



## Seasoned experts lend valuable guidance to FIA advisory board

FIA's advisory board is comprised of four accomplished and experienced foodservice professionals and FIA is very proud to have them as trusted advisors for the organization's future.

The Advisory Board works with Marsha Diamond, Executive Director and with founders John Egnor, Ken Schwartz and Georgie Shockey – lending their expertise to help navigate a course for the organization and taking it to the next level in the future.

### Founding Directors

- ◆ John M. Egnor
- ◆ SSA Foodservice Consultants
- ◆ Gaylord Industries
- ◆ EmJac Industries
- ◆ Enodis Corporation
- ◆ Halton Company
- ◆ Carbone Metal Fabricator
- ◆ Metro Industries
- ◆ Brass Smith LLC
- ◆ Hobart
- ◆ Computrition
- ◆ True Food Service Equipment

### Founding Partner

- ◆ American Foodservice Co.

### Founding Benefactors

- ◆ Georgie Shockey
- ◆ Irinox USA
- ◆ Eagle Group
- ◆ Alto-Shaam
- ◆ Follett Corporation
- ◆ Continental Refrigeration
- ◆ Inman Foodservice Group
- ◆ WoodStone Corporation
- ◆ Advance Tabco
- ◆ New Age Industrial Corporation
- ◆ Somat Company
- ◆ Stero

### Founding Supporters

- ◆ Eaton Marketing
- ◆ Dormont Manufacturing
- ◆ Southern California Gas Co.

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[Roseanne Diamond-De La Mata](#)



[Richard Hynes](#)



[Melisa Marks](#)



[Scott Saklad](#)

**Roseanne Diamond-De La Mata** is Sodexo Alliance, USA's Regional Sales Director for Southern California, Alaska and Hawaii. She has also held positions with ARAMARK and Delaware North Corporation. She is very much in tune with FIA's mission of serving the entire cross section of the industry.

"Over the years I have been involved in a number of state/board level memberships. At this stage, I am seeking to actively participate in an organization that is leadership-driven, motivational and truly in touch with industry trends, needs and opportunities – like FIA," she said.

Her commitment to education makes her a value resource for FIA. She mentors young graduates interested in careers in sales, marketing and international assignments and is active with the Returned Peace Corps Volunteers organization. "Recruitment and cultivation of talent is a critical issue for our industry and will be for decades to come. I see FIA playing an active role, as a source of future networking, training, personal development and a key conduit for recruiting new professionals into foodservice."

She also brings a true international perspective to her leadership position, having spent significant time working overseas in Venezuela, Spain and Chile. "I hope to see FIA grow more international in scope, forging partnerships with international foodservice organizations and become a global link and resource for managers of the future."

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**Melisa Marks** is Energy Efficiency Customer Programs Supervisor at Southern California Gas Company. Her responsibilities put her in constant contact with the industry, as she works to help foodservice organizations increase their energy efficiency and make greener equipment and design choices. She places enormous value on the opportunities FIA presents to broaden horizons with exposure to different segments in the industry. "Working with different industry professionals I have never worked with before is a terrific experience. With FIA, I'm emerging myself in with a whole new group of professionals and experts I never knew before. It is enormously rewarding, educational and fun," she said.

A Certified Foodservice Professional, Melisa has also worked in new product development for Hunt-Wesson. And she is a great fit for FIA leadership, thanks to her skills in education, training and foodservice technology. "I feel I have the skills to help FIA move forward and grow, leveraging the contacts and relationships I have developed over the years."

For the future, her focus is on youth and student career development. "I would like to see FIA grow its membership, especially focusing on bringing in more student members. Young professionals are the future and FIA is the perfect venue for sharing educational and networking opportunities with all who have a passion for this industry."

**Scott Saklad** is President and CEO of Computrition, with decades of experience in applying high technology to foodservice solutions. A recognized expert in technology engineering and design, he is in demand both as a consultant and a public speaker. As a result, he has seen firsthand the many differences that exist between the various market segments in foodservice and has wholly embraced FIA's mission of collaboration.

"We decided to become part of FIA first, because of its outstanding leadership, and second, because of the lack of cohesion that exists within our main target markets healthcare, government, higher education and corrections. FIA is the group that is best positioned to bridge those gaps and in the process provide overwhelming value to the entire foodservice market with shared knowledge and best practices," he says.

Immersed in technical innovations and cutting-edge ideas, Scott appreciates the value of talent and echoes his board colleagues in identifying recruitment as a key industry issue for the future.

"Computrition's main interest is in growing FIA by helping to recruit and retain the brightest minds in the industry and we were honored to join both the Board and the EducateOne Vision Team. I am confident that, working together, we can affect some real progress both for the membership and for the industry at large. FIA is already making an impact and creating 'buzz' – and we've merely scratched the surface."

The board also includes **Dick Hynes**, Director of Consultant Services for Hobart's Consultant Resources Group. With a career spanning over 35 years, Dick brings a wealth of experience and industry exposure to the Advisory Board.

His main focus with Hobart is healthcare and he has also dived into understanding and crafting solutions for environmental and sustainability.

A valued industry leader, Dick's industry involvement dovetails perfectly with his FIA position.