

January 10th, 2010

WACS Vice President's report

Dear colleagues,

I would like to start by thanking the host country for having us all here and thank all the people from the Chilean Chefs Association for their great job in making this happen. This is the first time a Latin American country has hosted this international event and I have to say that I am very pleased to be able to be a part of it.

After two years of being on the WACS Board I have to say that times have been rather tough and I think we all know why. The Global recession has slowed all activities, but it has to be said that our President, Gissur Gudmundsson, has done a remarkable job getting in new sponsors in spite of the difficult times.

One of my tasks as Vice President has been to work on the Humanitarian Program with Helgi Einarsson, Secretary General. There have been some terrible disasters in the world in the last few years and we have tried to get WACS members involved in various ways by, for example, sending donations through the website to the Red Cross. We sent some funds also to Guatemala to help them to better a school kitchen in need. And of course we need to mention the help we sent to China, Italy, Cuba, and of course, Myanmar and many more. Again when times are tough it is difficult to get help.

What exactly is the vision of WACS Humanitarian Program? I think that there should be a better network set-up between the all the WACS associations where funds, help and experience can help others to get tools, books and other things they need to start education and in times of crisis. The Trainer-the-Trainer program with the help of Custom Culinary is doing a lot with regards to sharing education and knowledge and we should encourage more programs like this.

Another project I have been working on is an idea that I got after Obama's presidential campaign in the USA where a large part of his funds came from ordinary people donating anywhere from ten to a few hundred dollars each. I think this idea could work to fund WACS and its programs through a lot of smaller sponsors. Individual chefs, small food companies and restaurants could help finance WACS. In this spirit, I developed is to get small sponsors to pay 1000 Euros the first year to get a nice plaque with the WACS logo and mission statement. The following years they would only pay 500 Euros and every year they pay we will send them a coin for the year to glue on the plaque. They would also get recognition through our website. I think it would also be a great idea to get young chefs more involved by

having them go around, talking about WACS and selling the idea. They could receive a small commission for this. This would make them feel more part of WACS.

Larger sponsors are fantastic and necessary but it is good to give the chance to smaller individuals, companies and organizations to get involved and get their part into WACS. WACS is a very great organization of over 85 countries and 10 million members and it is important that we keep finding funds for our important activities. We need to grow and improve our efficiency and do what we were elected to do.

So my friends, I want to encourage you all to help us find small sponsors in your countries. The rules are in the package you got when you registered and I hope we can find funds to grow WACS and do a better job for all of our members and our industry.

Last but not least, I would like to thank all the spouses of the chefs here that are taking part. They are definitely a part of what we are. Without your support we would be nothing.

Have a great convention.

**Hilmar B. Jonsson
Vice - President**