

# Sample Nomination

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Submission Date Aug 22, 2022 2:23 PM

Select the appropriate category for your nominee.

5 - Elementary & Secondary Schools

Nominee Information:

Name of Nominee: Bertrand A Weber

Title: Director, Culinary and Wellness Services

Company: Minneapolis Public Schools

Email: sample@company.org

Additional Nominee Information (optional):

Company Website: nutritionservices.mpls.k12.mn.us

Business Address: 812 Plymouth Ave. N

City, State, Zip: Minneapolis, MN 55411

Phone Number: xxx-xxx-xxxx

Admin Contact Name: Superintendent Ed Graff

Admin Contact Email: sample@company.org

PR/Communications Contact Name: Julie Schultz-Brown

PR/Communications Contact Email: sample@company.com

LinkedIn: linkedin.com/in/NAME

Nominator Information:

Submitted By: Steve Atchison

Title: Central Regional Sales Manager Education Sales

Company: Jennie O Turkey Store

Email: name@company.com

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Additional Nominator Information (optional):

Business Address: 23364 PARKDALE BEACH RD

City, State, Zip: FERGUS FALLS

Phone Number: 218-xxx-xxxx

Additional Nominator(s) Info (Name, Company, Title, Email):

Nominee's Past Experience

- Minneapolis Publics Schools – Director Culinary and Wellness Services
- Taher Inc. - Director Wellness, Nutrition and Culinary Standards
- Hopkins School District - Royal Cuisine Director of Operation
- Whitney Hotel – General Manager
- The Wequassett Inn, Food & Beverage Director
- New Bern Golf & Country Club, General Manager • Beach Club at Sawgrass, General Manager
- Pier 66 Hotel & Marina, Assistant Food & Beverage Director
- Palm Beach Polo & Country Club, Assistant Manager, Resort Operations

Nominee's Current Experience

In his current position, as Director of MPS CWS, Bertrand is responsible for the overall operations of 72 individual sites, providing over 50,000 meals per day to the student body. This includes operations of a central kitchen and distribution center with 7 delivery routes twice daily. He is responsible for oversight of the Student Wellness and Community Engagement, and Farm-to-School programming.

Bertrand provides consulting services as an offering to local and national school districts. He is responsible for development of long- and short-term planning and execution. Bertrand is responsible for the operational budget of \$23.5 million budget, with food purchases comprising \$9.5 million. Current staffing responsibilities include 235 employees of which 5 are on the administrative team, 9 are on the supervisory team, and 8 are on the central support team.

Bertrand has:

- Developed and implemented “Rethinking Minneapolis School Lunch” Food Service vision and 5-year business plan, resulting in the district shifting priorities to elevating the value of Nutrition and Dining Environment.
- Initiated the district comprehensive kitchen and cafeteria construction initiative to build and/or renovate dining facilities in all districts schools over a 10 year timeline with an estimated budget of over \$100 Million.
- Led the \$1.5M rebuild of the MPS Culinary Center into a full Central Production Kitchen and Produce Vegetable Processing, including a new sous vide cooking technique to fully utilize USDA and local proteins.
- Developed the district Nutrition and Ingredient Guide based on the School Food Focus guide, eliminated all trans fats, dyes, artificial colors, preservatives,

and unnecessary ingredients with no culinary or functional purpose.

- Increased revenue from \$14.5M for the 2011-2012 school year to \$23.5M for the 19-20 school year. These additional revenue sources include more focus on catering, growth of summer programs and supporting Charter Schools, and creating a supper program.

- Developed a comprehensive Farm to School program and local procurement strategies, including a Farm to School and School Garden Tool Kit in partnership with USDA.

- Designed and implemented the “True Food No Waste” action plan in collaboration with NRDC.

Major Honors & Awards:

- 2019 - Produce in Excellence K-12 – United Fresh Foundation

- 2017 - Lifetime Foundation – Heroes for Health

- 2016 – School Food Focus – 2016 Changemaker Award

- 2016 – More Matters – School Food Service Role Model

- 2014 – SNA FAME Award – Rising Star Award

- 2013 – Community Leadership Award – City of Minneapolis, RT Rybak and Megan O’Hara

Nominee's Work Beyond the Operation

Bertrand serves as:

Chair of the National Farm to School Network Advisory Board

Chair IFMA K-12 Advisory Council

Lead District of School Food Focus Midwest

SNA Major City Committee Chair

Advisory Board Member of the Chef Ann Foundation Lunch Box

ICN School Nutrition Culinary Institute Advisory Board

FoodCorps Design Team and Anchor Partner

Wellness in the Schools Member

CIA Heathy Kid Collaborative Member

He has:

developed and led 3 Boot Camps for the Lifetime Foundation, providing district with the tools and resources to shift to more scratch cooking and clean label initiatives.

developed and presented content of the power of Marketing and Promotion for the Rev Foods “Good Food Learning Camps” in 2015

Speaking engagements include:

Keynote Speaker; Mississippi, Virginia, Maine and Florida Farm to School Conference 2017, 2018, 2019

SNA ANC Speaker 2014, 2015, 2016, 2017, 2018, 2019

Keynote Garden to Table Conference, 2013, 2018

CIA Menu of Change Panel Discussion 2017

Food Service Director Menu Directions Conference Panel Discussion 2014, 2015

TedX Minneapolis, 2014

ICN Major City Conference Panel Presentation 2013, 2015

Is there anything else you'd like to share about your nominee, their operation, or your business relationship? (optional)

The driving force for Bertrand leaving the private sector and entering the K12 segment was his son, Eric, who was diagnosed with type I diabetes. This led him to evaluate what foods were being served at school and look for a solution to offer healthier and cleaner options. His passion for understanding the supply chain . . . the problem isn't just what children eat, but what is offered to them . . . has enabled him to work with National organizations to change how they offer products.

Bertrand is passionate about the K12 segment and has always strived to be an agent of change for the children of this community. His objective is to make a positive impact in the life of a child and help create a lifelong change in their health. He understands that it's more than just the Minneapolis School District. He networks with national and international peers to leverage and share learnings.

He has a Chef's passion, Hospitality culture, Supply Chain discipline, and a Love for FOOD!

Bertrand lives the Minneapolis Public School Foodservice mission statement "Nurturing all children through access to quality food and active living" on a daily basis.

Nominee's Operation

Minneapolis Public School's CWS is the third largest school operation in Minnesota, serving 35,000 students. 55% qualify for free and reduced meals. Students of color comprise 62% of the overall student population, with the largest groups being Hispanic, Hmong and Somali students.

In Bertrand's current position as Director of MPS CWS, he is responsible for the overall operations of 72 sites, providing over 50,000 meals per day to students. Meals include breakfasts, lunches, suppers, and after-school snacks. Other programs or services include a fresh fruit and vegetable program for over 700 classrooms; summer meals at 127 locations throughout the city; 2 food trucks for student meals, retail sales and catering events; the Northgate Café in the district office, as well as a full-service catering department.

The after-school meals and summer meals program are active at 50 community sites during the school year and 90 sites during the summer. Vended meals are provided to 5 charter schools and CWS operates a joint agreement with one additional charter school.

Operations include a central kitchen for full production capacity for unitized meals and full food processing, including dressings, soups, composed salads, vegetable processing and sous vide protein production.

He oversees the operation and distribution from the central warehouse with 7 delivery routes twice daily. The culinary center operates a student focused educational vegetable garden, providing support for over 35 school-based gardens. Consulting services are offered to local and national school districts. The CWS wellness staff provides the district with student Active Living Engagement, which include Safe Route to School, Bike and Nutrition Education, and Bus Stop and Walk.

Nominee's Operation Figures:

Number of units: 72 sites

Annual sales: operational budget of \$23.5 million budget, with food purchases comprising \$9.5 million

Meals served: over 50,000 meals per day to students

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