



Tedde Talk

Traditions...many start in our childhood; others develop as we begin celebrations with our own families and friends; others seem to happen by chance once, yet then become a part of the celebration package. Join with me on a walk down memory lane. Just fill in your own memories as you read some of mine.

As a child, how fondly I remember coming home from church on Christmas Eve and getting to open only one present. What fun making the best selection! On Christmas morning, I would run to the Christmas tree early in the morning to see what Santa left for me just prior to enjoying Mama's famous "Sugar Cakes". She always made three with different toppings, but the cinnamon/sugar/pecan one was special for me. And, I always got the first piece.

Then it was "over the river and through the woods to Grandmother's house we go." We would begin honking as we turned down the lane and crossed over the railroad tracks so Mama Ted and Granddaddy could be on the front porch waiting with the best hugs and kisses a kid could ever hope for. They lived in Tenaha in deep East Texas where the house had a big central foyer that went all the way through and was filled with tables all the way down to hold about 40 relatives. After way too many delicious calories, we'd walk around "shirt-tail bend" laughing and talking the whole way. What a glorious way to celebrate life, love and family!

Alas, we did grow up. And, the house in Tenaha is no longer there. Many of the relatives are gone, including Mama Ted and Granddaddy, but the traditions still remain. Many of my favorite holiday recipes came from childhood, including my Aunt Pete's cornbread stuffing (except no giblets for me). And the cookies...how did we ever work off so many calories!

The music...as we listen to the radio and all our Christmas CDs, are there any Christmas carols that we don't know all the words to? They just seem to come right back...and I never tire of hearing them and singing them.

By now, Jim and I have blended our traditions and made our own together. From the days where we flew to Houston on Christmas Eve and then to Boise on Christmas Day to spend part of the big day with each family to the years we've spent with only each other. It's all about celebrating the birth of our Savior together with those we love and who love us in return.



So, Saturday morning this year, we'll start the day with mugs of steaming coffee and cinnamon rolls under the tree in front of the big fireplace, Christmas music playing softly in the background. We'll say "sweet nothings" to each other and be grateful for our many, many blessings. We'll talk out loud about the special people in our lives and how happy we are to be alive and well. We'll remember those who've been so much a part of our past, present and future. And, we'll call the relatives and wish them the Merriest of Christmases!

Then, we'll put the honey-baked ham in the oven, put on our favorite "red and green" clothes and head "over the river and through the woods" to be with friends to celebrate this wonderful day. With friends, food, Christmas carols, laughing and being together, what a day! While we are a long way from Tenaha, Texas, in our lives, we're never far from wonderful memories and treasures of our lives in the past, the people we've known along the way, and the love that has taught us to love in return.

May your holidays, whatever your celebration, be joyous and filled with wonderful traditions, friends, family, familiar carols and happy times...and, yes, a few extra calories!

-Tedde

October 20-23

SEFA National Sales Conference

Supply & Equipment Foodservice Alliance

Coaching Teams



American Panel



Carlisle



Cleveland



Frymaster



Ice-O-Matic



InterMetro



Master-Bilt



Rubbermaid



San Jamar



Scotsman

Coaching Teams

True



Unified



Vollrath



Vulcan



Featured Product Presenters

- ACP
- Admiral Craft
- Advance Tabco
- Cactus Mat
- Continental Commercial Products
- Cooper-Atkins
- Dormont Manufacturing Co.
- Doyon
- Fisher Manufacturing Co.
- Franklin Machine Products
- Gessner Products Company
- Hollowick, Inc.
- Jackson
- John Boos & Co.
- Krowne
- Lincoln Group
- Nor-Lake, Inc.
- Selected Furniture
- Star Mfg.
- Sterno Group
- T & S Brass & Bronze Works, Inc.
- Tablecraft Products Company, Inc.
- Traulsen
- Tuxton China, Inc.
- Update International
- Victorinox
- Vita-Mix Corp.
- Walco Stainless
- Waring Products Division



Attendees of the October NSC had the opportunity to network at Pinstripes for bowling and bocce ball. From middle left: Tedde and Steve Schoop of ADE. Zena Dater of Oswalt on the bocce court. Jamie, Paul and Luke Gradishar of Grady's decked out in their Chicago Bear's finest.

In-Depth Presenters

American Metalcraft
Blodgett
Cambro Mfg. Co.
Delfield Company
Duke Manufacturing
Edlund Company, Inc.
Focus Foodservice
G.E.T.
Globe Food Equipment Co.
Hamilton Beach
Hatco Foodservice Equipment
Lakeside Manufacturing, Inc.
New Age
Piper Products
Structural Concepts



Dinex hosted a group of SEFA DSRs prior to SEFA's October NSC for a factory tour. In addition to the factory, attendees toured their classroom and test kitchen. Thank you to the Dinex team for offering our people this great educational opportunity!



Family Album

Welcome *Isaac Lefkowitz, Culinary Depot*, and his wife *Esther* welcomed daughter, *Raizy*, on October 22.

Get Well Wishes to *Jim Betz, Hamilton Beach* who is recovering from surgery.

Wedding Bells *Sandra Xing*, owner of *ATS*, and *Yan Ming Li* were married in a beautiful celebration in Georgia, on October 30. Congratulations to *David Warneke, Wells Mfg.*, and *Susan Hopkins, Edlund* who were married October 27.

Condolences Our deepest sympathies to *Garrett Mullen, Smith & Greene*, and his family on the loss of his wife *Karen*. We are saddened to announce the loss of *Terri Trabert, Hawkeye Foodservice*, and offer prayers of support to the Hawkeye team and Terri's family and friends.

Rodney "Rod" James Herrington, CFSP, eastern region sales manager for *Structural Concepts Corp.*, died Oct. 31 at age 51 after a three-year battle with leukemia. Herrington was in the foodservice equipment industry for more than 25 years; his career spanned posts at Kolpak, Leggett & Platt and Thermo-Kool before joining Structural Concepts in 2005.

Our condolences to *Heidi Schnakenberg, Ashland Equipment*, on the loss her husband *Hank*. And to *Jason Reed, Hamilton Beach*, on the loss of his mother.

New Rep Appointments

<u>Supplier</u>	<u>Rep Group/Territory</u>
Doyon	Tech Rep Sales, Chicago Metro, E. IL
Vitamix	CFS, Inc., NC, SC

Rep News

Vulcan Hart Company held their National Sales Meeting this week in Louisville, KY. Premier Equipment Group, Atlanta, GA was recognized as the 2010 Rep Group of the Year. In his announcement, Jim Cullinane, VP of Sales, praised Premier for being the first Vulcan Rep Group to ever exceed quota in all eight product categories.

MAFSI Honors Industry Professionals

The Pacesetter award was presented to Mitch Reilly, HRI, Inc., St. Clair Shores, MI. The Market Mover award was presented to David Bernstein, Dormont Manufacturing Co. and Deirdre Flynn, NAFEM. A Special Achievement award was presented to Barry Ford, South Eastern Manufacturers' Agents, Inc. (SEMA), Atlanta, GA. The Bill H. Loveless Chapter of the Year award was presented to MAFSI Region 3 – New York Metro and MAFSI Region 12 – Southeast Central. An additional Special Recognition award was presented to Suzanne Fraga, MAFSI Associate Executive Director, for recognition of her leadership and in appreciation for her contributions, commitment and service to the association and the industry.

People on the Move

Kessenich's is pleased to announce the addition of three new employees. **Jack Miller** has come on board as an outside sales representative. **Brad Bauman** has been hired as purchasing & inventory control manager. **Angela Pfeister** is an inside sales/customer service rep.

Adcraft announced the following promotions: **Matt Lobman** has been appointed chairman/CEO, **Rick Powers** is president/COO, **Ron Powers** is vice president of operations.

David Mouck has been promoted to president/general manager of **Robot Coupe**. **John Zuga** has been promoted to national accounts manager.

Scotsman Ice Systems has announced the appointment of **Denis Griesmer** as vice president of sales and marketing.

Phil Bailis joins **Standex Cooking Solutions Group** as director of distribution sales for the Northeast region. **Joe Cash** has joined Standex as product marketing manager.

Structural Concepts appointed **Wayne Martin** to the post of foodservice regional sales manager.

TableCraft Products Co. has announced that on Jan. 1, 2011, **David Burnside** will assume the presidency. The promotion was announced by current president and company owner **Glenn Davis**, who will move into the role of CEO and chairman of the board.

T&S Brass welcomes **Jona Thomas** as Southeast region sales manager.

FER Honors Hanson with Industry Award

Foodservice Equipment Reports selected Jim Hanson, Best Restaurant Equipment & Design, as the recipient of its Dealer Industry Service Award. The award honors one who has made substantial, sustained contributions not just to their own firms and professional associations, but to the E&S industry as a whole. Jim serves as Chair of the SEFA Executive Committee.

Perkins Acquires Cirelli Foods, Inc.

Perkins Paper, Inc. has announced the agreement to purchase certain assets of Cirelli Foods, Inc. of Middleborough, MA.

Culinary Depot Hosts Award Dinner

Culinary Depot recently hosted an award dinner to honor their employees and some of their key vendors. Appreciation Awards were presented to: Jeff Hessel - BSE Marketing, Kevin Tormey - True Mfg., Tom Ohalloran - CLV Marketing, Laura Walsh - CLV Marketing. Awards for over 1 Million in sales went to: Ariel Potash, Eli Goldring, Carl Casino, Buddy Lichter. Awards for over \$500,000 in sales went to: Moshe Potash, Dov Soiefer. Dedication awards went to: Carol Sicker, Frida Goldberg, Raizy Feuerwerker, Abby Gottdeiner.

Greco Expands

Greco Sales of Springfield, IL is pleased to announce the opening of its new branch office and showroom/store at East Port Commerce Plaza, 2401 N. Main Street, East Peoria, IL 61611.

Ali Group Acquires Edlund

Luciano Berti, Chairman of Ali S.p.A. ("Ali Group"), announced the completion of Ali's acquisition of Edlund Company. Mr. Berti stated, "We are very pleased to add a great company like Edlund to the Ali Group. Strong brands with strong management is a combination the Ali Group looks for in its acquisitions, and Edlund is another example of that." Under Ali Group ownership, Edlund will continue to operate from its current facilities in Burlington, Vermont. Peter Nordell will remain as President and will report directly to Robert Nerbonne, CEO of Ali Group North America.

Maines Acquires

Maines Paper & Food Service, Inc. has acquired CFM in Watertown, NY and Acme Pre-Pak in Worcester, MA. CFM (Maines Watertown) will provide Maines with the opportunity to expand its street distribution network to Northern NY.

Member Anniversaries

October

Maines Paper & Food Service, Inc. • 24 yrs.

Muckenthaler, Inc. • 23 yrs.

Great Lakes Hotel Supply Co. • 21 yrs.

Franke Worldwide • 16 yrs.

Serv-U • 3 yrs.

J & E Restaurant Supply • 3 yrs.

November

A.D.E. • 22 yrs.

Greco Sales, Inc. • 21 yrs.

December

Dixie Store Fixtures & Sales Co. • 23 yrs.

Eastern Bakers Supply Company, Inc. • 23 yrs.

E & A Supply • 22 yrs.

Streich Equipment Company • 22 yrs.

Oswalt Restaurant Supply • 18 yrs.

Pioneer Distributing Company • 15 yrs.

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