Inside this Issue:

- Baltimore/Washington
- New England
- Metro New York
- Eastern Pennsylvania
- The Virginias
- Upstate New York
- Client Awards

2015 KICK-OFF MEETING ISSUE

In January, all Infusion Divisions held their 2015 Kick-Off Meetings introducing this year’s theme “Empowered to Deliver”. With great enthusiasm and engagement, we lived this theme in our opening sessions with fun activities, informative guest speakers and associate recognition.

Here’s to another great year at Infusion!!

DIVISIONS RECOGNIZE OUTSTANDING PERFORMERS

Again this year, each division recognized outstanding performance and team contributions. Congratulations to the winners of our prestigious awards for 2014!

A.C.H.I.E.V.E AWARD   For the associate who embodies the ACHIEVE values, whose performance transformed their department or the division organization as a whole, created a successful result during a difficult transition and/or demonstrated leadership that propelled the division’s position with a particular client or customer to new heights.

SALT OF THE EARTH AWARD   For the associate who contributes above and beyond to the development of the team, is selfless in his/her actions, giving time and dedication to the support of the others in the organization.

<table>
<thead>
<tr>
<th>DIVISION</th>
<th>AWARD</th>
<th>RECIPIENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>BALTIMORE/WASHINGTON</td>
<td>A.C.H.I.E.V.E.</td>
<td>David Wineholt, Client Manager, Protein</td>
</tr>
<tr>
<td>Salt of the Earth</td>
<td>Donna McCready, Vice President Client Services</td>
<td></td>
</tr>
<tr>
<td>EASTERN PA</td>
<td>A.C.H.I.E.V.E.</td>
<td>Mary Green, Account Executive, PFG/Roma</td>
</tr>
<tr>
<td>Salt of the Earth</td>
<td>Jody Weir, Sales Support</td>
<td></td>
</tr>
<tr>
<td>METRO NEW YORK</td>
<td>A.C.H.I.E.V.E.</td>
<td>Rich Rosenman, Account Executive, Independents</td>
</tr>
<tr>
<td>Salt of the Earth</td>
<td>Teresa Ayn Benatti, Account Executive, Sysco LI</td>
<td></td>
</tr>
<tr>
<td>NEW ENGLAND</td>
<td>A.C.H.I.E.V.E.</td>
<td>Rose Merritt, Client Service Specialist</td>
</tr>
<tr>
<td>Salt of the Earth</td>
<td>Greg Lynch, Account Executive, GFS</td>
<td></td>
</tr>
<tr>
<td>Salt of the Earth</td>
<td>Gary Plant, Account Executive, USF Buffalo</td>
<td></td>
</tr>
<tr>
<td>VIRGINIAS</td>
<td>A.C.H.I.E.V.E.</td>
<td>Joe Vanischak, Account Executive, Sysco VA</td>
</tr>
<tr>
<td>Salt of the Earth</td>
<td>Shelly Edwards, Business Development Manager</td>
<td></td>
</tr>
</tbody>
</table>
TEAM BUILDING EVENT/GUEST SPEAKER: Balt/Wash invited Chef Tony Cochones, Director Food & Beverage from 21 unit regional chain Glory Days Grill to speak to the group and to judge their menu concept culinary contest. With some advanced preparation, ISG teams developed and presented two (2) menu concepts for Tony to review for application on his next menu roll-out. The winning team’s ideas were a Surf & Turf Burger and Country Catfish Hoagie. (Craig Campeggi, David Wineholt, Colleen Smith, Ambika Parks, Frank Wills and Donna McCready)

SOMETHING SPECIAL: The Division’s Leadership Team also awarded a special Sales Achievement Award to John Brewer, K12 Sales Director.
GUEST SPEAKERS: New England invited two speakers to engage with the group. Interviewed by Business Development Manager Greg Ulicnik, Eric Sargent, Food Program & Procurement Manager of 17 unit RíRá Irish Pub. Eric’s unique perspective, having working as a broker representative and now in operations, helped shape some great conversation. “Show me how you’re going to make me money”, he said.

Interviewed by Account Executive Lindsey Joosten, John Plodzik, Director and David Hill, Associate Director of University of New Hampshire Food Services shared their insights with the group. With nearly 50 years combined experience in operations, they run one of the nation’s largest self-operated C&U dining programs.

TEAM BUILDING EVENT: Ross Pisani lead the group as they prepared lunch in teams, using a specially chosen basket of tasty ingredients and great recipes!

SOMETHING FUN: As part of their tradition, Brian Banning, Nanci Butler and Barbara Lawson of the Culture Committee bestowed special, fun awards as voted by the team. Certificates and gift cards for the winners!
The Metro New York/Eastern Pennsylvania team conducted a combined Kick-Off Meeting at their Springfield, NJ office.

GUEST SPEAKER: Bob Uffer, General Manager for Evelyn Hill Inc. at their contract location, the Statue of Liberty National Monument. With over 30 years in the hospitality industry and the last 17 at the Statue of Liberty, Bob is knowledgeable and passionate about the foodservice business. An expert on feeding a diverse, multi-cultural crowd, he’s as down-to-earth as they come. The senior leadership team and Emily Sabatino, Sales Specialist-Multi-Unit Accounts, were pleased to host Bob.

TEAM BUILDING: Divided into 5 teams that combined the MNY and EPA associates the sales and sales support teams were given the assignment to present insights and recommendations regarding a hot business topic. (see page 5) Team 4 was victorious with a great presentation “How to Build A Successful Market Visit”.

On a typical summer day, we’ll feed up to 15,000 people.”
Team 1: Sysco Team – Go to Market Strategies
Category Management, Trainings, SWOT Analysis as it pertains to growth in current market conditions, US Merger Challenges & Opportunities

Team 2: Independent Distributor Team – Go to Market Strategy
Opportunities and fall out due to Sysco /US challenges

Team 3: Vision for Local Growth of InFusion / Affinity Group
Driving new distribution with underdeveloped lines; Transactional Selling; Relationships and development of A+ Operators

Team 4: Utilizing your Regional Manager as a Tool / Steps to a Successful Market Visit
Marketing tools from Ashley; Follow-up e-mail from Tom Blackwell

Team 5: Planning a Successful Presentation / Food Show
Emphasis on Menu Analysis, Cross Merchandising; Understanding the “need behind the need”; asking open-ended questions.
GUEST SPEAKERS: The Virginia team welcomed Eric Coble, CFO and Patrick Gordon, COO, from local chain Baker’s Crust, Inc. They described the exciting development of the Baker’s Crust casual dining concept and upcoming changes the chain will make as they further develop their dinner service. Patrick is fairly new to the concept, but he brings extensive experience as one of the founders and principals of Burton’s Grill Restaurants, as well as time with Outback Steakhouse. Baker’s Crust is a multi-faceted operation as they also manufacture products for distribution (through Sysco Hampton Roads).

TEAM BUILDING EVENT: Culinary team members Joel Kirby, Mike Colombrito, and Joe Vanischak lead the group in a team competition where they prepared a wonderful 3 course lunch. The winning team of Joe Vanischak, Donna King, Donna Scott, Doug Gore and Scott Brown prepared the dessert course (see photos and recipe links below). Every team brought great concepts to the competition, making for a delicious lunch!

SOMETHING FUN: Shelly Edwards and Joel Kirby of the Culture Committee bestowed special, fun awards as voted by the team. Lottery tickets for the winners!

RECIPES
GUEST SPEAKERS: The UNY Team hosted two speakers that shared their experience and insights with the group. **Kevin Darrington**, COO, **Tops Markets** shared retailer insights and **Glenn Butler**, Vice President of **Personal Choice**, shared food-service operator insights.

TEAM BUILDING EVENT: Joe Borgesi and fellow culinarians Shane Coughlin, Jerrie Ann Maywright, Joe Kelly and Seth Nels supported the teams as they prepared plate presentations and sampling trays with three (3) different RPC product lines: Flatbreads, Artisan Pizza Doughs and Sandwich Carriers. Teams were judged on criteria including creativity, bundling, on-trend, taste appearance and salesmanship. Affinity/ISG back packs to the winners!

- **Flatbreads: Group #2**: Ray Burke, Phyllis Grofrath, Liz Rizzuto, Steve Tabaczynski, Tom Volts & Wendy Cooper
- **Artisan Pizza Doughs: Group #4**: Devin Conway, Paul Hurnessy, Barb Lance, Anisa Wheeler, Jack Mooney & Caren Braiman
- **Sandwich Carriers: Group #6**: Grant Devine, Debbie Hatz, Neil Gladstone, Dave Persico, Jenny Halady & Rob McDermott

**A.C.H.I.E.V.E. Award**
K12 Sales Team

**Salt of the Earth Award**
Gary Plant

The team celebrates at the Mansion on Delaware
**Client Representative of the Year**

- demonstrated collaboration & leadership that propelled the division’s performance to new heights
- provided consistent, timely guidance and expertise enabling all division team members to excel in selling and/or supporting the growth of the line

**Upstate NY**
- Jeff Block
- Carla’s Pasta

**New England**
- Pete Curry
- Wolverine Packing

**The Virginias**
- Harry Myers
- John Morrell

**We Attract What We're Ready For.**

Are you ready for success?