



**CONFERENCE:** Nov. 15-18, 2021  
**TRADE SHOW:** Nov. 16-19, 2021

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# Lessons Learned

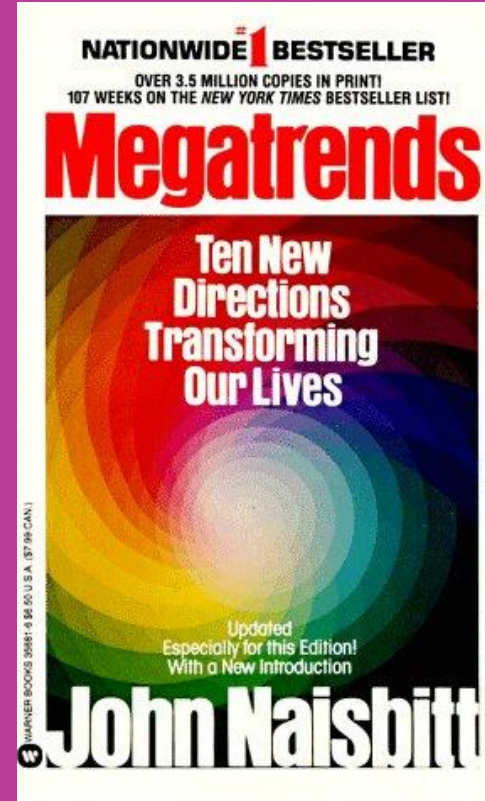
## *From nearly 100 years...*

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**Lenny Freund, Freund Family Foods**  
**Ken Whiting, Whiting's Foods**

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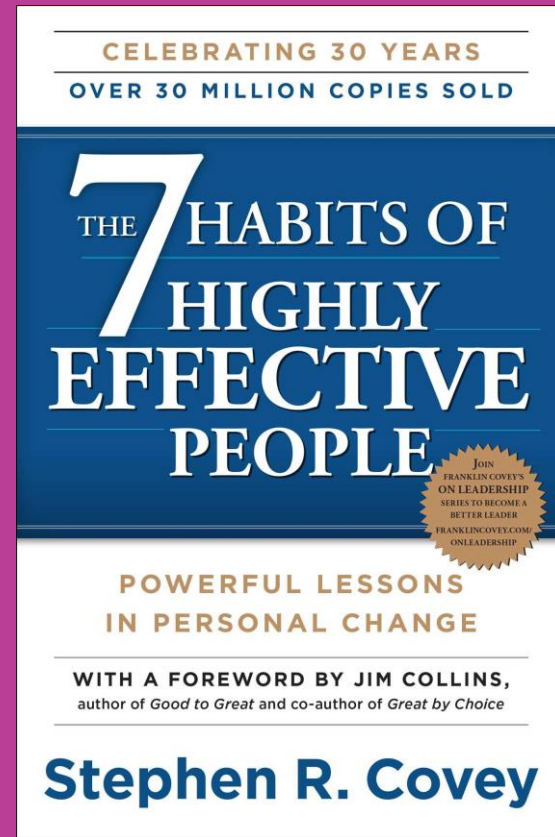
1.  
High tech.  
*High  
touch.*



## 2. Learn the business from *the bottom up.*



3.  
Begin with the  
*end*  
in mind.

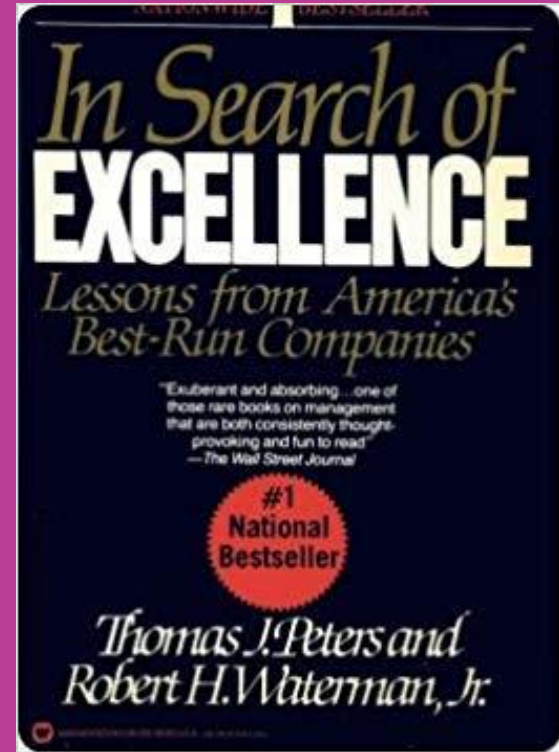




4.  
586  
*miles.*



5.  
What gets  
measured  
*will improve.*

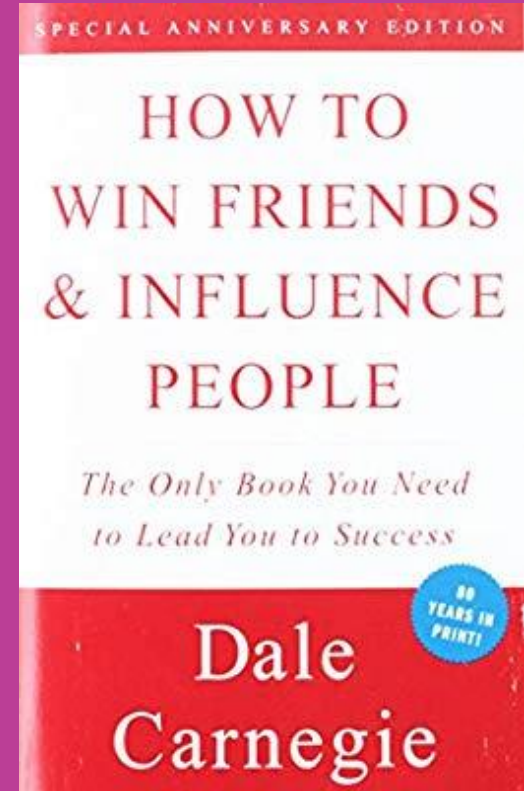


6.  
Hold my beer.  
*I have an  
idea.*

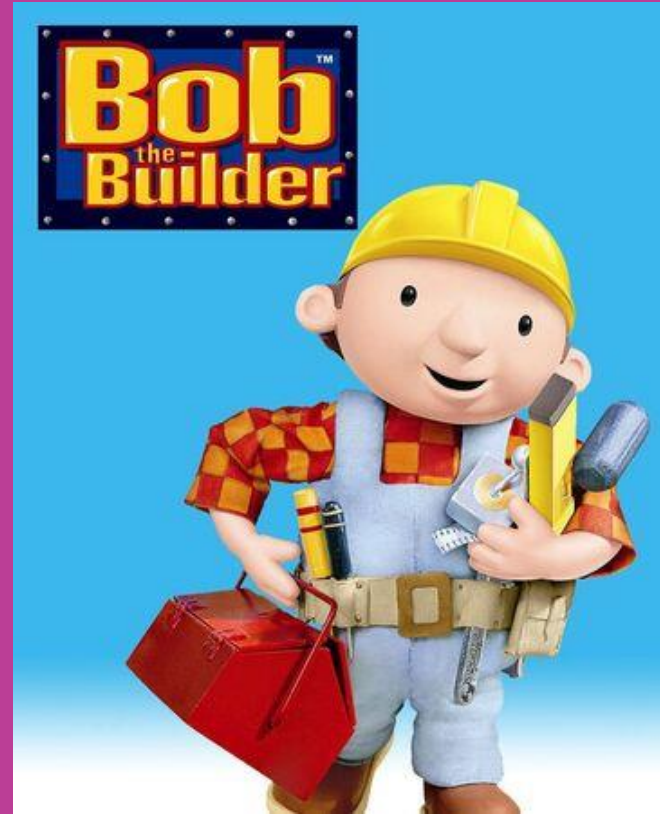




7.  
How to win  
friends  
*and influence  
people.*



8.  
Be like  
***Bob the  
Builder.***



9.

Don't look for  
the 100% idea.  
***Look for 100  
1% ideas.***



10.  
Be a  
*duck.*



11.  
Say  
***YES.***





12.

# Queen of Blue Grass



# Lenny's Recap

- Learn the business from the bottom up.
- Meet with every supplier you can, they have a wealth of knowledge.
- Welcome ideas from the entire staff.
- Have a Bob the Builder attitude.
- Be a DUCK!
- Always give your best performance, even if you think that no one is watching.



# Lessons Learned

## *From nearly 100 years...*

### Q & A

### Thank you



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