



FOR IMMEDIATE RELEASE

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### **Verhille Receives NACUFS 2011 Daryl Van Hook Industry Award**

(Phoenix, Arizona DATE) Elisa Verhille, a 15-year foodservice industry veteran who recently announced the formation of Go-RED Food Service Consulting & Connections, Inc. had been awarded the 2011 Daryl Van Hook Industry Award. The National Association of College & University Food Service presented the award at its national conference held recently in Dallas, Texas. The award is given annually to the Industry member based on education support, product innovation and service to the association. As a volunteer to the association over the past 15 years, she has served as the national Industry Advisory Council Chair, National Conference Marketing Co-Chair, Marketing Committee, in addition to providing support in the development of the Marketing Institute. Verhille is the 20<sup>th</sup> recipient of the Award.

Go-RED Food Service Consulting & Connections, Inc. specializes in helping companies maximize their impact in the college & university foodservice segments, through insights, sound strategies and great connections. For more information, contact Elisa Verhille at (925) 285-6675 or [elisa@go-redconsult.com](mailto:elisa@go-redconsult.com).