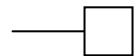


WACS European Continental NORTH Director's Report

Prepared August 2006
By Gissur Gudmundsson





Memo to WACS members

29th of August 2006

Dear President Metz, members of the WACS Executive Board and members of WACS.

I am pleased to send you my report of activities and relevant info from WACS member countries in the northern Europe region.

What a summer, I like to call this like a baby boom in travel industry, everyone I am talking to in Europe has had the same things going on, full house of tourist and problem with getting more Chefs working, more professional Chefs, this industry was not ready for this summer I guess in many countries, we in Iceland we were not ready. Its looks like now with cheap air fair and more money that people just love to travel and that's good but we need to do something if we are not going to end up with only unprofessional people working for us in the restaurant. The good thing is that my personnel have had to go and work full shift in my kitchen again and its feels great to be there, get the touch again but it has been hard this summer between traveling but in away join full at the same time.

From my last report than I had the pleasure to be part of the convention both in Canada and USA where I saw Chefs work hard to the association and they're passionate for the work they do, it was good to get the spirit direct and feel how much interest is around both for own association and for WACS, I am sure the interest is growing with changes within WACS and after great presentation of our President in Canada then I felt extremely how important it is for us as a board to get the information direct to members and be there to answer questions.

I have been judging in Norway candidate that will be competing in Lyon in Franc in January next year at Bocuse d'Or, candidates have great goal and I am sure its going to be great event.

We have been working one possibility to have Booth both in Luxembourg and Lyon to present what WACS stands for and I am hoping for a positive answer now in middle of September, in the future it should be just naturally to be at all major shows where competitions are to present WACS, let people know what we stand for and answer questions, and yes they have many questions and that's good.

Two weeks ago than I was in Tallinn in Estonia where the Nordic Chefs Association had the board meeting, at the same time we used lot of time to go over the preparation for Global Chefs Semi Final in Northern Europe and I am sure its going to be great event for us in Northern Europe, we still have many thinks we have to think about and do. With in next weeks we will involve our members in Culinary Committee to help us and give advice.



I like to remind you all in Europe about our European meeting in October, its important that we will have a least one represent from each of the European countries and that everyone will be ready to take part in the discussion. I will send out the agenda in beginning of September to you all, please feel free anytime to send me your comments and if you have anything you want to take up at the meeting in Helsinki, just mark the document well at the European meeting. At the same time we will take a trip over to Tallinn where you will see the venue where the Global Chefs Challenge semifinal in Northern Europe will be hold and have some fun with our colleagues in Estonia.

Dear friends, I am going to have this short now, I am now in Norway judging in Chef of the Year competition but I like to ask you to send me some information about what will be happening in your country for the next months so I can share that with rest of the world.

My friend and colleges take care and I look forward to seeing you around the world.

A Chefs regard,

Gissur Gudmundsson

President of the Nordic and Icelandic Chefs Association
WACS European Continental Director