

MAFSI Golf and Awards Dinner

The 2017 edition of MAFSI's annual Golf and Awards extravaganza was bathed in sunshine.

The enthusiasm of Metro New York's equipment and supply representative community created one of the true feel good events of the Fall foodservice calendar.

The golf tournament and the annual awards ceremony at The Village at Lake Success Golf Club on Long Island featured a day on the links and a chance for networking with the rep, dealer and consulting community.

There simply are not fiercer competitors in the Metro New York food service industry than the local community of equipment and supply representatives. The daily battle to receive the majority of the orders from a consultant specifying a local project or a dealer entrusted with the purchase of those products in many cases is the food service version of hand-to-hand combat. But somehow when that very same passion rallies behind a common goal, simply put: NOBODY DOES IT BETTER THAN THE LOCAL MAFSI CHAPTER.

Once again local reps took a break from their daily battles on the street to honor a trio of industry leaders at their annual golf and industry awards celebration. Once again, the local MAFSI (Manufacturers' Agents Association for the Food Service Industry) Chapter selected a trio of well deserving honorees to receive their slate of 2017 industry awards.

The MAFSI Chapter 3 "Young Lions" award went to Matt Raia of Restaurant Depot. The Syracuse

University graduate has become one of the industry's most respected leaders. The Queens native Raia has been trained well by the iconic Larry Rosenthal who has guided 'Depot's E&S initiatives for 20 plus years.

The local rep's "Lifetime Achievement" 2017 award was presented to the industry veteran Tony Brucia. The veteran dealer sales executive forged a long and storied career with Long Island dealers; Elaine Products and Premium Supply before moving to Sam Tell and Son. "We are so very fortunate to have such seasoned professionals on our

team," noted Sam Tell's Marc Tell.

MAFSI Chapter 3's Dealer of The Year honors were presented to elite | studio e. The firm's president Eric Weiss shared the award with each and every member of the Long Island based dealer's team as he outlined the company's growth over the past two decades.

elite | studio e's goal is to pair our enthusiasm for foodservice design and project management with a wide range of technical expertise and competencies. Since 2000, the Farmingdale, NY company has provided comprehensive design con-

sulting services with an emphasis on planning within all segments of the foodservice industry.

"It is so special that as competitors, we can come together and recognize some of the special people that are so important to our industry," noted the tournament's co-chair Michael Klatman of TD Marketing.

The event marked the culmination of hard work by Klatman and his tournament committee for their considerable time invested to re-

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(L to R) Chris Rapciewicz and Tom Rapciewicz of EMI flank Eric Santagata of M. Tucker



(L to R) Jim O'Neill of O'Neill Marketing, Glissen's Joe Lehr and Richie Knoop, Performance's Kim Lehr and Tom Owen of Restaurant Depot



Waring foodservice chief Dan DeBari is flanked by CLV's John O'Halloran and Chip Little



(L to R) Day & Nite's Matt Sher congratulated the award winning Eric Weiss of elite studio e



(L to R) Buffalo Hotel Supply/H. Weiss' David Philips and Eric Smith



Matt Raia of Restaurant Depot won the 2017 MAFSI Young Lion's honors

search venues, dates and facility coordination. MAFSI's golf committee was co-chaired by Jason Butler of BSE Marketing, Performance's Jon Bowerman, the Pecinka Ferri duo of Joe Louis Ferri and Nick Mercogliano, PBAC's Keith Fitzgerald with the support of Linda Cerny and Melissa Oehl.

MAFSI is a 65 year-old, professional trade association comprised of 270+ independent sales agencies and 220+ manufacturers of commercial foodservice equipment, supplies, tabletop and furniture.

"The MAFSI rep is a specialist that the dealer and consultant rely upon as they execute their work," added MAFSI Chapter 3's president Rob McKeown. "We support both – we replace neither Representatives who also advocate customer issues with their manufacturers and dealers to ensure that the operator is receiving exactly what they are demanding."



(L to R) The festivities enabled long time friends including Joe Steckmeister of M. Tucker and Tri-State's Ed Yuter to share a toast

The MAFSI awards also enabled the association to make a difference and give something back to the community. The MAFSI Chapter presented a check for \$5000 to the Brownsville Community Culinary Center. The funds will be utilized by The Melting Pot, a Not-For-Profit Organization managing this new



Joe Ferri Sr. of Pecinka Ferri was presented with a special awards by his MAFSI peers

local project. The group is developing a site that will accommodate a teaching kitchen, bakery, and a 40-seat dining area as well as additional classroom and demonstration space, available for use by existing community organizations. Classes and workshops facilitated will aid in promoting affordable, healthy eat-



Sam Tell's Anthony Brucia who was presented with a Lifetime Achievement Award was introduced by Marc Tell

ing alternatives for neighborhood residents that reflect their culinary traditions. There will also be a café that will serve the dual function of developing students' skills in all aspects of the restaurant experience and making the food they produce available to neighborhood residents through a subsidized pricing model.