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# Sales/Operations Roundtable Rebound for 2021

*Sponsored by:*



December 2, 2020

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## UPCOMING SESSIONS

### Upcoming Sessions

ICA Executive Chef Roundtable – December 15 at 3pm ET

Tech Roundtable – *Date coming soon!*

Register for all upcoming sessions on the ICA homepage.

[www.internationalcaterers.org](http://www.internationalcaterers.org)

SPEAKERS

FRANCISCO CHRISTIAN  
MANAGING PARTNER  
TAYLOR HOSPITALITY SOLUTIONS

JENNIFER PERNA  
PRINCIPAL  
FULTON MARKET CONSULTING

“REBOUND WITH FRANK AND JEN”



## DISCLAIMER

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- We are in an unprecedented time in history and the information available to us is changing rapidly. Please refer to our most current presentation for education.
- Information provided is based upon our best judgement about what we know at this time. However, key questions remain about how to implement this program.
- The International Caterers Association (ICA) does not accept liability as it relates to the timeliness or content of the information we are sharing today or may share in the future (and we are under no legal duty to update any such information or recommendations)
- We encourage you to check in with your attorneys, CPAs and financial advisors for additional insight.

A photograph of a paved road with double yellow lines leading into a desert landscape. The road is flanked by sand dunes and sparse desert vegetation. The sky is a clear, light blue. A large, semi-transparent red rectangular box is overlaid on the center of the image, containing the quote in white text.

Never let a good  
crisis go to waste.

Winston Churchill

## Questions asked of attendees

1. Due to the pandemic, what changes did you make that will strengthen your company in the future?
2. What is a good thing you got rid of this year and why?
3. What is your most important goal for 2021?