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KEITH W. JAFFEE RECEIVES 2015 WILLIAM W. CARPENTER AWARD



ANAHEIM -- NAFEM recognized Keith W. Jaffee, CFSP, president, O2COOL, Chicago, Illinois, with its 2015 William W. Carpenter Award. The award, presented during The NAFEM Show, February 18, Anaheim Convention Center, Anaheim, California, is the association's highest honor, given to a foodservice industry professional who has continually contributed to NAFEM's success and to the enrichment of the industry for more than 20 years.

A 30+-year industry veteran, Jaffee has held a wide variety of roles with NAFEM, including committee member, committee chair and board member. He was NAFEM president in 1998-99, some 23 years after his father, Robert Jaffee, held the same office.

In presenting the award, Michael Whiteley, CFSP, NAFEM president and vice president of sales & marketing, Hatco Corporation, Milwaukee, Wis., remarked that "As NAFEM treasurer, Keith encouraged the board to sensibly invest in NAFEM's future to preserve its long-term financial health. An investment policy statement was created with an advisor put in place to provide day-to-day counsel. And Keith's commitment to service didn't just sit with NAFEM. He's been engaged in a variety of industry associations, engaging in collaborative efforts around education and training, and encouraging others to give back to the industry he so dearly loved.

NAFEM is a trade association of more than 550 foodservice equipment and supplies manufacturers providing products for food preparation, cooking, storage and table service.

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