

# RESUME OF

Elizabeth Anne Horneffer (Betsy); FMP

2126 Seneca Lane

Plainfield, IN 46168

Betsy.horneffer@smartcaresolutions.com

317-677-5291

## Experience

### Ecoblab/Smart Care Equipment Solutions

*AVP National Accounts*

• Responsible nationally for relationships of C-Store line of business (7-Eleven/Speedway, Circle K,

RaceTrac, Buc-ee's)

• Growth of \$12.6 million from 2021-2022

• Manages contract negotiations

• Manages the different departments (sales, billing, purchasing, training, marketing) so that they can

support the customers and technicians

• Project manages all new equipment installs/sales

• Holds position of FUSE Leadership

*District Manager*

• Manages 2 states and 25 technicians; Grew headcount for technicians from 17 to 22 in 2019

• Responsible for \$9 million in revenue with a \$1.7 million growth in sales in 2019

• Manages any contract negotiations for retention accounts

• Manages retention of existing accounts and client relationships: 121% retention of customers in

2019

• Responsible for HR issues with the technicians

• Manages the different departments (sales, billing, purchasing, training, marketing) so that they can

support the customers and technicians

• Project Manages all new equipment installs/sales

• Holds position of FUSE Events Leader

• Trained and onboarded 7 district managers

### Compass Group, NAD

*District Manager- Mid America*

• Manages 14 accounts over 9 states

• Responsible for a \$19.8 million in revenue

• Manages a team of 160 employees including 10 directors, 4 chef managers, 8 executive chefs in

Grew accounts from 10 to 14 over the 2016 FY to the 2017 FY; Growth of \$5.6 million more in

revenue

• Responsible for managing of the Mid America MOG and new MOG requests

• Communicating with vendors for correct product specs and/or vendor issues

• Maintains client relationships

• Assistance in composing contract agreements and management of contracts

• Responsible for budget projection and new proformas

• Responsible for sales presentations

• Handles HR issues

*Resident District Manager- MSD of Pike Township*

*Director of Dining Services- Crawfordsville Community Schools*

*Assistant Food Service Director- Warren Township Schools*

*July 2012- July 2015*

*July 2010- July 2012*

*September 2008- July 2010*

### September 2008- August 2017

*July 2015-August 2017*

**Starbucks Coffee Co.**  
Regional Coordinator III  
Office Coordinator  
Store Manager  
Shift Supervisor  
Barista

**June 2001-September 2008**  
July 2008-September 2008  
October 2006-July 2008  
April 2003-October 2006  
May 2002-April 2003  
June 2001-May 2002

## EDUCATION

**Franklin College, Franklin IN**  
*Bachelors of Arts: Sports Medicine*

August 5, 2002

## **IUPUI Indianapolis, IN**

*Community Learning Network Continuing Studies*

- Business/Professional Writing Skill
- Microsoft Excel Certification

July 2008  
July 2006

## ACTIVITIES

Member of Zeta Tau Alpha Fraternity Alumni  
• *Vice President for the Indianapolis Alumna Chapter*  
• *District President 14 Alpha*  
Avon Junior Athletic Association Coach  
Avon Junior Athletic Association 8 and Under Softball Coordinator  
Treasure of Avon Mega Club  
2002-Current  
2019-2023  
2023-Current  
2010-2015  
November 2013- 2015  
August 2020- 2023

## HONORS

Outstanding Young Alumna Zeta Tau Alpha  
Bravo Award Recipient for Starbucks Coffee Company  
Chartwells: Runner up for Great Lakes Region Account of the Year  
Chartwells: Great Lakes Regional Account of the Year  
Chartwells: Indiana Region Runner-Up Account of the Year  
Regional and National District Manager of the Year for Smart Care Equipment Solutions  
Alumnae Certificate of Merit Zeta Tau Alpha  
2007  
2008  
2011 & 2012  
2013  
2014  
2019  
2022

## CERTIFICATIONS

National Certified Food Safety Specialist and Instructor  
Microsoft Excel Certification  
ServSafe Certification  
American Red Cross and First Aid and Safety  
Foodservice Management Professional

# RECOMMENDATION LETTER

NACS Election Committee,

As a current supplier committee member of both the Manpower and Future Leaders Committee I understand the commitment and dedication to the industry it takes to make a great impact as a supplier.

I would like to recommend Betsy Horneffer who currently oversees the convenience store segment for her company Smart Care Equipment Solutions. Under her leadership as a supplier to the industry she has made the c-store industry the fastest growing segment for her company.

Betsy strives everyday to serve her customers (7-Eleven, Circle K, and others) and represent the industry well both inside and outside of her professional life.

I feel Betsy would be a valuable addition to any NACS Supplier Committee. Her great leadership, perspective, and drive to serve would enhance any committee she served on.

I fully recommend her for a position on a supplier committee.

Please feel free to reach out to me with any questions regarding her candidacy.

Best Regards,



George Penyak

803-448-0050

November 3, 2022

7-Eleven

To Whom This May Concern,

My name is Jim Acra, Regional Facilities Director for 7-Eleven and proud to offer my recommendation for Elizabeth (Betsy) Horneffer for a position on the NACS supplier committee. I have known Betsy for 5 years and not only a peer but as supplier for 7-Eleven.

During my relationship with Betsy I have experienced an individual who is dedicated to the success of not only her company but to her team and customers. She works hard, carries herself in a polite, respectable manner and has a positive attitude even when she is presented with challenges.

Please do not hesitate to contact me if you should require any further information.

Best,



Jim Acra

Regional Facilities Manager

7-Eleven