



## MUFES 2010

### SCHEDULE OF EVENTS

- Sat., Feb. 13**                      **Shuttle Transportation sponsored by Halton Co.**
- 2-9 p.m.                              **Registration**
- 7-9 p.m.                              **Opening Reception with buffet sponsored by Manitowoc Foodservice Group & The Vollrath Co. LLC**
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- Sun., Feb. 14**
- 7:30-8:30 a.m.                      **Breakfast sponsored by Cooper-Atkins**
- 8:30-8:45 a.m.                      **Welcoming Comments**—*Robin Ashton, FER publisher*
- 8:45-10 a.m.                        **KEYNOTE: Seven Revolutions, 2010 Update**—Seven macro environmental, geopolitical and demographic trends around the world that will change how the planet does business. *Steven Schrage, Center for Strategic and International Studies*
- 10-10:30 a.m.                       **Break sponsored by Manitowoc Foodservice Group**
- 10:30 a.m.-noon                    **LEED Certification Experiences—What To Expect, What To Plan For**—A chain-operator panel discussion of war stories, inside info, technologies tested and lessons learned. Moderated by *Richard Young, Fisher-Nickel Inc., PG&E Food Service Technology Center*. Panel: *David Harpring, Yum!; David O’Leary, Dunkin’ Brands; Scott Shippey, Chipotle Mexican Grill*
- Noon-1:30 p.m.                      **Lunch & phone break sponsored by Edlund Co., Lakeside Mfg., Multiteria LLC, Sani-Floor**
- 1:30-2:30 p.m.                      **Top 10 Trends In Water & Water Technology**—Long-term shortages, short-term droughts, conservation, national water-use trends, and how water-efficiency can pay off in your facilities. *Carole Baker, Alliance For Water Efficiency*

**Breakout Session: Executive Summary Of The Revised *FER* 2010 E&S Market Forecast**—An overview of the outlook for the industry in the coming year, including the latest materials-price forecasts and a revision of the *FER* E&S forecast. *Robin Ashton, publisher, FER, and John Muldowney, principal, Clarity Marketing*

2:30-3 p.m. **Break sponsored by Emerson Climate Technologies, InSinkErator, InterMetro**

3-4 p.m. **Cashing In On Advances In LED Lighting**—LEDs—light-emitting diodes—have made huge leaps forward since the last MUFES meeting, and now their advantages have much broader applications. *Richard Young, Fisher-Nickel Inc., PG&E Food Service Technology Center*

6:30-9 p.m. **Sunday Night Reception/Casino Night sponsored by Franke Foodservice Systems/America and San Jamar**

**Mon., Feb. 15**

7:30-8:15 a.m. **Breakfast sponsored by Alto-Shaam and Wasserstrom Company**

8:15-8:30 a.m. **Opening Comments**—*Robin Ashton, publisher*

8:30-9:30 a.m. **Anatomy Of The Innovation Process**—How do you define your problem, let alone your solution? Processes and examples. *Mike Colburn and Mary Esther Treat, Ideas Well Done*

9:30-10:30 a.m. **Making The Most Of Integrated HVAC Systems**—Getting kitchen exhaust working in concert with building HVAC opens up whole new worlds. *Don Fisher, Fisher-Nickel Inc., PG&E Food Service Technology Center*

**Breakout Session: Trends In E&S Function Management—In-House Vs. Outsource, An Open Forum**—An open forum with co-moderators: *Robin Ashton, FER magazine; Jerry Delventhal, Delventhal Design; and Kevin Golden, Trademark Equipment*

10:30-11 a.m. **Break sponsored by Cambro Mfg.**

11 a.m.-noon **At Your Service: National Restaurant Association's Conserve Program**—*Chris Moyer, National Restaurant Association*

Noon-1:30 p.m. **Lunch & phone break sponsored by Everpure/Pentair Foodservice and Henny Penny Corp.**

1:30-2:30 p.m. **Growing International, 2010 & Beyond—Prospects, Trends, Challenges**—*Lyall Newby, Performance Leadership LLC*

2:30-3 p.m. **Break sponsored by Electrolux Professional**

- 3-4 p.m.                   **Equipment Case Studies: Adding Up The Kitchen Paybacks**—  
Case-study examples appraise the effects of implementing techniques discussed earlier in this MUFES agenda and in MUFES meetings from years past. Includes examples from chains that have slashed kitchen utility and operating expenses with equipment overhauls. *David Zabrowski, Fisher-Nickel Inc., PG&E Food Service Technology Center*
- 4-4:15 p.m.               **21<sup>st</sup> Century Challenges, An Open Forum**—Moderator: *Robin Ashton, publisher, FER.*
- 6-7 p.m.                   **Cocktail Reception Sponsored by ITW Group**
- 7 p.m.-midnight         **Dinner**—Buses run to downtown Austin’s famed restaurant and music district. No formalized group dinner. Free time. Last bus picks up downtown at 11:30 p.m. for return to the hotel.

### INNOVATIONS EXCHANGE 2010

#### **All Innovations Exchange Events Tuesday, Feb. 16.**

- 8-9 a.m.                   Breakfast, including meeting procedures
- 9 a.m.-12:30 p.m.       Arranged one-on-one and small group meetings.
- 11:30 a.m.-1 p.m.       Lunch (in restaurant, at will).
- 1-4 p.m.                   Arranged one-on-one and small group meetings.

Operator attendance underwritten by NAFEM  
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