

# KERN HALLS

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## CAREER SUMMARY

**Chief Innovator, Ingenious Culinary Concepts • ACDBE Certified • Motivational Speaker • Leadership**

**Determined Business Owner committed to excellence and more than 20 years of experience in the food service industry**, with more than 17 years focused on the K-12 school environment. Effective Public Speaker offers excellent delivery and a positive attitude. Known for his innovation and dynamic stage presence. Offers strategic planning abilities, background in change management, and a forward-thinking mindset. Ready for challenges and focused on meeting future demands.

**Insightful Executive with experience directing and improving operations through effective employee** motivational strategies and vigorous policy enforcement. Proficient in best practices, market trends, and regulatory requirements of industry operations. Talented leader with analytical approach to business planning and day-to-day problem-solving.

*"Kern Halls and Ingenious Culinary Concepts are industry leaders working with school districts nationwide in K-12 nutrition services to implement the latest high-impact practices!" – Steven Samikkannu, GM at AmTab*

*"Kern Halls' connection with today's youth is unmatched. His insight has made him a valuable member of our team." – Robin Safley, Former Director, Food Nutrition & Wellness at F.L. Department of Agriculture and Consumer Services*

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## AWARDS & ACCOMPLISHMENTS

**Veteran of the U.S. Navy:** Awarded culinary specialist 10 of 12 months in one calendar year. (U.S. Navy)

Former Restaurant/Guest Services manager at **Walt Disney World (WDW)** in Orlando.

Kern managed **18 million dollars in sales for WDW** and won the most distinguished award at WDW, entitled "Partners in Excellence," on his first nomination, which is rare.

**Former marketing chair** for Florida SNA. **Pioneer for trendy practices** in the school food service industry.

**Received SNA award** for creative use of commodities (with an increase of 400%).

**Top-rated ANC speaker** for over 9 years, and his topics always focus on helping school districts increase participation.

Florida School Nutrition Association Innovative Idea Award 2011 & District of Excellence Recipient 2010.

United States Department of Agriculture Food and Nutrition Services Best Practice Award 2010.

**Michelle Obama dined in** his home with his family.

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## AREAS OF EXPERTISE

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|------------------------|---------------------------|--------------------------------|
| ▪ Customer Service     | ▪ Product Development     | ▪ Cafeteria Enhancement Expert |
| ▪ Training & Coaching  | ▪ Community Relationships | ▪ Marketing                    |
| ▪ K-12 Education       | ▪ Culinary Staff          | ▪ Motivational Speaker         |
| ▪ Student Focus Groups | ▪ Action Plans            | ▪ Leadership                   |
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## PROFESSIONAL EXPERIENCE

**Ingenious Culinary Concepts**, Ocoee, FL  
*Innovative Marketing Company*

**01/2006 – Present**

### Chief Innovator

Founder of this premier, comprehensive consulting company (specializing in product development, cafeteria enhancement, and Professional Development), dedicated to improving the K-12 dining experience for students, school staff, vendors/manufacturers. Working with Ingenious Culinary Concepts always results in school cafeterias filled with enthusiastic diners eating meals they love that meet school food service and nutrition guidelines.

- Increased high school lunch participation by 46% over three years. Boosted commodity usage by 300% or \$8m.
- Generated \$1.7 million in revenue from a la carte sales. Facilitated workshops on service techniques.

- Drafted business plan with competitive analysis, developed investor presentations, and oversaw business development.
- Led aesthetic enhancement efforts of over 85 school cafeterias nationwide by providing (upgraded seating & wall graphics).
- Created the organization's mission and vision statements for use by employees.
- Identified deficient menu selections and made recommendations for more marketable items.
- Organized food shows for school districts; to date, six shows yearly with an average attendance of over 250 students.
- Designed training for school leaders focused on helping them grow professionally.

**Orange County Public Schools**, Orlando, FL

01/2005 – 12/2013

*OCPS is the nation's 10th largest school district.*

**Area Manager, OCPS Food & Nutrition Services**

Worked with manufacturers and vendors in developing new menu items desired by students for Orange County Public School meal programs. Identified new opportunities and ideas by uncovering student insights and opinions through focus groups and surveys. Spearheaded district initiative by partnering local chefs with school food managers to develop new menu items with a chef's culinary twist.

- 2009 USDA Best Practice Award for Increasing Participation.
- PETA 2's 2009 Top Five Most Vegetarian-Friendly Public School Districts in the U.S.
- Maintained quality and safety standards by ensuring associates were adequately trained and monitoring associate compliance with policies and procedures. Accelerated sales productivity by establishing and directing aggressive sales goals.
- Developed powerful project management skills and an ability to handle an enormous workload while maintaining deadlines and budgets. Resolved conflicts promptly to promote a positive working environment
- Conducted training sessions to educate employees on best practices and procedures to increase profitability.
- Assessed reports to evaluate performance, develop targeted improvements and implement changes.

**Walt Disney World Company**, Orlando, FL

01/2001 – 12/2005

**Restaurant Guest Manager**

Managed Pecos Bill Cafe, an \$18M restaurant. Oversaw daily operations and supervised a staff of over 50 cast members. Employed an efficient and professional approach to restaurant operations to increase sales and customer satisfaction for retention purposes.

- Coached and guided recruits with training curriculum designed for exceptional customer service standards.
- Provide expert guest service and excellent customer service within safety and cleanliness guidelines.
- Promoted positive atmosphere and went above and beyond to guarantee each customer received exceptional food and service. Carefully interviewed, selected, trained and supervised staff.
- Met, greeted, and encouraged customer feedback and used feedback to implement positive changes within the restaurant.
- Facilitated food service operations advancement based on the expertise of current culinary industry trends.
- Supervised food preparation and provided daily supervision to food personnel to ensure compliance with Department of Health regulations.

**United State Navy**, Jacksonville, FL

1/1993 – 01/2001

**Culinary Specialist**

Responsible for supporting food and beverage operations for over 300 crew members in port and overseas. Led team that fed over 300 people daily. Trained personnel on efficiency and time management. Established food preparation procedures and guidelines to promote meal consistency and quality. Prepared and cooked meals for about 300 crew daily, ensuring food safety standards were met.

- Nominated to join the White House Food Service Staff (Camp David). Five Culinary Specialist Awards.
- Took inventory of supplies and maintained accurate stock records to minimize losses and support supply ordering.
- Developed menus and meal plans which met personnel needs, utilizing available supplies and within budget restrictions.
- Procured supplies while overseas from various allies to ensure service personnel were fed on a daily basis.
- Ensured all handling of food products, equipment, and personnel was at the highest sanitary levels.

**EDUCATION**

**B.S. Business Management, B.S. Marketing**

University of Phoenix, Orlando FL