

COMPANY CERTIFICATION

Forms and Requirements

Revised October 2007

CFESA

Commercial Food Equipment Service Association

INTRODUCTION

The CFESA Vision Statement clearly defines our service industry direction when it states “CFESA takes actions to anticipate trends and issues affecting its members, raising standards of performance and quality. Through CFESA's efforts as an image maker, the association and its members will be perceived as professional, forward thinking and customer oriented.” Toward these end results the CFESA Board has delineated a clear and concise set of criteria which was:

- 1) Developed directly from its members;**
- 2) Relevant and timely;**
- 3) Reasonable and realistic for all Voting Members; and**
- 4) Measurable and specific.**

In order to become a CFESA Certified Company, aggressive planning, training, coordinating, and organizing will be a required. Only then will total recognition be given for this prestigious achievement.

It is therefore in the best interests of all CFESA service companies, regardless of size, resources, location or philosophy, to become a:

CFESA Certified Company

MISSION

The Mission of the CFESA Company certification process is to provide a benchmark for all service companies, regardless of size, to strive to achieve. In meeting the qualifications of CFESA Certification, the service company will create a discipline for all its employees to focus on professionalism and customer service.

This will ultimately increase customer satisfaction and awareness, and therefore, create demand. In addition, this certification conveys to the foodservice industry that a CFESA Certified Company continually raises the standards for achieving excellence and quality customer service.

Areas of Certification Criteria

Total Points Achievable

Finance	15
Training	30
Participation	24
Industry Relations	11
Professionalism	20
TOTAL	<hr/> 100

Must attain at least 90 of 100 points in order to become a CFESA Certified Company

PREQUISITES

There are no points awarded toward the CFESA Company Certification process for the following eight prerequisites. Prior to beginning the Company's efforts to accomplish the quantitative financial, training, participation, professional and industry relation goals, these non-waiveable prerequisites must be documented accordingly.

Prerequisites in order to seek CFESA Company Certification	Minimum Standards	Documentation Process
1. Must attend at least one National conference the year of application	1. Attendance of at least one CFESA National Conference during the year of application.	1. Provide proof of attendance with packet
2. Have a current bank reference with a commercial banking relationship	2. Have your bank provide written proof of a commercial banking relationship using CFESA Standardized Form (PRE – 012002)	2. Have your bank fax/mail bank relationship form directly to CFESA Headquarters using the CFESA Standardized form
3. Insurance Coverage	3. Have insurance coverage as follows: a) \$1,000,000 General Liability b) \$1,000,000 Auto Liability c) \$1,000,000 Umbrella d) Worker's Compensation e) Disability	3. Have insurance carriers Mail/fax this coverage directly to CFESA Headquarters

4. Corporate, Partnership or sole proprietor entity for at least 36 months	4. Be a recognized business entity for at least 36 months with no Chapter #7 or Chapter #11 Bankruptcy filings	4. Submit proof of business entity document to CFESA Headquarters testifying to existence under current title for at least 36 months using CFESA Standardized Form. (PRE – 032002) This form will include a written denial of any Chapter #7 or Chapter #11 Bankruptcy filings
5. Be a foodservice equipment service entity	5. Have at least 75% of your sales volume derived from commercial parts and service	5. Provide a notarized statement using CFESA Standardized Form (PRE – 042002) that 75% of your sales volume is derived from commercial parts and service
6. Provide service on commercial gas, steam, electric, electronic and/or refrigeration equipment	6. Advertise, promote and conduct gas, steam, electric, electronic and/or refrigeration services to your customer base	6. Submit line card, advertising literature and notarized Statement using CFESA Standardized Form (PRE – 052002)
7. Current CFESA Voting Member in good standing	7. Have all CFESA finances totally current with CFESA Headquarters and be in continuous business for the last 36 months	7. CFESA Headquarters will review, research and account for all open invoices with each company seeking to become CFESA Certified
8. Provide 12 letters of recommendation	8. Have 12 letters of recommendation from within the industry from end users, reps, dealers and/or equipment manufacturers	8. Submit 12 letters of recommendation using CFESA Standardized Form (PRE – 072002)

FINANCE GOALS

Finance Goals	Minimum Standards	Requirements	Points Awarded
9. FIN Have and maintain a positive credit rating in the year of application	9. FIN Have at least 12 suppliers/vendors provide written proof of credit "worthiness" using a CFESA standardized form	9. FIN Have 12 suppliers/vendors provide a credit rating report using CFESA Standardized Form (FIN - 082002)	5 (five) Points
10. FIN Maintain adequate parts inventory in the year of application	10. FIN Must provide written proof from 12 Equipment manufacturers, end users, manufacturer representatives or equipment dealers testifying that the company maintains an adequate parts inventory	10. FIN Have 12 Equipment manufacturers, end users, manufacturer representatives or equipment dealers testify, to the best of their knowledge, that they believe an adequate parts inventory is being maintained by the Company, using CFESA Standardized Form (FIN – 092002)	10 (ten) Points

TRAINING GOALS

Training Goals	Minimum Standards	Requirements	Points Awarded
11. TNG CFESA Members *SEE EXTRA POINT AWARDS	11. TNG Have at least one employee from your company attend the CFESA Management Program	11. TNG CFESA Headquarters will verify all attendees from all CFESA companies seeking certification	6 (Six) Points
12. TNG Two Certifications per Technician	12. TNG Have at least two CFESA certifications per individual technician who has been in the industry 3 or more years and responsible for the repair of commercial cooking and/or refrigeration equipment.	12. TNG Forward certificates of completion for CFESA Technician Certification with CFESA Company Certification packet	10 (Ten) Points (certifications)
13. TNG Two training course completions per technician *SEE EXTRA POINT AWARDS	13. TNG Have at least two completion certificates per individual technician from either CFESA training schools or manufacturer training schools within five years of application. (certifications)	13. TNG Forward course completion certificate(s) from manufacturer training schools or CFESA training schools with CFESA Company Certification packet	6 (Six) Points

<p>14. TNG Have 25% technicians become CFESA Master Technicians *SEE EXTRA POINT AWARDS</p>	<p>14. TNG Have 25% of your technicians, who have three years of field experience or more, become CFESA Master Technicians</p>	<p>14. TNG Forward a roster of all company technicians indicating name, "time in field," and Master Technician Certification with CFESA Company Certification using CFESA Standardized Form (TNG 132002)</p>	<p>8 (Eight) Points</p>
---	--	--	-------------------------

PARTICIPATION GOALS

Participation Goals	Minimum Standards	Requirements	Points Awarded
15. PAR Must participate in the CFESA Profit Survey	15. PAR Must participate each year, beginning 2001 for current members, or after 2001, each year, following new member approval.	15. PAR CFESA Headquarters will verify participation in the CFESA Profit Survey for all companies seeking to become a CFESA Certified Company	2 (Two) Points
16. PAR Appropriate use and display of CFESA logo	16. PAR Have CFESA logo on all of the following: a) Company letterhead, business cards and invoices; b) Web site (with a CFESA link) and; c) Company service vehicles and technician uniforms	16. PAR Submit photographs and copies of literature depicting use and display of the CFESA Logo to CFESA Headquarters in the packet to become a CFESA Certified Company	2 (Two) Points

<p>17. PAR Attendance at CFESA Regional Meetings *SEE EXTRA POINT AWARDS</p>	<p>17. PAR Attend at least one CFESA Regional Meeting in the year of application</p>	<p>17. PAR Verify with CFESA Headquarters that, at least one attendee, per company, has attended at least one CFESA Regional Meeting and/or Manager Training Class in the year of application</p>	<p>5 (Five) Points</p>
<p>18. PAR Direct CFESA participation</p>	<p>18. PAR Publish an article in On Target within the past 24 months</p>	<p>18. PAR Verify Company participant's name with CFESA Headquarters</p>	<p>2 (two) Points</p>
<p>19. PAR Direct CFESA participation *SEE EXTRA POINT AWARDS</p>	<p>19. PAR Actively participated on a CFESA committee for 12 months or chair/co-chaired a CFESA committee within the past 24 months</p>	<p>19. PAR Verify Company participant's name with CFESA Headquarters. If qualifying as "actively participating" on a committee, obtain a letter of participation from the respective chair of that committee</p>	<p>6 (six) Points</p>

20. PAR Direct CFESA participation	20. PAR Have been a CFESA board member within the past 24 months	20. PAR Verify Company participant's name with CFESA Headquarters	2 (two) Points
21. PAR CFESA Representation	21. PAR Represent CFESA in any of the following ways in the past 36 months; a. by coordinating a CFESA regional meeting/workshop b. by acting as an invited CFESA guest speaker (after having been recommended by CFESA) at a CFESA Conference or at an allied Association meeting such as MAFSI or FEDA	21. PAR Verify company participation with CFESA Headquarters	5 (five) Points

INDUSTRY RELATIONS GOALS

Industry Relations Goals	Minimum Standards	Requirements	Points Awarded
22. IND Pre-planned or preventative maintenance programs (PM Programs)	22. IND Must have an active and current standardized PM Program in place and available to your customer base	22. IND Submit written standardized PM Program with packet seeking CFESA Company Certification	2 (Two) Points
23. IND Customer Feedback System	23. IND Must have an active and current standardized Customer Feedback System in place	23. IND Submit written Customer Feedback results depicting a current system being utilized to CFESA Headquarters in packet seeking CFESA Company Certification	2 (Two) Points
24. IND Company warranty of parts and service	24. IND Must warrant your service work to your central customer base for at least 90 days, along with the parts you sell and/or install, according to the manufacturer's parts warranty	24. IND Submit your written verification of these minimum standards using CFESA Standardized Form (IND – 212002) to Headquarters in packet seeking CFESA Company Certification	4 (Four) Points

25. IND Be a CFSP, a Young Lion award winner, a Board Member or an active Committee Member of an allied association	25. IND Must be or have been a CFSP, a Young Lion, a Board Member or an active Committee Member of any allied association either nationally or regionally within five years of application.	25. IND Submit written verification of these minimum standards in a notarized statement to using CFESA Standardized Form (IND 222002)	3 (Three) Points
---	---	---	------------------

PROFESSIONAL GOALS

Professional Goals	Minimum Standards	Requirements	Points Awarded
26. PRO Company Mission Statement	26. PRO Have a current company mission statement posted in all company locations	26. PRO Provide a copy of the company mission statement to CFESA Headquarters with packet seeking CFESA Company Certification	4 (Four) Points
27. PRO Technology	27. PRO Have computer, internet and e-mail capabilities	27. PRO Verify computer, internet and e-mail by communicating with CFESA Headquarters	4 (Four) Points
28. PRO Service availability	28. PRO Provide 24 hour service 7 days per week, 365 days per year to customer base	28. PRO Submit written proof from 12 end users, dealers, manufacturer representatives or manufacturers that your company provides continuous service using CFESA Standardized Form (PRO -252002)	8 (Eight) Points

<p>29. PRO Must have current written personnel policy manual</p>	<p>29. PRO Have a current written personnel policy, signed by the president, which contains a drug testing policy Special Note: This requirement must be in conformance to the local/regional legal environment in the company's jurisdiction</p>	<p>29. PRO Submit written notarized statement that your company meets the minimum standard using CFESA Standardized Form (PRO -262002)</p>	<p>3 (Three) Points</p>
<p>30. PRO Each and every full time staff member completes one course of study, outside the immediate service industry's purview, in year 2000 or after</p>	<p>30. PRO Each full time employee (non-tech) on average must complete a continuing education course or seminar within the past 12 months, on computers, administration, finance and accounting, marketing, sales, purchasing, supervision, technical fields, public relations, leadership, safety, personnel management, etc. (i.e. 10 full time employees must all together, complete 10 courses and/or seminars</p>	<p>30. PRO Provide a roster of office/administration personnel indicating which courses/seminars they have completed and submit list and certificates of completion in the CFESA Company Certification packet</p>	<p>1 (One) Point</p>

EXTRA POINT AWARD CRITERIA

- ❑ 11 TNG - Receive one (1) additional point award if two or more employees, from your company, attend the CFESA Management Program.
- ❑ 13 TNG – Receive one (1) additional point award if your technicians complete four (4) manufacturer or CFESA Training Schools within five years of application.
- ❑ 14 TNG – Receive one (1) additional point award if 50% or more of your technicians, who have had three (3) or more years of field experience, are CFESA Master Technicians.
- ❑ 17 PAR – Receive one (1) additional point award if your company has been present at both the CFESA Spring and Fall Conferences in the prior three years of application. This totals 6 conferences.
- ❑ 19 PAR – Receive one (1) point if your company provides a trainer for a national or regional CFESA training class during the year of application.

CFESA COMPANY CERTIFICATION STANDARDIZED FORM FIN – 082002

_____ CORPORATION HAS AN OPEN ACCOUNT WITH OUR COMPANY
AND HAS MAINTAINED AND CURRENTLY MAINTAINS THIS ACCOUNT IN ACCORDANCE WITH
PROPER AND PROFESSIONAL BUSINESS TERMS AND CONDITIONS.

_____ CORPORATION

_____ TITLE

_____ DATE

NOTE: PLEASE FAX THIS STATEMENT TO (336) 346-4745 OR MAIL IT TO:
CFESA, 2216 WEST MEADOWVIEW ROAD, SUITE 100, GREENSBORO, NC 27407

CFESA COMPANY CERTIFICATION STANDARDIZED FORM FIN – 092002

WE HAVE DONE BUSINESS WITH _____ CORPORATION FOR AT LEAST THE PAST 36 MONTHS AND CAN ATTEST TO THE FACT THAT THEY HAVE AN ADEQUATE PARTS INVENTORY WHICH SUPPORTS OUR URGENT NEEDS AND NECESSARY REQUIREMENTS. THIS IS ONE OF THE REASONS WE CONTINUE TO USE _____ CORPORATION AND VIEW THEM AS A PROFESSIONAL SERVICE AND OR PARTS PROVIDER.

_____ NAME

_____ CORPORATION

_____ TITLE

_____ DATE

NOTE: THIS NOTARIZED STATEMENT MUST BE SUBMITTED WITH PACKET.

Submitted and sworn before me this day, _____ by _____.

Notary Public

CFESA CERTIFIED COMPANY STANDARDIZED FORM IND – 212002

_____ CORPORATION WARRANTS ALL SERVICE WORK PERFORMED FOR AT LEAST 90 DAYS, TO ITS ENTIRE CUSTOMER BASE, AND THE PARTS SOLD AND OR INSTALLED WARRANTED ACCORDING TO MANUFACTURER'S REQUIREMENTS. THIS MINIMUM GUARANTEE IS PROMOTED AND MADE PUBLIC ON A REGULAR BASIS TO OUR ENTIRE CUSTOMER BASE.

_____ CORPORATION

_____ PRESIDENT

_____ DATE

NOTE: THIS NOTARIZED STATEMENT MUST BE SUBMITTED WITH PACKET.

Submitted and sworn before me this day, _____ by _____.

Notary Public

CFESA COMPANY CERTIFICATION STANDARDIZED FORM IND – 222002

_____ OF _____
CORPORATION IS OR HAS BEEN A CFSP. PLEASE SEE THE ATTACHED CERTIFICATE, WHICH
SO STATES THIS. OR:

_____ OF _____
CORPORATION WAS SELETED AS A YOUNG LION AWARD WINNER IN THE YEAR _____.
PLEASE SEE THE ATTACHED CERTIFICATE, WHICH SO STATES THIS. OR:

_____ OF _____
CORPORATION IS CURRENTLY A NATIONAL OR REGIONAL BOARD MEMBER OR AN ACTIVE
COMMITTEE MEMBER OF ANY ALLIED ASSOCIATION.

NOTE: THIS NOTARIZED STATEMENT MUST BE SUBMITTED WITH PACKET.

Submitted and sworn before me this day, _____ by _____.

Notary Public

CFESA COMPANY CERTIFICATION STANDARD FORM PRE-012002

_____ Bank and _____ Corporation have been engaged in a banking relationship for the past 12 months. _____ Corporation maintains its operating account in accordance with proper professional business principles and all known legal requirements.

NAME, BRANCH MANAGER

Bank

PLEASE FAX THIS FORM TO (336) 346-4745

CFESA COMPANY CERTIFICATION STANDARDIZED FORM PRE-032002

_____ Corporation has officially been in the foodservice industry as a legal entity for the past 36 months. This legal entity is neither currently filing for, nor has ever filed for, Chapter 7 or Chapter 11 bankruptcy.

_____ Corporation

_____ President

_____ Date

Note: THIS NOTARIZED STATEMENT MUST BE SUBMITTED WITH PACKET.

Submitted and sworn before me this day, _____ by _____.

Notary Public

CFESA COMPANY CERTIFICATION STANDARD FORM PRE-042002

_____ Corporation attests to the following sales history without exception:
At least seventy-five percent (75%) of our business sales volume has been achieved through commercial food equipment service and/or commercial parts sales every year for the past three (3) years.

_____ Corporation

_____ President

_____ Date

Note: THIS NOTARIZED STATEMENT MUST BE SUBMITTED WITH PACKET.

Submitted and sworn before me this day, _____ by _____.

Notary Public

CFESA COMPANY CERTIFICATION STANDARDIZED FORM PRE-052002

_____ Corporation provides service on commercial gas, steam, electric, electronic and/or refrigeration equipment to our entire customer base. These services are advertised and promoted as seen on the attached company literature.

_____ Corporation

_____ President

_____ Date

Note: THIS NOTARIZED STATEMENT MUST BE SUBMITTED WITH PACKET.

Submitted and sworn before me this day, _____ by _____.

Notary Public

CFESA COMPANY CERTIFICATION STANDARDIZED FORM PRO – 252002

I attest to the fact that _____ corporation provides 24 hour, 7 day a week, 365 days a year commercial service for my gas, steam, electric, electronic and/or refrigeration equipment. This continuous service is always reliable, professional and performed in the highest customer service expectations. This is one of the reasons we continue to use _____ corporation and view them as a professional service provider.

Note: THIS NOTARIZED STATEMENT MUST BE SUBMITTED WITH PACKET.

Submitted and sworn before me this day, _____ by _____.

Notary Public

CFESA COMPANY CERTIFICATION STANDARDIZED FORM PRE – 072002

I personally recommend and attest that _____ corporation provides continuous and reliable service. I also personally recommend and can attest to the professionalism of all technicians employed by _____ corporation.

_____ Corporation

_____ Title

_____ Date

CFESA COMPANY CERTIFICATION STANDARDIZED FORM PRO – 262002

_____ Corporation has a current written personnel policy (see attached), signed by the president, which contains a drug testing policy. This requirement is in conformance with local and regional legal jurisdictions.

Note: THIS NOTARIZED STATEMENT MUST BE SUBMITTED WITH PACKET.

Submitted and sworn before me this day, _____ by _____.

Notary Public

