



MULTIUNIT  
FOODSERVICE  
EQUIPMENT  
SYMPOSIUM  
MUFES 2022

**Major supporting sponsors: Atosa: PrepPal, CookRite, MixRite  
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## **Tentative Agenda (as of 12/6/2021)**

### **Monday, Jan. 17**

- 9 a.m.-3:00 p.m. Golf at the [Canyon Course at the Loews Ventana](#)  
Choose one What's Brewing Tour  
Horseback Riding  
**co-sponsored by California Foodservice Instant Rebates**
- 4-9 p.m. Registration
- 7-9 p.m. Opening Dinner Reception **co-sponsored by Henny Penny and Wasserstrom**

### **Tuesday, Jan. 18**

- 7 a.m.-noon Registration
- 7-8:15 a.m. Breakfast **sponsored by Ali Group: ACP,  
Beverage-Air, Carpigiani, Edlund Co., Egro, Electro Freeze,  
Eloma, Metro, Moffat, and Scotsman Ice Systems**
- 8:15-8:30 a.m. **Opening Comments**
- 8:30-9:30 a.m. **Keynote: Delivering the Digital Restaurant**—Meredith Sandland and Carl Orsbourn  
**Keynote sponsored by Welbilt**
- 9:30-10:30 a.m. **The Small, Fast, Flexible Kitchen: New Technologies To Get More From Your Footprint**—David Zabrowski, vice president, Frontier Energy
- 10:30-11 a.m. BREAK & NETWORKING
- 11 a.m.-Noon **How to Collaborate With Service Technicians for the Win-Win**—  
Nick Cribb, president/COO, Sam Service; John Schwindt, vice president of operations, Hawkins Commercial Appliance Service
- Noon-1:30 p.m. LUNCH & NETWORKING **co-sponsored by Ali Group: ACP,  
Beverage-Air, Carpigiani, Edlund Co., Egro, Electro Freeze,  
Eloma, Metro, Moffat, and Scotsman Ice Systems**
- 1:30-2:30 p.m. **Water Management**—Bill Hoffman, president, H.W.(Bill) Hoffman and Associates

2:30-3 p.m. **BREAK & NETWORKING sponsored by Ali Group: ACP, Beverage-Air, Carpigiani, Edlund Co., Egro, Electro Freeze, Eloma, Metro, Moffat, and Scotsman Ice Systems**

3-4 p.m. **Designing for Customer Needs Post-Pandemic**—Connie Dickson, principal, Rippe Associates; Richard Eisenbarth, president, emeritus, Cini-Little Int'l.; Laura Lentz, design principal, Culinary Advisors

5:30-6:30 p.m. **Reception sponsored by ITW Food Equipment Group**

6:45 p.m. Free evening

### **Wednesday, Jan. 19**

7-8:15 a.m. Breakfast

8:15-8:30 a.m. **Housekeeping announcements**

8:30-9:30 a.m. **State of the Industry 2022**—Megan Lynberg, key account director, Datassential

9:30-10:30 a.m. **Understanding Supply Chain Challenges**—Charlie Souhrada, vice president, regulatory and technical affairs, NAFEM

10:30-11 a.m. BREAK & NETWORKING

11 a.m.-Noon **Inside Next-Level Delivery Kitchens**—Peter Cryan, vice president of equipment innovation and automation, Inspire Brands; Tabassum Zalotrawala, chief development officer, Chipotle Mexican Grill  
Moderator: Allison Rezendes, chief content officer, FER

Noon-1:30 p.m. LUNCH & NETWORKING

1:30-2:30 p.m. **Cut Carbon, Reduce Energy Costs and Build Better Kitchens**—Richard Young, director, Frontier Energy

2:30-3 p.m. BREAK & NETWORKING

3-4 p.m. **Real Stories of Sustainability From the Field**

4-5 p.m. **Equipment Trends: Kitchen Innovations Awards**—Richard Eisenbarth, president, emeritus, Cini-Little Int'l.; Randy Homer, program manager, Disneyland Resort; Frank Inoa, vice president of design and engineering innovation, Inspire Brands  
Moderator: Lauren Coughlin, managing editor, FER

7-9 p.m. Closing Reception