

## NOMINEE PROFILE & PLATFORM

### **PROFILE: Renee Hartnett**

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**TITLE:** Operations Manager

**COMPANY:** The Brew Centre

**BIOGRAPHY:** Renee Hartnett is part owner and Operations Manager at The Brew Centre; an office coffee, vending, retail and water service company. She received her HBSc. in 2010, from McMaster University and decided to pursue business management working under her father David Corrigan, who established the company in 1989.

Renee developed her knowledge by exposing herself to every aspect of the business; working on a truck, in sales, and eventually overseeing the operational management of staff. Renee grew up in the industry; she loves the business environment, and is motivated to push the growth potential that her company holds. Renee sat on the CAMA board of directors for the past two years and assisted in the exemption of vending from Ontario's Menu Labeling Regulation.

### **PLATFORM**

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#### **1. Why did you choose to run for the CAMA Board?**

Through my attendance at trade shows, involvement in golf tournaments and exposure to social events growing up, I have felt the sense of community in our industry from CAMA's success. The past boards have done their part to keep our business' growing and members involved. I ran for this position on the board as the next generation, to challenge myself for innovative ideas in promoting and supporting the changing office coffee, vending and micro-market industry. Further, I want to give back to the community that has supported our family business for many years. My hope is that I can share my company's insights to further CAMA's offerings, as well as learn from the pioneers that have made the industry what it is today.

#### **2. What do you see as being the main opportunities for our industry in the coming 1 to 3 years?**

One of the main opportunities that I can see emerging is the concept of an "open pantry". Following the lead of major tech companies Google and Facebook, there is an increased demand for employers to offer free or subsidized food and cold beverages as a perk – on top of the coffee and water services already provided. This allows for our regular vending and micro market setups to be much more profitable and increase sales with the new health trend. If this concept continues to grow, it will significantly impact and benefit our industry as staff are likely to take advantage of the food and drink items offered in their office at a lower cost.

#### **3. What do you see as CAMA's biggest challenge(s) in the coming 1 to 3 years?**

Since the amalgamation of the OCVSA in 2007, I believe that CAMA has struggled to leverage growth through the OCS sector and memberships remain predominately vending based. This is a threat to the CAMA memberships as in recent years, fewer vending companies are capturing more of the market. In the next 3 years, a strategic approach to re-branding CAMA and growing presence in the OCS market will be a challenge necessary to tackle. This change will be twofold; helping all our current exclusively vending and micro market members expand their business, as well as capture the memberships of OCS exclusive companies.

## **NOMINEE PROFILE & PLATFORM**

### **PROFILE: Thomas Gwizdala**

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**TITLE:** President & CEO

**COMPANY:** Beans And Grind Inc.

**BIOGRAPHY:** Coffee Lover! Devoted husband to a Starbucks wife, loving father of a barista son and 2 younger coffee aficionados to be. Patriot, former soldier and peace keeper to our great country. Near 20 year veteran of the coffee industry, having served 14 years with Aramark Refreshments, 2 years as a professional office coffee consultant, with the following years creating and building the foundation for what is now Beans and Grind Inc.

Beans and Grind was born out of discussions had amongst industry colleagues, suppliers and customers alike on what is being done both well and poorly by the service providers in the marketplace, There was a consistent theme among all (especially amongst customers) in an ideal coffee service provider – a quality crafted cup of coffee or tea, brewed through a modern, reliable and easy to use brewer, all delivered with exceptional customer service.

Most importantly, these three key components were “done simply”. Although coffee and tea is the premium fuel for your day, the calming moment away from daily stresses and the comforting warmth of a conversation with a friend; it did not need to be the reason which your day was consumed.

I now preside as the President and CEP of Bean and Grind Inc. providing exceptional coffee and refreshment experiences in traditional offices, hotels, restaurants, schools, hospitals and homes across the nation. Creating boutique experiences in micro roasting and cupping for clients with an expressed interest. Delivered and “Done Simply” via technologically modern and relevant social mediums... one cup at a time!

### **PLATFORM**

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#### **1. Why did you choose to run for the CAMA Board?**

I believe in the Mission and Vision of CAMA, and when offered the opportunity to represent the Office Coffee Services interests of the organization, I enthusiastically agreed and accepted the nomination.

#### **2. What do you see as being the main opportunities for our industry in the coming 1 to 3 years?**

Shifting customer preferences and expectations, Brand management, Technology and Mobility

#### **3. What do you see as CAMA's biggest challenge(s) in the coming 1 to 3 years?**

Making connections that create relevant, modern, executable opportunities and experiences for the prospective and existing membership while successfully leading the industry in this initiative and its promotion.

## NOMINEE PROFILE & PLATFORM

### **PROFILE: Petros Kondos**

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**TITLE:** Marketing and Operations Director

**COMPANY:** Fraser Valley Vending LTD (FVV)

**BIOGRAPHY:** My entry to vending started with a marketing concept that I undertook on a project basis at FVV. This very soon converted to a permanent position. I then specialized in vending sales, and operations. The variety of opportunities that have been presented to me, at FVV, have developed a deep understanding, and love for the vending space. I have a Bachelor Degree and am a certified CRM specialist. I love technology and have enjoyed much success at finding increasingly profitable ways of managing the vending space while enhancing the customer experience. I am a father, husband and the keenest fisherman in B.C.

### **PLATFORM**

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#### **1. Why did you choose to run for the CAMA Board?**

My interest was initially sparked when I did not see any current B.C. representation. While the East of Canada may have the bulk of the vending revenue, out West we have made some astounding progress in the Healthy Choices space, and overall technological innovations in vending. Fair representation is always important in any national association. I have a strong desire to serve my chosen community in a real and meaningful way. While I am actively involved, in managing and implementing a range of activities within FVV, the time has come for me to offer more to the greater vending community. CAMA is the next logical step in this journey.

#### **2. What do you see as being the main opportunities for our industry in the coming 1 to 3 years?**

Adapting to, and adopting technology will be the primary drivers of vending into the future. The days of a black, nondescript, machine tucked away in a dusty corner are fading fast. We need to set standards that encourage and assist the CAMA members in making vending a retail force to be taken seriously. Silicon Valley has recently discovered that technology has a significant role to play in vending - we need to encourage this awareness. We have a tremendous opportunity to set sound marketing and merchandising guidelines for the members. Such guidelines, when combined with national training standards, would help lift the smaller operators while creating better opportunities for the larger vendors.

#### **3. What do you see as CAMA's biggest challenge(s) in the coming 1 to 3 years?**

Building relevance is possibly one of the biggest challenges that CAMA may face. Coupled to this is managing and developing an increase in community awareness. Much good work has been done thus far and the impetus needs to be continued. Taking the lead in a diverse industry, which is spread over such a large geographical area is never easy. As the micro-market space expands CAMA will need to adjust and manage a relevance strategy that is implementable and of value to the operators.