



**REPORT OF THE PAST PRESIDENT
2008 – 2009**
By
Ferdinand Metz

INTRODUCTION:

At the outset I should point out that with the exception of the few official WACS meetings, all my other travels and representations of WACS were initiated and financed by myself. Especially at all industry gatherings I explored the possibilities of securing sponsorships for WACS, but in the USA and similar to most other countries the foodservice industry is desperately trying to recover from this world wide recession and financial crisis that we are currently facing. It became very clear that we need to be patient, provide support and sound stewardship for our current sponsors and cultivate new sources of funding for the future.

Following is an account of my activities since that memorable and exciting congress in Dubai.

THE YEAR 2008

- Following the Dubai Congress I represented WACS at the largest restaurant show in the US, held annually in the month of **May** in Chicago.
- In **July** I attended the meeting of the WACS Board in Johannesburg, South Africa, despite an accident, which

- happened right before take off from the New York airport. The South African Chefs' Association did a great job in hosting the board and in providing a venue for a very productive meeting.
- Immediately following the Board meeting in South Africa I attended the National Convention of the American Culinary Federation.
 - In **August**, I represented WACS at the Western Foodservice Show in Los Angeles, Ca, although my primary purpose was to organize and stage the "*Ferdinand Metz Foodservice Forum*", an educational initiative that brings pertinent and timely topics to the US foodservice industry.
 - At the Annual Foodservice and Lodging Show in **September** held in Orlando, Florida, we had hot food competitions, Olympic Team tryouts and individual lectures for the chefs of the South East Region.
 - **November** took me to Birmingham, UK, where I attended the meeting of the WACS Board, graciously hosted by the Circle of Chefs and the British Culinary Federation.

THE YEAR 2009

- In **January** I had an opportunity to travel to Daejeong, South Korea to address the faculty and administration of Woosong University. Prior to my departure I contacted the Korean Congress committee, to offer my insights as they are planning to host the next congress. Unfortunately I received no reply and could therefore not assist them in any fashion. This again, illustrates that we all need to pay close attention to proper communications.
- In **February** I traveled to Las Vegas and had an opportunity to speak with LV chefs. The issue of WACS and global certification is of great interest to many chefs in the United States.
- Also in **February**, I had the pleasure to address the faculty and administration of J&W University, one of the largest

Culinary Schools in the USA, promoting chef professionalism, WACS and the Global Master Chef program.

- **March** brought me to New York, where I attended the International Restaurant Show in Manhattan. In my capacity as Chairman of the *Ferdinand Metz Educational Forum* I was able to promote the culinary profession, WACS and our Global Certification programs to the attendees.
- I attended the meeting of the WACS Board, held in Konstanz, Germany in **April** of this year. This event was superbly hosted by Mary and Axel Ruehmann, who also was recently elected President of the German Chefs Association.
- Schoolcraft College in Livonia Michigan and Le Cordon Bleu College in Austin, Texas were my next stops in **April**. I was the commencement speaker at Schoolcraft and participated in an industry event at Le Cordon Bleu. In both cases WACS was at the center of our discussions.
- The National Restaurant Show in Chicago in **May** brought over 150,000 visitors and foodservice professionals together, where I had an opportunity to introduce WACS and its programs to many of the attendees and exhibitors. One of the most remarkable programs is Pro Start, which enrolls over 50,000 high school students with a declared interest in the foodservice industry, ready to be further educated and to enter culinary programs or the work force.
- In June I judged the ACF Certified Master Chefs preparatory course in Cincinnati. The WACS Global Master Chefs program was a large part of our discussions and the participants showed great interest in the global certification.

- The ACF National Convention took place in **July** in Orlando, Florida and many of the delegates wanted more information on the WACS congress, the spouses program and the registration details. All this was passed on to the WACS Board.
- San Diego was the site of the Western Foodservice and Hospitality Show in **August**, bringing foodservice and hospitality professionals from the Western region together. Again, a great opportunity to showcase WACS and its programs.
- In **September** I attended the Florida Foodservice and Lodging Show with its outstanding culinary competitions. Many of the chefs in attendance wanted to hear more about WACS and its programs.
- **November** was a busy month as I addressed the graduating class of the Professional Culinary Institute in San Jose, California and made the audience aware to the global opportunities before them.
- In **November** I sent a letter to all countries to encourage its members to register for the Congress in Chile and I hope that this message would generate much needed additional attendance. We all need to realize that we collectively share in the success or failure of any congress and that we need to support our colleagues in Chile, who worked so hard to make this a most memorable event.
- Also in **November**, I was to have addressed the Congress of our Indian colleagues in Hyderabad, India and after extensive preparations and at the last minute I again re-injured my knee and had to cancel. My thanks to John Sloane and Martin Kobald, who jumped in and delivered my presentations and my sincere apologies to the Indian

organizing committee for not being able to be there personally.

- **December**, the last month of the year, was particularly challenging for me personally. At the time of this report I have moved my personal residence and two businesses to a temporary address in California and hope to settle soon into permanent locations.

CONCLUSION:

It was my pleasure to represent you, the membership and WACS as an organization over the past two years to a combined audience of over 90,000 foodservice professionals. We all need to get the word out in order to create the much needed awareness and to showcase all the good things that WACS is doing today.

I thank you for your trust and I look forward to the next two years and the promise of a brighter and more stable financial future.

Sincerely yours

*Ferdinand Metz
Past President – Global Master Chef
December 15, 2009*