

## **Qualifications**

US Foods is the unquestioned leader in K12 foodservice distribution in the Southeastern United States. Our school foodservice management organization consists of both local teams assisting our partners with their day to day operational needs, and a regional team that supports those efforts in the areas of centralized contract management, USDA commodity management (Brown Box, NOI, and MFFS), and audit support, just to name a few. In addition to those centralized support functions, US Foods has six divisions within the region that are fully engaged within the K12 market segment. Among those sister divisions, we have several located near the schools of the Northwest Georgia School Food Buying Group. This concentration of resources provides US Foods with the unique ability and capacity to provide virtually uninterrupted service in the event of a natural disaster. In the Florida – Georgia market alone, our highly experienced teams manage over \$300 million in annual school food sales; partnering with approximately 90 school districts. US Foods Atlanta is a key member of that very successful team. Atlanta has been servicing the Georgia K12 market for more than 30 years. Over the course of those many years and with many school partners, we have amassed enormous amounts of operational knowledge regarding the unique attributes of each customer. In addition, we have established close, mutually beneficial working and personal relationships with hundreds of School Nutrition Professionals. These relationships are the building blocks of a successful partnership, and we value them greatly. With the aid of those relationships and our experience, together “We Help You Make It!”

Throughout the coming sections, we will provide details of many of the areas that we believe are not only very important to you, but in many instances, an absolute necessity for the execution of successful School Nutrition Programs. Some, but not all of those areas are listed below.

- Food Safety
- Rapid Notification/Response Recall System
- Commodity Management Expertise
- Staff Qualifications
- Extensive K12-applicable Products
- On line ordering system
- Procurement Audit Compliance
- Reporting Capabilities (Rebate Tracking, Weekly Commodity Bank Balance Reports, etc.)
- School Foodservice Association Affiliations (ACDA, SNA, GSNA)



## **Qualifications: Staff**

### **Division Team Overview**

US Foods Atlanta boasts highly qualified and experienced Local and Regional staffs whose skills are detailed below. This group of seasoned K12 specialists has considerable experience within the segment in general, but as the incumbent distributor for the Group, it has years of first-hand knowledge of the Group's unique requirements, and how best to accommodate them.

In order to facilitate our renewed relationship, your dedicated local team will be headed by:

- Scott Euton, Bid Sales Manager
- Erica Sinclair, Bid Account Manager
- Shawna Garrett, Customer Service Representative

### **Division School Team**

#### **Bid Sales Manager – Scott Euton**

Scott's primary responsibility is the overall management of Atlanta's K12 market. This includes the successful management of school related inventories – forecasting and procurement. In addition, he assists with the processing of all Georgia school bids.

Scott has over 24 years in the foodservice industry, with 9+ years in the K12 segment as a food broker for a national firm, and with the last 4 years at US Foods Atlanta helping to manage our school business. With a background in the hospitality industry, Scott understands and demonstrates the importance in customer service.

#### **Bid Account Manager, Fairburn – Erica Sinclair**

This position is responsible for the accomplishment of all normal, daily operations including routine customer visits, daily out of stock reports, pricing, new item requests, and forecasting.

Erica has been in the food industry for nearly 10 years. She has experience in both food service and food distribution. She has been with US Foods for almost 4 years and has worked in the School Bid department for approximately 3 years. Her distribution background includes Customer Service and Account Management for both School Bids and National Sales. She has also worked in Warehouse Operations giving her a solid knowledge of what it takes to move cases from vendor to customer. She employs this broad knowledge base daily, ensuring her customers have what they need to provide the nutritious meals our kids need to be successful.



### **Bid Account Manager, Fairburn – Heather Wilkey**

This position is responsible for the accomplishment of all normal, daily operations including routine customer visits, daily out of stock reports, pricing, new item requests, and forecasting.

Heather has over 17 years with US Foods in working with customers and their daily needs. Knowledgeable and proactive, Heather has worked in the school department for 10 years and is very experienced with the intricacies of K12 management. Her previous position was in the US Foods School Bid Department as a Bid Coordinator. In that capacity, she was tasked with the order entry, maintenance, and order guide audits, of assigned customers. Heather was also the USDA coordinator for the department.

### **Bid Coordinator - Lead, Fairburn – Terry Wright**

This position is responsible for the accomplishment of all normal, daily operations including daily reports, pricing, new item requests, and forecasting.

Terry has over 21 years with US Foods in working with customers and their daily requirements. She has worked in the school department for 19 years and is a wealth of knowledge in all things K12! Her extensive background credentials include A/R processing and management, Customer Service interactions for both routine and emergent issues, as well as her current position that is responsible for numerous school district's contract pricing. She routinely interacts with our Vendor Partners to source and secure both products and pricing for her customers. Terry's years of dedication and service have been mainstays in the school department and contribute greatly to the success of both US Foods and our K12 partners. Her skills, combined with her friendly and outgoing personality, are things to which her peers aspire.

### **K12 Customer Service Representative Team, Fairburn**

In daily, routine direct contact with our customers, our established team of Customer Service Representatives are "Second to None." This group is responsible for assistance to our partners as a "First Line of Defense." They handle the majority of normal order processing and adjustment, coordinate additional assistance on questions outside of their purview, and generally become the "face" of US Foods to many K12 nutrition professionals as they go about their daily tasks.

### **The Team:**

- Shawna Garrett - NWGA CSR. Shawna has been with US Foods for over 3 years. She is the current CSR for the NWGA and should we be fortunate enough to retain your business, she will continue in that role. Throughout her tenure at US Foods, Shawna has worked exclusively with our K12 partners, assisting them with their day to day operations. Shawna has more than 13 years of total experience in the Customer Service arena, assisting customers in a variety of market segments.

- Jorge Giraldo - Jorge has been with US Foods for over 12 years. He has spent that time working with a variety of different customers within his capacity as a Customer Service Representative. He is very knowledgeable and experienced and can quickly assess a customer's needs and then provide the most effective solution to that need.
- Heidi Middendorf - Heidi has been with US Foods for approximately 7 months, but her experience in Customer Service is extensive. She has over 15 years of direct customer support in other industries and brings that broad range of experience to the School Department.
- Bridgette Bossio – Bridgette too, is a relatively new arrival at US Foods Atlanta having been on board for a little over 3 months. She boasts over 20 years of combined experience in the Customer Service field and has a background in marketing and inside sales, which she finds useful as she assists her customers.

## **Regional School Team**

### **Regional Team Overview**

US Foods Regional School Team manages over 90 school districts throughout Florida and Georgia. The Regional School Team is comprised of dedicated professionals with hundreds of years of combined foodservice, distribution, and customer service experience. Our central management team has 4 personnel providing direct oversight and support to the divisions and our K12 partners. This Regional Team was created several years ago in the Florida market, as US Foods' footprint began to rapidly expand. It soon became apparent that a better, more efficient system was required in order to effectively manage the business. Starting with just a few districts, US Foods' expertise quickly attracted many school districts interested in partnering with the clear leader in the K12 segment in terms of competitive bid pricing, commodity management ability, and in general distribution management skill.

### **Regional Director of Business Development - Craig Keppen**

This position is responsible for overall RFP/Contract compliance and creating a superior customer experience - exceeding expectations.

Craig has a total of 36 years of experience in the Foodservice and Hospitality Industry with nineteen of those years with US Foods. Craig's career with US Foods began October 1998 as a National Multi Unit Account Manager. In January 1999, Craig began his involvement with School Foodservice as Bid Coordinator for the Ormond Beach Division. In July 2005, Craig was promoted to Zone Account Development Manager and was responsible for not only the bid process but for the management of school business for all US Foods Florida Divisions. His efforts eventually grew US Foods' K12 market to over \$300 million dollars in annual sales. In December of 2010, Craig left US Foods to become President of two national foodservice manufacturing companies. As president, Craig further expanded and refined his knowledge and understanding of ever-changing USDA regulations, and committed to bringing healthier foods



to students throughout the country. In January 2013, Craig decided to rejoin US Foods as Regional Director of Business Development to continue his passion for school foodservice distribution. Craig now oversees the US Foods Government Department for Florida and Georgia.

#### **Business Development – Ed Hart**

This position is responsible for communication of inventory management, forecasting, new items, any product related issues, and creating a superior customer experience - exceeding expectations.

Ed is also responsible for the management of our Department of Defense contract for military customers in Florida and Georgia as well as offshore customers located in Guantanamo Bay, Cuba and the Bahamas. Ed has over 39 years of experience in commercial and institutional food service. His initial introduction into the business was after receiving his commission as a Navy Supply Corps officer. After leaving the Navy, he entered the retail food service industry where he operated multiple units for both national and regional chains. In 1998, he joined US Foods where he began his career as a sales representative. He progressed steadily from Street Sales, handling a variety of accounts from independent operators to national chains, to a National Accounts Executive. Ed has been a member of the Government Department since December of 2010.

**Business Development – Dan Cooper** This position is responsible for securing contract pricing. Oversees the management of order guides/shopping lists, price files, product compliance and creating a superior customer experience - exceeding expectations.

Dan has 31 years' experience in the food service industry. In 1986, he started his career at Beaver Street Foods, Jacksonville, Florida. He held positions with increasing responsibility, including Inventory Control manager and became a Buyer in 1989. From here, he moved to Sysco Jacksonville where he created their Bid Department. His responsibilities included the growth and development of K-12 school accounts in North Florida and South Georgia managing all RFP and competitive bids. While here he was instrumental in the development of the North Florida Buying Group. Dan was promoted to Director of Bid Sales and Contract Compliance where he also managed pricing for all management companies, universities, and health care and restaurant chains serviced by Sysco Jacksonville. He then took on the position of Accounting Manager where he oversaw the Accounting Department including Accounts Payable, Corporate Reporting, Vendor Receivables, Cash and Check Clearing, and Contract Compliance. In 2011, Dan moved to US Foods where he now manages bid pricing for all US Foods Divisions servicing Florida and Georgia Schools, as well as the Department of Defense.

#### **Bid Sales Manager – Scott Euton**

Scott's primary responsibility is the overall management of Atlanta's K12 market. This includes the successful management of school related inventories – forecasting and procurement. In addition, he assists with the processing of all Georgia school bids.



Scott has over 24 years in the foodservice industry, with 9+ years in the K12 segment as a food broker for a national firm, and with the last 4 years at US Foods Atlanta helping to manage our school business. With a background in the hospitality industry, Scott understands and demonstrates the importance in customer service.

### **Additional K12 Support Personnel within the Region**

As noted above, US Foods Atlanta is supported in their K12 program by our Regional Team. While that Team's background and qualifications were noted above, we also want to make you aware of the very experienced and knowledgeable Local Teams that can provide additional support to the Region, if necessary.

**Account Executive – Laura Weghorst.** Laura has over 20 years of food service distribution experience, 18 of which have been with US Foods. 11 years ago, Laura was promoted into the School Department, and 6 years ago was selected to be an Account Executive for US Foods. Her experience and skill set have been invaluable in the efficient management of the K12 segment.

**Account Executive - Matt Musgrove.** Matt boasts over 34 years with US Foods. Like Kristin, Matt has worked in a variety of areas within foodservice distribution gaining him the knowledge and perspective that makes him so effective for his K12 customers, which he has been doing for 21 years.

**Account Executive – Kristin Carbajal.** Kristin has been with US Foods for over 24 years. During that time, she has acquired a diverse background of knowledge from numerous areas within the division. Kristin has been with the School Department of nearly 10 years and has used her extensive experience in overall food distribution to provide her customers with the quality service they expect and deserve.

**Account Executive - Andrea O'Neill.** Andrea has been with US Foods for over 20 years. more than 13 of those years have been with the School Bid Department. She has progressed in the Department from an Administrative Assistant to Sales Assistant to her current position as an Account Executive. Her background in all facets of School business makes her uniquely qualified to manage daily operations.

**Bid Coordinator, Sr – Trish Ellis.** Trish has over 21 years with US Foods in dealing with customers and their daily requirements. She has worked with the School Department for nearly two years and has learned much of the intricacies of school foodservice. Her background in the Customer Service Department, where she was tasked with handling the routine and emergent issues of both National and Regional multi-unit accounts has served her well, as she provides knowledgeable and timely responses to her customers' needs.



**Bid Coordinator, Sr – Mary Rebel.** Mary has over 9 years with US Foods in dealing with customers and their daily requirements. She has worked with the School Department for nearly two years and has quickly grasped the unique requirements of school foodservice. Her prior position was in the US Foods School Contract Management Department as an Allowance Coordinator. In that capacity, she was tasked with the entry, maintenance, audit, and balancing of assigned NOI banks to ensure customers receive accurate pricing. Mary is also the USDA coordinator for the department.

**Bid Coordinator, Sr – Silvia Dipietro.** Silvia has worked for over 24 years in foodservice and foodservice distribution and has an in-depth knowledge of the business. She has direct experience with restaurant operations, foodservice purchasing, sales, and most recently customer service. Silvia joined US Foods in 2003 and the School Department in 2013. In 2014 she was promoted to her current position and title. Her comprehensive skill set easily enables her to quickly and efficiently assist her customers with virtually any situation they may face.

**Bid Coordinator, Sr – Teresa Torres-Anderson.** Teresa joined the US Foods Team 5 years ago. Working her way up from a Will Call Clerk to her current position, Teresa has acquired substantial knowledge and experience in numerous areas of foodservice distribution. Her customer service skills are first rate, and she is quickly becoming proficient in the world of contract management and procurement. Teresa's ability to analyze a situation, develop a resolution, and then communicate that information is exemplary.

**Customer Service Representative - Jackelyn Rodriguez.**

Jackelyn has an extensive background in customer service, with over 14 years of experience. During the past 5 years, she has worked in customer service within the commercial foodservice distribution industry and has developed solid relationships with all her assigned customers, both large and small. Jackelyn holds multiple training certificates attesting to her knowledge and awareness of the criticality of her role in overall customer satisfaction. She is very well versed in US Foods systems and procedures and is bi-lingual, adding an extra communication benefit to her customers.

**Customer Service Representative – Angel Gonzalez.** Angel has over 24 years of Customer Service experience. He is a hard worker and dedicated to ensuring his accounts are provided with the best customer experience possible. Angel joined the US Foods Tampa School Team in 2017 and was able to quickly use his extensive background in Customer Service and Marketing to the benefit of his customers.

**Customer Service Representative - Amy Rahme.** Amy has been with US Foods for over two years. Shortly after her arrival, her outstanding performance was noticed, and she was moved into a very challenging position – one that she mastered quickly. When an opportunity arose for a Customer Service position, she applied and was accepted. As before, she quickly



mastered her new position and eagerly asked for more responsibility. No task seems too difficult. Amy's dedication to her customers and their complete satisfaction is without peer.



K12 Leaders - Florida/Georgia  
Atlanta, Port Orange, South Florida, Tampa



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## Reporting Services

US Foods understands that having access to a variety of reporting tools is a necessity in order to analyze your business and adjust where necessary. US Foods offers a wide range of reports to assist you. These reports are available to the Group through either the US Foods Online communication and ordering system program, Business Analytics, or the Account Executive upon request. Those reports typically requested from the many Food and Nutrition Departments are:

- ✓ Utilization Reports
  - Consolidated or Detailed by District Monthly/YTD
  - Consolidated or Detailed by School Monthly/YTD
- ✓ Commodity Bank Balance Reports
- ✓ Excess Inventory Report
- ✓ Slow moving items, as needed
- ✓ Delivery Performance Reports
- ✓ Farmers Report/Market Trends
- ✓ Additional Reports are available
  - Cost Management Reports
  - Price Check Report
  - Customer Master
  - Promotional Reports
  - Cool School Rewards Report
  - Accounts Payable Report
  - Inventory Drawdown Report
  - Vendor Service Level Report

US Foods has the capability of providing additional, customized reports upon request.



### **Potential Small Business, Minority, and Women's Business Enterprise**

The Northwest Georgia School Food Buying Group (Dalton Public Schools) intends to provide maximum practicable opportunities in its solicitations to small businesses, minority firms, women's enterprises, and labor surplus area firms. US Foods fully supports this intent. We are a leading proponent in this area and very proud of our efforts and the results we've achieved through the utilization of these types of businesses.

US Foods is a Platinum Founding Member of MFHA (Multicultural Foodservice and Hospitality Alliance). MFHA is an organization dedicated to the growth and advancement of minorities in the hospitality industry. US Foods is a recipient of the MFHA Pinnacle Award. This award is the highest honor and is given for outstanding commitment. Approximately 5 % of US Foods annual purchases are done through minority vendors.

US Foods recognizes the importance and benefit of partnering with small business entities and socio-economic small business entities and is committed to giving qualified small businesses (SB) the opportunity to compete for sales – not only for our K12 segment customers but to other foodservice industry customers as well. US Foods maintains a file on all US Foods vendors that identifies each vendor's respective business size and socio-economic classification. In addition, SDB and HUBZone Small Business Entities must provide their certification numbers from the SBA. These records are updated annually or more often as their status changes. Having a database that identifies current vendor business status lends us the ability to quickly review growth opportunities with existing SB, SDB, WOSB, VOSB, SDVOSB, or HUBZone small businesses entities.

US Foods Atlanta participates fully in our corporate initiative to provide minority vendors with the opportunity to do business with us.



### Experience/Longevity

In addition to our experience with the Northwest Georgia Buying Group, we have a proven track record of performance in the K12 segment. The table below provides a listing of our current Atlanta K12 customers, many of whom we have partnered with for over 20 years.

Fairburn Divisions Schools	Affiliation	Fairburn Divisions Schools	Affiliation
Barrow County	Independent	Habersham County	HTRUW
Bartow County	GEC	Hall County	Independent
Bremen City	GEC	Haralson County	GEC
Calhoun City	NWGA	Hart County	GEC
Carrollton City	Independent	Jackson County	GEC
Cartersville City	NWGA	Jefferson City	GEC
Catoosa County	GEC	Lumpkin County	MAG
Chattooga County	GEC	Madison County	GEC
Cherokee County	Independent	Morgan County	GEC
Chickamauga City	GEC	Murray County	GEC
Clarke County	Independent	Oconee County	GEC
Cobb County	Independent	Oglethorpe County	GEC
Commerce City	GEC	Paulding County	GEC
Coweta County	Independent	Pickens County	MAG
Dade County	GEC	Rabun County	HTRUW
Dalton City	NWGA	Social Circle	GEC
Dawson County	MAG	Stephens County	MAG
Fannin County	MAG	Towns County	HTRUW
Floyd County	GEC	Trion City	NWGA
Franklin County	GEC	Union County	HTRUW
Fulton County	Gwin/Ful	Walker County	GEC
Gainesville City	Independent	Walton County	GEC
Gilmer County	MAG	White County	HTRUW
Gordon County	GEC	Whitfield County	NWGA
Greene County	GEC	Wilkes County	GEC
Gwinnett County	Gwin/Ful		



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