.

Member Revenue Sharing Program

I am proud to announce a concept that will give back to our members and one that will share revenue with National Associations that support and promote all Worldchefs Programs. As a member country, if you promote and successfully complete Worldchefs Programs, you will receive a percentage of the revenue from the program. Programs to include: Worldchefs Certification, Recognized Schools Program and Judges Seminar, to name a few. So what this means is the more a National Member Country promote and sell these programs, the more profit you will receive back to your country at the end of the year which is a great opportunity to offset membership dues. Of course all of the above have to go through proper channels of approval to be sure we are keeping Worldchefs standards intact. We will report back to you with more information on the program at the congress and hope to get it off the ground in 2017.

Worldchefs Certification

We are happy to share that our website is running smoothly and the certification program is building. We are starting to notice other associations see the value in the Worldchefs certification program and we are excited about a few collaborations. Another benefit to member countries that currently have a certification program-- we are now able to "Map" our certification structure with your current certification. We can line them up accordingly and offer Worldchefs certification direct to the member through your existing program. What this means is if you join the two programs, your member will automatically receive a Worldchefs certification when they pass your program, ultimately giving the member "more" and allowing the National federation to earn more money, bottom line being, everybody wins, most importantly our individual member. Keep in mind, Worldchefs is not here to compete with existing country certification programs; we are recognizing your program while giving more to the member while sharing revenue with each country. I believe this is a great benefit to you and I look forward to working with all of you to ensure success for all.

Sponsor Programs and Education:

We continue to stay busy with educational programs through our partners.

- We are currently organizing Electrolux “Art and Science” Technology in the Kitchen program in 8 countries around the world. These have been amazingly successful, educational and a great benefit to our members. Look on www.Worldchefs.org to see when the next class is.
- Sustainability program, I reported on this a few months ago and we are going full steam ahead. This one of a kind program is currently being piloted in 6 culinary schools around the world. Next year it will be offered to all our recognized schools for free! Again another benefit to our members.
- Worldchefs Academy. To recognize our member’s needs, we have compiled all of our resources in WorldChefs, coupled with those of our sponsors and will be pooling them all together on one brochure. These educational demonstrations, product introduction and lectures will then be offered to all our schools and member countries. This will allow you to see what programs are available and host these programs in your countries. More education reaching our members! More information will be available at the congress.

Online Educational Opportunities

I am very excited to share with you that we are working on some online programs that our members will be able to access all over the globe. We are currently in negotiations with a company that would bring culinary skills from all levels direct to your computer. We hope to be able to unveil this relationship to you at the congress. This is very exciting time and I look forward to getting more educational opportunities directly to our members. This will be a great benefit to all.

Finance

We have great news that Worldchefs is in strong financial status and have controlled expenses through 2015 and solid start to 2016. We continue to build relationships with existing and new partners which is exciting. Coupled with the fact that we had over 20 bids for congress 2020, I believe proves that Worldchefs is in good standing worldwide. One area we do need help is with members paying dues on time. We do have a large sum of outstanding dues. We also have several countries that are 3 years overdue. It is unfortunate to lose membership do to past due payments. We do hope that we can encourage as many countries as possible to reconcile their bills as soon as possible. Unfortunately, if bills are not paid, the members will lose Worldchefs benefits and their membership, as the Board is taking a more proactive approach in securing dues.

Congress 2016, Thessaloniki www.worldchefs2016.org

Andy Cuthbert gave an intensive update on the Congress planning. Andy is a pro and we are lucky to have him as chair as the congress is always a huge undertaking. I am happy to say we continue to break records in many areas:

- Program complete and posted six months prior to the congress, amazing speakers and talent.
- Promotion has been active for several months now.
- More members currently signed up six months out than ever before.
- Exciting floor plan that encompasses competition, youngchefs lounge, demo stage area, sponsor booths and lunch area, all wrapped into one. This means our members stay together in one area, better comradery with more action and education.
- The planetary sessions will end earlier to allow for more networking.

- **We have some amazing partner announcements to share with you, that will make history with Worldchefs.** I can't wait to share.
- The Congress bid for 2018 has been narrowed down using an intensive scoring system. As mentioned above, we started with over 20 bids, narrowed down to six and soon will have the short list of three countries up for bid.
- *****PLEASE NOTE THAT THE CONTINENTAL PRESIDENTS MEETING WILL BE HELD ON SEPTEMBER 23, FROM 1400-1600 prior to the start of the congress.** We encourage all country presidents to be present. Please keep in mind, you must be a paid member in order to vote.

Office Report

Managing Director Ragnar Fridriksson gave his report. We have a new intern Joachim Trival communication assistant, who replaced Pierre Edouard.

- Office has been very busy re-creating all website data
- New myChefspace is now completed! Please go on www.worldchefs.org and register.
- Reported on the funds that were held in investment accounts in Switzerland have now been moved to France after the retirement of Norbert Schmidiger as Treasurer.
- We are growing out of the current office and are currently working on a business plan that will allow Worldchefs to purchase a building, and rent enough space that will eventually pay off the building. These are future plans.
- We are starting the process of finding a strong assistant manager to work in our Paris Office. Ragnar is working on future office structure to handle all the projects WorldChefs is involved in.

Statues and Standing Rules

Long time work done by Vice President John Sloane and his "by-laws" committee is complete. The two documents have been revamped over the past five months and approved by the committee and the board. A copy will soon be going out to all presidents for review. Please feel free to send any comments or questions to John Sloane that will help us expedite the approval process at the congress. A big thank you to John, Brian Cotterell, Don Gyurkovits and Karl Guggenmos for all their hard work.

Competition

Gert Klotzke gave an update with the Culinary Committee who have been very busy at work. We are happy to say our Digital judging system will be used at the IKA Culinary Olympics and we have some leads on possible sponsors for this one of a kind program. Digital judging is the way of the future and Worldchefs is looking into ways to sustain it.

- CCC will soon be sharing new opportunities for judges and more streamlined systems of judges seminars and certified judges
- We discussed in great detail the semifinal competitions for 2017 based on what we have learned to date. This continues to allow all member countries to be competitive. More information will be coming out to further describe.
 - Global Chefs will be selected by:
 - Top 12 scoring countries from IKA National Teams
 - 7 regional finalist in 2017
 - 1 wildcard to host country
 - Global Pastry Chef will be selected by:
 - Top 2 scoring countries from IKA National Teams

- 7 regional finalist in 2017
- 1 wildcard to host country
- Global Young Chef will be selected by:
 - Top 2 scoring countries from IKA National Young Chef Teams
 - 7 regional finalist in 2017
 - 1 wildcard to host country

Continental Directors Report

Each director gave a full report of their successes in their regions.

In closing, I believe Worldchefs is on a good road with dedicated goals and objectives. As you can see above, your board is focusing in on programs that directly benefit our members, financially, monetarily and educationally and for this I am very excited about our future. We are particularly happy about our partner relationships and believe we are on track for a record year in sponsor support. It has been a busy year, but one that comes with many rewards.

Let's always remember, we are ladies and gentleman, serving ladies and gentleman. We are chefs, not politicians, lawyers or government officials. We are chefs without borders and fortunate to have an organization that cares for each other no matter what country you are from. Looking forward to a fantastic congress, hope to see you all in Greece, and as always, don't ever hesitate to email me or your CD with any questions or comments.

With Warm Regards,
Respectfully submitted,

Charles M. Carroll CEC, AAC
Worldchefs President.