



Meet one of the best **Student Advocates** of this Century

Kern Halls is a philanthropist and a leader who has dedicated his life to student-centered school food service efforts. An initiative that helps improve the lives of students through school meals.

Studies have shown that free school meals are often the only guaranteed meal for a increasing number of students.

Since the lack of healthy food may negatively influence student's performance in class and outside class, Kern was inspired to establish various channels to ensure that the students who desperately depend on the meals receive them daily.

Kern and his wife were both recipients of free lunch while in public school, which allowed them to acquire the post-secondary education, they needed to become successful and give back to the institution that has significantly contributed to who they are today.

KERN HALLS

Culinary Expert



For that reason, feeding students in schools across the nation is near and dear to their heart.

This has inspired Kern to launch a STUDENT CENTERED school foodservice training and consulting company. An Ingenious **Culinary Concepts (ICC)** focuses on keeping the student its top priority.

He has pioneered many noteworthy efforts centered on gathering vital feedback from students to help improve the services and products offered in school cafeterias.

During his tenure at Orange County, making the county one of the first to offer Sushi, vegetarian,

burgers and ribs, and authentic Asian items inspired from the mall food court to students. He was the first to partner with the NBA to have players serve school lunch on the serving line.

Kern pioneered many "**firsts**" for the school food service industry, which have been replicated and have helped districts across the nation better service our children.

Another noteworthy effort was the Dallas ISD's inaugural "**Student Food Festival**" where 100 students from 4 schools sampled 62 items. Student data was collected at these events to determine future menu development opportunities for students.

Kern was nominated to help spearhead the efforts for the "**Chefs Move to School**" initiative. An initiative that provides healthy food for student' communities during natural disasters or catastrophic events.

He did exceptionally well on the project, kicked off the first school food truck in the country to reach students on field trips and providing alternative feeding areas and services in food deserts during the summer.

His military culinary background, work experience in Orlando managing \$18M in sales at Walt Disney World restaurants, and serving as a senior manager in Orange County Public Schools equips him with a unique skill set to meet and exceed the ever-changing demand of today's children.

Kern also uses his business management and marketing skills to ensure students receive the nutritious meals needed to succeed academically. In one school year, Kern logged over three thousand hours of focus groups.

In 2010, a major health scare resulted in Kern's diehard devotion to healthy living. His commitment caught the attention of the White House and the First Lady's "**Let's Move**" initiative.

In 2011, his family was honored to make history by having a current first lady Michelle Obama in their home for dinner. The kind gesture from the FLOTUS has further strengthened Kern's desire to do more and inspired the students that they can be anything they want to be if they work hard at it.

Kern loves baseball and coached his son's little league teams. His passion for healthy diets has also helped him partner with a school nutrition dietician to develop menus for maximum student performance on and off the baseball field.

To this day, between cheering the team on and while in the stands during games, he has always found a way to educate parents on the importance of eating school breakfast and lunch.

Kern and his wife now contribute their skills in the school foodservice industry to better students' lives. Kern utilizes his bachelor's degree to share free marketing tips and trends to districts nationwide. He has developed an impressive marketing initiative with major manufacturers that increased breakfast sales at various schools from 5%-29%

Every student who comes into contact with Kern feels his genuine passion for giving them the best service, product, quality, and dining atmosphere. For that reason, his colleagues are often amazed at how well secondary students respond to him.







He has built an honest relationship with the students to help them trust him in return. This genuine relationship and trust are the motivation behind Kern's action.

To this day, Kern is continually looking for items the students buy while at the mall, dining with their parents, and sitting at their dinner table. He lets the students' trends, buying, and eating patterns guide him on this quest.

For this reason, school districts, state agencies, associations, and manufacturers (nationwide) still seek Kern's guidance and expertise to implement innovative means to reach their student customers and shed light on proven practices to increase student meal consumption.

Kern is a walking billboard for school nutrition. His success story has turned many naysayers into believers. He has continued to advocate for child's school food programs and mentoring youths by giving them the right information to help them take care of their mind, body, and soul.

Contact Us

 1746 East Silverstar Road Suite #276, Ocoee, Florida 34761
 kern@ingeniouscc.com ingeniouscc   
 888-994-3476



kern@ingeniouscc.com