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Hello Chefs,

Greetings of the season to you all! Hopefully this note finds you well and in progress to a prosperous holiday season filled with family, fun and, of course, some solid business!

I write to you today to discuss my latest venture into the world of ACF. After many years of participation as a member, judge, national committee chair and commission member, I have decided to "throw my hat in the ring" for national office as Northeast Vice President. Over the years I have watched many ACF administrations operate and I have had the pleasure of working with our boards on many initiatives, such as the development of our certification process, including the design of the practical testing. In addition, I was a key player in the formation of the junior competitions and culinary competition guidelines. I have been a chapter president and chairman of the chapter board and I have also held most chapter offices in my ACF history. This interaction, coupled with my own visions of what ACF is and what it will grow into, helps me to form my ideas into a template for what I believe to be the goals for the organization over the next 5-10 years. These include:

- Grow a sustainable ACF membership.
- Establish an ACF brand identity evolved from our roots and intended to carry us into the future.
- Engage young professionals through our revitalized values.
- Target and meet end-user needs through our mission and initiatives.
- Gain a foothold as a culinary force in the US.

The American Culinary Federation must be the unifying body of chefs, cooks, culinary educators and students in the United States. My industry relationships will allow me to help drive the growth of the organization as well as continually polish our reputation. My daily interaction with the youth of our profession will assist me in helping our Federation better understand what drives these young professionals and what they

need to grow into culinary experts during their careers. Knowing this will help us to entice and sustain members during their professional lifespan.

The focal point for our Federation will be to reposition our value to be more meaningful and attractive to all potential members through professional development, professional certification, networking, educational accreditation, competition and philanthropy. The repositioning of these attributes must be carefully orchestrated so as not to damage our mission or the valuable membership we currently have. I am a veteran at conceptualizing projects, developing implementation plans and directing execution to accomplish goals. This skill has been honed through my years as a culinary consultant specializing in the continual improvement process as related to culinary operations. We will focus on our strengths while thinking critically to develop new perspectives that will attract the younger set of professional chefs in America.

With good fortune and your insight, I will be chosen by you and the Northeast membership-at-large to assist us in directing ourselves strategically, thoughtfully and productively through the challenging times we face. It is also important to know that I have the full support of my employer, The Culinary Institute of America, to embark on this endeavor allowing me to focus on positioning the ACF for further success as the only true US organization for culinarians. I would love to hear from you, please feel free to contact me to chat, question, or learn more about my thought process for the ACF. Thanks so much for your dedication to the cause!

All the best to you,

A handwritten signature in black ink, appearing to read 'Brad Barnes', with a stylized flourish at the end.

Brad Barnes, CMC, CCA, AAC

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