



Sept. 23-25, 2026

Food Service Tech Center, Pleasanton, Calif.

Agenda as of 9/2/26

Wed., Sept. 23

6:30-8:30 p.m. Opening Dinner Reception with shuttle service

Thurs., Sept. 24

6:30-7:45 a.m. Breakfast at DoubleTree by Hilton Hotel Pleasanton at the Club

7:45-8:15 a.m. Shuttle to Food Service Tech Center

8:15-8:20 a.m. **Welcome & Overview**—Randy Hano, FER president and publisher, and Allison Rezendes, FER chief content officer

8:20-8:30 a.m. **Introducing California Foodservice Instant Rebates**—Craig Whitacre, senior national account manager, Energy Solutions

8:30-9:30 a.m. **How To Spec Ventilation**—Ben Arnold, research and development manager, new product development, Halton; Lara Hardcastle, senior vice president, Farmers Restaurant Group; David Zabrowski, vice president, Frontier Energy, and manager, Food Service Tech Center

9:30-10:30 a.m. **How To Spec Induction**—Jackson Biller, senior national account manager, Spring USA; Andrew Cronau, corporate product training manager, The Vollrath Co.; and Stuart Sharp, national sales manager, Hatco Corp.

10:30-10:45 a.m. Break & Networking

10:45-11:45 a.m. **How To Spec Fryers**—Peter Cryan, vice president, world class facilities, Chipotle Mexican Grill; Kirk Goss, vice president of sales, marketing and product development, Frymaster; and Edward Ruan, senior engineer and engineering lab manager, Frontier Energy

11:45 a.m.-
12:45 p.m. Lunch On-Site

12:45-1:45 p.m. **How To Spec Ice Machines**—Lauren Charbonneau, project leader and director of sustainability, Reitano Design Group; Vince Dattolo, regional sales manager, Scotsman; and Heath Ross, director of product management and marketing, Ice-O-Matic

1:45-4:45 p.m. **Induction, Fryer, Ice Machine Demos**

4:45 p.m. Shuttle to DoubleTree by Hilton Hotel Pleasanton at the Club

6-8:30 p.m. Group Dinner with shuttle service

Fri., Sept. 25

- 6:30-7:45 a.m. Breakfast at DoubleTree by Hilton Hotel Pleasanton at the Club
- 7:45-8:15 a.m. Shuttle to Food Service Tech Center
- 8:15-8:30 a.m. Opening Remarks
- 8:30-9:30 a.m. **How To Spec Walk-Ins**—Dennis Clark, major projects kitchen designer, Pappas Restaurants; Nick Morales, vice president, Cini-Little; and Bryan Waechter, senior vice president, foodservice and food retail, Norlake
- 9:30-10:30 a.m. **How To Spec Combi Ovens**—Sebastian Heil, regional sales manager, Unox; Taylor Maertens, senior project manager, Bargreen Ellingson; and Vulcan
- 10:30-11 a.m. Break & Networking
- 11-12 p.m. **How To Spec High-Speed Ovens**—Drew Enyeart, vice president of business development-aggressive growth, Middleby; Sebastian Heil, regional sales manager, Unox; Nadine Rodriguez, director of capital sourcing and procurement, El Pollo Loco; and Richard Young, director of outreach, Frontier Energy Food Service Tech Center
- 12-1 p.m. Lunch On-Site
- 1-3:30 p.m. **Walk-Ins, Combi Ovens, High-Speed Ovens Demos**
- 3:30 p.m. Adjourn and shuttle back to Doubletree

Thank you to our sponsors:

Presenting sponsor:

California Foodservice Instant Rebates

Platinum Sponsors:

Halton, Hatco, RSG/Norlake, Scotsman, Spring USA, Vollrath, Vulcan

Gold Sponsors

Frymaster, Ice-O-Matic, TurboChef, Unox

Supporting Sponsor

WPD/Western Pacific Distributors