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JULY 2019

EVENTS | NEWS | CAREER CENTER |

MEMBERSHIP

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## Growth Strategy: Networking

***A Note from Laurie Hyllberg, Vice President - Food & Beverage Recruiter with The Kinsa Group***

Networking is a central part of the connections we are all working to build and develop within our professional communities. The rapid pace of growth and development, and the energy that is currently a part of the food and beverage industry - with so much innovation, new products, and new paths being forged in food - make working in our industry exciting and full of new opportunities.

Networking affords us all an opportunity to build professional connections that might benefit us on our personal path, or help our company to move forward and grow.

Over the past couple of years, CFBN has grown in members, in offerings, and in the valuable connection and access points that it offers to all of us in the food and

beverage space. 2019 has seen CFBN continue to expand its event offerings, diversify its membership base across all channels, and begin work on exciting initiatives that will hopefully provide new resources to all of us.



These connections and access points, are why Kinsa Group has chosen to renew our membership and support the continued growth and development of the Chicagoland Food & Beverage Network. Kinsa is thrilled to partner with CFBN as the provider and host of their career center job board, and excited to work

with them this month to sponsor the summer networking event, [\*\*The Summer Social: Party on the Roof!\*\*](#)



CFBN's networking events have been a valuable resource for Kinsa, as for many of you, in meeting new faces in the food industry of greater Chicagoland, as well as reconnecting with long-time contacts and professional peers. We look forward to enjoying a few cocktails, some sunshine, and some great city views on the 24th with many of you, and hope you will join us to explore and understand the benefits of the CFBN network.

Join Kinsa, our event sponsor, and so many of your food industry peers at our summer networking event coming up on Wednesday, July 24th. [Click here to learn more about this great event and to register to join us!](#)

*Kinsa Group helps food and beverage companies recruit and hire the top professionals working in today's marketplace, they are a CFBN Food & Beverage Provider member of CFBN.*

## ***HOT TOPICS***

### **Brewing the American Dream**

Looking for free advice about your food, beverage or brewing business? We can help! Accion and Samuel Adams are excited to bring Brewing the American Dream Speed Coaching back to Chicago this year. Small business owner in the food and beverage industries can access local experts, including Sam Adams experts, who will provide one-on-one coaching in business topics such as:

- Marketing
- Sales + Distribution
- Access to Capital
- Legal Advice
- Social Media
- Business Planning
- ...and so much more!

Free dinner, parking, and Sam Adams beer are included.

[REGISTER NOW](#)

**BREWING THE AMERICAN DREAM**  
SPEED COACHING

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Looking for free advice about your food, beverage, or brewing business?  
We can help! Accion and Samuel Adams are excited to bring Brewing the American Dream Speed Coaching back to Chicago this year.

Tuesday, July 16  
from 6:00-8:30pm  
The Hatchery  
135 N Kedzie Ave  
Chicago, Illinois

REGISTER: <https://chicagospeedcoaching.eventbrite.com>

IN PARTNERSHIP WITH: **ACCION**

## CFBN Member KeHE Gets Involved with CFBN Events - Focused on a Goal of "Creating a Vibrant Food Community in Chicago"

KeHE is proud to have had both their Director of Growth Solutions, **Alex Marx**, and **Rachelle Radcliffe**, Director of Category Management share their expertise with the Chicagoland Food & Beverage Network community as part of two events last month. KeHE is focused on a goal of **creating a vibrant good food community in Chicago**, where we're headquartered, and is passionate about partnering with other leaders in the industry and helping up and coming brands navigate the marketplace.



"It was humbling to be able to offer assistance and guidance to new brands because this is their passion," said Radcliffe, who spoke at the CFBN's "What Drives Sales?" Event. "I was surprised at how many people wanted to speak with me afterwards. At KeHE we love helping guide brands through what can be a complicated path to market. I was so inspired by the entrepreneurs are and how they want to soak up as much knowledge as possible before they take the next leap into the grocery industry."

"I loved learning about the areas that I didn't have great expertise in," said Marx regarding his participation in the Founder's Series. "It was helpful to also have a successful brand owner on the panel with us, as he was able to validate things that were being said from the distributor and broker point of view. It was people helping people and sharing insights to make everyone better. I've connected with many of the entrepreneurs since then, so the learning and networking has continued to flourish."

For more information on KeHE - a natural national natural & organic, specialty and fresh distributor - and how they can help your business, click [here](#).

### The Intel Distillery

[The Intel Distillery](#), brought to you by CFBN founding member Bader Rutter, systematically analyzes the most important food industry news, trends and policy issues from the most influential sources.

**And now, The Intel Distillery website is live!** Our comprehensive -- and growing -- content hub features even more resources.

[Register](#) your account now to receive weekly insights, and more helpful content.

**CSR Updates:** Several well-known brands promoted innovative public-facing strategies to demonstrate that they are taking their corporate social responsibility (CSR) goals seriously. *The Wall Street Journal* [reported](#) on an emerging trend in business leadership: “linking a portion of executive pay to corporate environmental, social and governance goals (CSG).” In *Green Biz*, The California Milk Advisory Board [published](#) a sweeping statement outlining the dairy industry’s development and implementation of environmentally focused innovations. Triple Pundit [profiled](#) grocery companies that have updated their policies to reduce plastic use.

**WORKER ISSUES:** Worker and labor issues are a common thread across farming, food processing and foodservice/retail. Recently, this topic has dominated the news cycle. *Nations Restaurant News* [reported](#) 21 states, cities and local governments raised their hourly minimum wage, effective July 1. *The Wall Street Journal* followed up with an article that [questioned](#) whether a \$15 minimum wage would help or hurt workers in the long run. On the other side of that debate, *Mother Jones* [summarized](#) a different [study](#) by University of California-Berkeley researchers that focused on minimum wage effects in low wage areas, and found increasing wages would have “no adverse effects on employment.” Many workers advocate groups have resorted to labor strikes to get their point across. On July 8, the Teamsters [announced](#) their support of 60,000 grocery workers in Central and Southern California who are bargaining for better wages and preservation of health care and retirement benefits. *Eater* [followed](#) the story of over 11,000 airline caterers who picketed at more than 30 U.S. airports for better wages and benefits.

**AG ISSUES:** Our agricultural system is facing attacks from three distinct angles. More reports on how the wettest spring on record has delayed the planting of crops across the Midwest. Trading policies, especially with Canada, Mexico and China have been volatile, with no signs of letting up. And African Swine Flu (ASF), a deadly viral disease, continues to wreak havoc on pig herds throughout Asia. Together, these threats make for an uncertain future for the food marketplace. The Politico Morning Ag team [summed up](#) the latest in trade negotiations with China as of July 11. *The Chicago Tribune* [outlined](#) the war’s impact on everything from hot dogs to patio furniture. The latest estimates put China’s **ASF** pig cull at up to 50% of the herd, or about 40 million pigs (Reuters). AP [shared](#) the story of a Wisconsin corn, alfalfa and soybean farmer worried that an early frost may destroy his crops, since his planting was delayed two months. *Eater* [shared](#) Bloomberg’s analysis which [explored](#) the correlation between rainy months and slow meat sales, quoting an industry consultant who said, “When it’s cold and rainy in big parts of the country, people’s tendency to have a barbecue slow down quite a bit.”

Subscribe [here](#) to cut through the clutter on food, beverage and Ag every Friday by noon.

## Networking: The Value of Professional Connections

Your membership in The Chicagoland Food & Beverage Network offers a lot that EVERY member of your team can take advantage of - from event discounts to meeting resources, and a searchable industry network to community and industry discounts! Each month we will take a look at one **Member "Perk"** to make sure everyone on your team has full access to your CFBN resources. **This month: Networking Resources!**

The value and importance of building, strengthening and refreshing your professional contacts within the greater Chicagoland Food & Beverage industry cannot be stressed enough. Whether you are currently employed, looking for a new opportunity, or looking to build your business or brand - a collaborative network helps give you access...to resources, to funding, to mentorship, and so much more.

Each month, CFBN offers valuable opportunities for networking - either pre and post content at events, or with specifically designed networking opportunities focusing on gathering contacts from around the industry. CFBN is a platform upon which we hope all of your team members will have the opportunity to build and engage!



In July, we are partnering with **Perry Sholes and the CPG Professional Networks** for our [July 24th Summer Social: Party on the Roof!](#) Recently, Perry noted, "CPG Networks is happy to partner with Chicagoland Food and Beverage Network again for a Summer Social Rooftop event on July 24, starting at 5:00pm. We hope you can join us at what will surely be the premier networking event of the summer. Sun, rooftop views, appetizers, great cocktails and a fantastic roster of industry professionals awaits you."

So make sure to check out all of our great upcoming networking events - we have a lot! ***And, for more information and to register for this first event, The Summer Social, please click [here](#).***



## **SOCIAL CONNECT: Facebook**

This is an exciting time to be a part of the growing Network of food & beverage industry professionals in Chicago. Our social media platforms are a great way to stay connected and in the know on industry events. Check out our [CFBN Facebook](#) page to find upcoming events and updates.

# **EVENTS**

## **JUST ANNOUNCED:**

### **Summer Social: Party on the Roof!**

**Date:** July 24, 2019, 5:00 p.m. - 8:00 p.m.

**Location:** Old Crow Smokehouse River North, 149 W. Kinzie St, Chicago, IL 60654

Join us on Wednesday, July 24 for some sun, rooftop views, and plenty of cocktails - our summer networking mixer is here! Networking events with The Chicagoland Food & Beverage Network are an opportunity to access an inclusive network dedicated to bringing together all of the industry players of the greater Chicagoland area to develop meaningful and mutually beneficial business connections.



Register Now

## Summer Networking in the Suburbs: DuPage County with Kellogg's!

**Date:** August 7, 2019, 4:30 p.m. - 7:00 p.m.

**Location:** Kellogg's, 545 Lamont Rd., Elmhurst, IL 60126



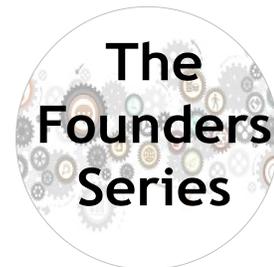
For our Suburban Networking event, we are partnering with [Kellogg's](#) and [Choose DuPage](#) to engage and expand your professional networks in the greater Chicagoland area even more **with a DuPage county focused event!** As a member of the ever-growing food community, we know that leveraging your professional and personal connections is significant to the growth of your company and career. The evening provides a great opportunity to enjoy drinks and appetizers and an opportunity to mingle, forging new connections and circling back with contacts from other events all while experiencing the power of the CFBN Network!

Register Now

## Coming Soon! The Founders Series: Operations (Self Manufacturing vs. Co-Manufacturing)

**Date:** September 25, 2019, 4:30 p.m. - 7:00 p.m.

**Location:** Pre Brands, 308 W. Erie St., Suite 200, Chicago, IL 60654



Join us in September for the 3rd event in our **Founders Series** - a new CFBN series presented in partnership with **JB Chicago (A CA Fortune Company)**, **Fifty Gazelles**, and **PreBrands**. This 5-part series of events focuses on creating conversations and connections for founders' from the growing and scaling companies of the Chicagoland start-up food scene. The Founders Series combines food, cutting edge conversation, and a bit of networking for a happy hour well spent.

Register Now

## CFBN Networking & Cocktails: At the 7th Annual Food Safety Consortium Conference & EXPO

**Date:** October 1, 2019, 5:00 p.m. - 6:30 p.m.

**Location:** Renaissance Schaumburg Convention Center  
Hotel 1551 N. Thoreau Drive Schaumburg, Illinois 60173

CFBN has partnered with the 7th annual Food Safety Consortium Conference & Expo, Oct. 1-3 in Schaumburg, IL to offer a special one-day pass to the Expo and a **[Networking Reception at the end of Tuesday's event!](#)**



This is an excellent opportunity to explore this great expo (including educational and training sessions) and then gather with fellow CFBN members and industry colleagues to network and enjoy a few drinks!

Register Now

## PMMI: A Supporting Partner of CFBN

With Chicago long recognized as the center of the American food and beverage universe, PMMI has always felt right at home in Chicagoland. As the Association for Packaging and Processing Technologies, not only is the area home to many of our members and our Media Group, it has been the city of choice for our largest trade show PACK EXPO International and the co-located Healthcare Packaging EXPO. In 2017, we added a second trade show, also at McCormick Place, specifically targeting the food and beverage processing sectors. Together, these biannual events convene all aspects of the food and beverage packaging and processing supply chain.



The Association for Packaging and Processing Technologies

As new members of the Chicagoland Food and Beverage Network we are excited about the many ways we can expand our long-time collaboration with the food and beverage community via the CFBN. We look forward to engaging with the CFBN community. If you are interested in information on our events, please visit us at [www.packexpo.com](http://www.packexpo.com).

***PMMI is a supportive partner of CFBN, thank you again for your well wishes!***

**[Industry Events!](#)**



## Chime in with the Chamber: Leadership & Gender in Hospitality

July 16, 2019

[CLICK HERE to register.](#)

This interactive presentation examines our core beliefs, comfort zones, and world-views regarding gender and leadership unique to the hospitality industry. Using personality analysis, brain-science, and self-deprecating humor, participants will experience more self and company awareness to break down barriers towards making a difference in the workplace.

## familyfarmed

### Mint Creek Farm Dinner

July 20, 2019

[CLICK HERE to register.](#)

Spend a special and delicious day in the country (about 90 miles southwest of Chicago) with Mint Creek Farm, an organic livestock operation and graduate of FamilyFarmed's [Good Food Accelerator](#).



## AgTECH Nexus 2019

July 22-23, 2019

[CLICK HERE to register.](#)

The fifth annual [AgTech Nexus USA](#) is bringing the conversation to Chicago, once again convening an international group of investors, agribusiness executives, agtech entrepreneurs and farmers with a spotlight on the rapidly growing agriculture technology market.



# Storytelling for Start-ups: How Small Food Brands Can Make Big Noise

July 24, 2019

[CLICK HERE to register.](#)

What is public relations in today's crowded communications environment? Why is it important for small brands looking to carve a point of difference in and/or make it to mass in the marketplace? In this workshop with Laura Shulman (Founder, [Food Future Strategies](#)), we'll explore how to effectively utilize multi-channel/platform storytelling, third party credibility, building advocacy, and basic tenets to effective storytelling. We'll take a look at successful case studies, as well as workshop your brand's story!



## Designing for Form, Fit, Function

July 31, 2019

[CLICK HERE to register.](#)

In this Lunch & Learn session, we will discuss the fundamental approach to designing hardware. The core criteria for hardware design has always been around Form, Fit, and Function. Therefore, as designers, we have always focused on the shape, the size, and the features of our products. However, there is little benefit to doing this, if we cannot ultimately manufacture our product for profit. To do this successfully, we must take into account the fabrication and assembly methods as early as possible in the design phase. By the end of this short class, we will have a greater understanding of what it takes to select, design, and build products using a variety of base materials like wood, plastic, metal, and even electronics.



## Pack EXPO Las Vegas & Healthcare Packaging EXPO

Sept. 23 - 25, 2019

[CLICK HERE to register.](#)

The unrivaled depth and breadth of **PACK EXPO Las Vegas** makes it the packaging industry's premier source for innovation, crossover technologies and never-before-seen solutions in North America. Taking place in odd-numbered years, PACK EXPO Las Vegas unites suppliers with manufacturers, delivering game-changing ideas for multiple vertical markets.

**Our food & beverage industry wide events [calendar](#) is updated regularly and 2019 promises to have an exciting roster of events!**

## NEWS

### July Highlights

- Part two of our new Founders Series: Sales & Distribution, took place at the beautiful PRE office in the West Loop, downtown Chicago. Our wonderful members from Amica Tea joined us to sample their delicious, signature green tea as attendees started to file into the space. Read the full event recap [here](#)
- An old Northwest Side factory that produced television sets for the old Zenith Electronics soon will be the source of new food products. The redevelopment of the 300,000-square-foot facility in Chicago's Belmont Cragin neighborhood. Read the full article [here](#)
- Nestlé, the largest food company by revenue, announced a pilot program to track its supply chains using blockchain, according to a company [statement](#). Read the full article [here](#)



Have news? We regularly [post news](#) and updates from around the industry on our CFBN news - make sure to include them in your daily reading, and [drop us an email](#) if your company has any newsworthy updates!

## CAREER CENTER

**[Check out new opportunities in the Chicagoland area!](#)**

Our members are always looking for talented candidates to fill positions within their organizations. We're here to connect you to those wonderful opportunities. Check out these latest postings from our members! And don't forget to [visit our full job site](#) for all of the current opportunities.

## Survey Programmer - Technomic



**Technomic**<sup>®</sup>

### Responsibilities Include:

- Builds online survey questionnaires in IBM SPSS Data Collection and Reporter
- Responsible for scripting survey routing of varying complexities & methodologies
- Use judgement to determine ideal programming and analysis methods
- Independently conduct initial tests and debugging on surveys to assure high quality work
- Accurately run data tables and cross-tabulations based on report and client needs
- Work with survey sample vendors to launch and field consumer & operator surveys, use proper judgement and discretion to select survey sample vendors
- Individual continued improvement by developing programming abilities and expanding team's capabilities

Take me to the [Career Board](#)

## Assurance Manager - Marcum LLP



### Responsibilities Include:

- BBA/BS/MS in Accounting.
- Advanced knowledge of Generally Accepted Accounting Principles (GAAP) / Tax law knowledge
- 7 - 11 years of relevant experience, preferably with a large public firm
- Experience in managed care, EBPs, construction, nonprofits, SEC, alternative investments, manufacturing industries preferred.
- Must be a licensed CPA.
- Thorough understanding of complex technical accounting issues.
- Demonstrated leadership abilities.
- Ability to work off-site much of the time, primarily throughout the Chicago-land area.

Take me to the [Career Board](#)

# ***MEMBERSHIP***

## CFBN Member Profile: Armand Paradis

***Why I joined Chicagoland Food & Beverage Network***

*"Even before the Chicagoland Food and Beverage Network (CFBN) was officially launched I realized that there was such a great need for the food industry here in the greater Chicago region to have an identifiable, common nexus to connect with each other, network, share best practices, and build each other up. The opportunity for IIT to support CFBN and connect its expertise within the Chicagoland food ecosystem via CFBN could not be passed up! We jumped in right away to be a part of the CFBN success story. The entire CFBN staff is outstanding and well worth lending our support to. The saying that, 'a rising tide floats all boats' could not be truer!"*



-Armand Paradis

**Armand is a supportive member of CFBN**

## ***CORNERSTONE MEMBERS***



## ***SUPPORTING PARTNERS***



# ***MEMBERS***

AclaraResearch  
CANNABIS PATIENT AND CONSUMER INSIGHTS



COMPANYFIRST



CRESCOlabs



the food group  
CREATIVE FOOD+BEV MARKETING

foodminds

Freeborn  
Your Future Is Our Purpose

GLOBAL FOOD  
FORUMS

GLOBALTRANZ  
Freight driven by technology.



Imbibe  
THE DRINK TANK

Innovative  
PUBLISHING



Kellogg's



KraftHeinz

LEE &  
ASSOCIATES  
COMMERCIAL REAL ESTATE SERVICES



MARCUM  
FINANCIAL SERVICES

MARS  
WRIGLEY  
confectionery

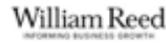


mēle  
a balanced meal in a shake

MINIAT







**CHICAGOLAND**  
FOOD & BEVERAGE  
NETWORK

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**OUR MISSION**

To drive inclusive economic growth in Chicagoland by bringing together the region's food and beverage industry stakeholders to pursue collaborative opportunities.

[Unsubscribe](#)