



## Working Group/Committee Descriptions

*Note: All working groups work at the strategic level on board-approved programs and services. Tactical development and implementation of working group activities are the responsibility of the NAFEM headquarters team.*

### Member Engagement & Outreach

#### **Digital Marketing and Website Working Group**

This group is charged with guiding the creation of NAFEM's digital marketing strategy and with monitoring and analyzing NAFEM's website presence, both the public side and the members-only (gated) side of the site, to ensure information is clearly communicated, and that the functionality of the site meets stakeholder needs.

#### **Publications Working Group**

The Publications Working Group is charged with guiding content of NAFEM-generated publications, including 5 to Know, the What's New from NAFEM – Member Resources, Education and Research e-newsletters, special reports and white papers.

#### **Size & Shape of the Industry Study Working Group**

The Size & Shape of the Industry Study Working Group is charged with the design of this member survey, including categorization, analysis, information collected and benchmarked, participation guidelines, timing and survey partners (MPI is the current survey partner).

#### **Member Needs/Specialty Studies Working Group**

The Member Needs/Specialty Studies Working Group is charged with recommending and designing surveys specific to NAFEM member programs and services and identifying when/if a more specialized study is needed. Work includes collaborating to establish relevant questions, timeline, participation guidelines, potential survey partners where applicable and data analysis.

#### **ITR Data Working Group**

The ITR Data Working Group is charged with monitoring and advancing the data shared with members, including quarterly macroeconomic, industry-economic and industry-specific (market segment) data. In addition to hard-data releases, the group recommends continuing education opportunities available through the data provider (ITR is the current information partner).

#### **Social Purpose Working Group**

The Social Purpose Working Group is charged with investigating, making recommendations and overseeing programs that advance member engagement in social purpose and philanthropic activities.

## Education & Training

### Workforce Development Working Group

The Workforce Development Working Group is divided into subgroups:

- **Community College Working Group** is charged with developing materials and resources to link member companies with their community college as a future talent resource and an ongoing education and training partner.
- **Recruitment & Retention Working Group** is charged with developing a strategy for recruiting and retaining talent across the enterprise for the foodservice equipment and supplies side of the foodservice industry and recommendations, including introductory, intermediate and advanced training opportunities for workforce retention.

### Young Professionals Council (YPC)

The YPC designs and develops education, training and networking opportunities for rising executives in NAFEM member companies. The chair also engages with the leadership of channel partner young leader groups to collaborate and educate together as applicable.

### Annual Meeting & Management Workshop Working Group

The Annual Meeting & Management Workshop Working Group is charged with planning the educational and networking events at NAFEM's biennial (even-year) workshop.

### Certified Foodservice Professional (CFSP) Working Group

The CFSP Working Group is charged with identifying ways to market and expand the program through advanced-level programming and licensing. You must be CFSP-certified to participate in this group.

## Advocacy

**Government Relations Working Group** is divided into subgroups. These groups include NAFEM members and outside industry subject-matter experts. All engage with their respective federal and state legislative and regulatory leaders:

- **Taxes, Tariffs & Trade Working Group** is charged with developing NAFEM's position and activities (comments, testimony, collaboration opportunities, educational forums, white papers, etc.) on tax, tariff and trade issues and the impact of such on members' businesses and the industry at-large.
- **Energy Working Group** is charged with developing NAFEM's position and activities (comments, testimony, collaboration opportunities, educational forums, white papers, etc.) on energy-related issues and the impact of such on members' businesses and the industry at-large.
- **Environment Working Group** is charged with developing NAFEM's position and activities (comments, testimony, collaboration opportunities, education forums, white papers, etc.) on environmental issues and the impact of such on members' businesses and the industry at-large.
- **Supply Chain Working Group** is charged with developing NAFEM's position and activities (comments, testimony, collaboration opportunities, educational forums, white papers, etc.), on materials/handling issues and the impact of such on members' businesses and the industry at-large.
- **Regulations Working Group** is charged with monitoring and reporting on regulatory issues (comments, testimony, collaboration opportunities, educational forums, white papers, etc.) that could impact members' businesses and the industry at-large.

### Technical Liaison Committee

The Technical Liaison Committee is charged with monitoring and sharing information relevant to the development and manufacture of equipment and supplies, including technical information, third-party certification/listing standards, building codes, environmental regulations, product development regulations, materials, waste management, air and water systems and more. Committee participants also serve on special task groups and subcommittees, as applicable.