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# Crafting a Winning IFMA Silver Plate Nomination

# Conversation Housekeeping Notes

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- All lines will be placed on mute for the duration of today's conversation.
- Questions can be asked throughout the conversation using the Question box.
- Questions can also be sent to [christine@ifmaworld.com](mailto:christine@ifmaworld.com)
- This conversation will be recorded and a copy of that recording will be posted to [www.IFMAworld.com](http://www.IFMAworld.com)

# Today's Guests



**Herb Ring (2021 IFMA Awards Chair)**  
**National Foodservice Director**  
**The Hershey Company**



**Nancy Kruse (Jury Chair)**  
**President**  
**The Kruse Company**



**Zia Ahmed (2020 Silver Plate Winner)**  
**Senior Director of Dining Services**  
**The Ohio State University**

# Topics for Today's Conversation

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- Background of awards and benefits to nominating
- Filling out a nomination form
- Judging information
- Silver Plate winner perspective

# Gold & Silver Plate Awards Background



- Started in 1954
- Recognizes achievement and leadership within company, segment, and industry
- Nominations open through March 12

# Categories

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- Independent Restaurants/Multi-Concept
- Chain Full Service
- Chain Limited Service
- Business & Industry/Foodservice Management
- Health Care
- Elementary & Secondary Schools
- Colleges & Universities
- Retail & Specialty Foodservice
- Hotels & Lodging

# Benefits

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- Build relationship with nominee and company
- Gain greater understanding of customer
- Nominators of Silver Plate Winners receive recognition in winner promotions, communications, and during the Awards Celebration

# Nomination Form Information

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- The nomination form can be accessed directly or you can access it via IFMA's website > Gold & Silver Plate Awards Celebration
- You will receive a copy via email of your nomination
- Any questions can be sent to [christine@ifmaworld.com](mailto:christine@ifmaworld.com)



# Jury Information

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- Jury composition
- Prescreened nominees
- Rigorous evaluation and confidential proceedings
- Selection process

The IFMA logo consists of the letters 'IFMA' in a white, bold, sans-serif font, positioned above a white horizontal line. This logo is set against a red rectangular background.

IFMA

LEADING  
FOODSERVICE  
TOGETHER



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April 12-14, 2021

Reinvent  
*your* JOURNEY





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# VIRTUAL FOODSERVICE FUNDAMENTALS

ONLINE EVENT

FEB 23-24