

*Betsy Sallade-Farina is recognized as a National Association of Professional Women VIP Woman of the Year for her outstanding leadership and contributions in the field of food services.*

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[The National Association of Professional Women](#) honors Betsy Sallade-Farina a 2014/2015 Professional Woman of the year for her leadership and contribution to the food service industry with this prestigious distinction. As the largest, most-recognized organization of women in the country, spanning virtually every industry and profession, the National Association of Professional women is a powerfully vibrant networking community with over 600,000 members and nearly 400 Local Chapters.

“I have had a diverse and fascinating career I believe could only have been afforded me in this industry”. I’ve done everything from cooking to cataloguing fine art. When I was the food service director at the University of Pittsburgh our manager Jim Jenkins said we were on the ‘bleeding edge’. Every idea we had we tried as long as it was good for the customer. We had a great administration that supported our efforts. I like to think we changed the face of college dining with our spin on fresh, freshly prepared food in the early 90’s, and Wining the R&I design award for Eddies was a marvelous message that we were on the right track.

Consulting seemed to be a natural career step. I particularly enjoy the nuances inherent to writing RFPs. If I do my job effectively the institution can have exactly the dining program they want with the financial return they need. Having written almost a billion dollars’ worth of RFPs for food service, vending and concessions Sallade-Farina is a staunch advocate of effective partnering. “The partnership has to work for the institution, the management company and the customer equally and simultaneously.” She smiles and says “just because we make it look easy doesn’t mean it is. It’s a paradigm shift in thinking for many of our clients who had poorly written contracts previously that required them to

spend their time rehashing issues instead of moving the dining program forward. Our clients typically see a 10% increase in revenue year after year when the partnership works and dining on campus offers its customers value “Residential dining is certainly the most challenging. You have to go an extra mile for a customer if you are requiring them to use your service. We need to think about what that means not only to our current resident, but our international customers as well. I’ve always been interested in the dining needs of diverse customers, however as a mother of a child who studied, and now lives in China that interest has become more of a passion. We are currently updating our website to support institutions with international customers and students become more effective stewards of those individuals. It’s a case where doing the right thing is profitable. We believe our clients that make an effort to embrace the culture and dining practices of the students they solicit are going have higher retention rates.”

When we asked Betsy what was on the horizon. She couldn’t hide her enthusiasm. “Last year Tabletop Solutions had a contract to work with a visionary in Retirement Community living. The question of how we transition current retirement dining facilities to accommodate the needs of the baby boomers is something my team wants to help frame. The new technology in food service equipment is going to set the stage for us to be able to change when and how we serve and I have always have been an advocate of change”.