

**CORE Welcomes New
Directors to help
with Children with a**



**Members to its Board of
Restaurant Employees
Health Crisis or Natural**

Disaster

BRENTWOOD, TN. (July 2022) – Children of Restaurant Employees (CORE)®, the national non-profit organization that supports food and beverage service employees with children, announced today the appointments of four new members to its Board of Directors. The new board members include Frank Sickelsmith, vice president international for Inspire Brands, Desiree Springer, vice president national accounts on premise at Titos Handmade Vodka, Rachael Kelly, chief people officer at Smokey Bones and Stacey Kane, president BroadTalk Marketing, an independent marketing executive who has been a CORE consultant for two years.

CORE will benefit from the new members wealth of knowledge and industry experience.,” said Colleen Brennan, vice president, national accounts Rodney Strong Wines and chairman of the board of directors for *CORE*. “They join *CORE* at an exciting time as we continue to build awareness and funding for food and beverage service employees who have legally dependent children and face a qualifying circumstance. The addition of these directors complements our board of directors’ skills and experiences, and we are confident they will provide valuable perspectives as we continue to execute our strategy, drive development, and meet the needs of some of the industry’s 15 million employees.”

Frank, Lisa, Rachael, and Stacey will work with the other 11 board members and *CORE*’s Executive Director Sheila Bennett in engaging the entire foodservice and beverage industry to support *CORE* and increase visibility to families who have been impacted by a health crisis, injury, death, or natural disaster.

During the last five years, *CORE* has helped restaurant workers families in all 50 states, D.C. and in Puerto Rico. They have helped families impacted by Nashville tornadoes, Mayfield, KY tornadoes, wildfires, hurricanes, and families that faced a health crisis. *CORE* helps cover living expenses, costs for medical needs, costs, childcare, therapies and more while navigating a qualifying circumstance. *CORE* provided financial assistance for families that lost everything when their home caught fire or allowed a single mom to be with her child during major surgery, treatment, and recovery.

“During my time serving the food and beverage industry, I have met many employees and families with heartbreaking stories of how they have faced adversity,” said Sheila Bennett, *CORE*’s executive director. “They inspire our team to work even harder and now, I hope for *CORE* to be the first resource that comes to mind when employees with children are affected by a health crisis or natural disaster and are in need of support, and financial relief.”

About Frank Sickelsmith

Frank Sickelsmith is the Chief Development Officer of International for Inspire Brands. Inspire Brands is a multi-brand restaurant company whose current portfolio includes

32,000 Arby's, Baskin-Robbins, Buffalo Wild Wings, Dunkin', Jimmy John's, Rusty Taco, and SONIC Drive-In locations worldwide. Before his current role, Frank worked at the Autogrill Group as Global Vice President and Group Director of Brand Development and Strategic Partnerships and previously was in executive positions at HMS Host and Brinker International

About Desiree Springer

Desiree has over 20 years' experience in the Wine & Spirits industry. She is currently the Vice President of National Accounts On Premise for Tito' Handmade Vodka. Her diverse background in the industry allows for her to see the on premise from a holistic perspective. With experience as an operator, distributor, and supplier, her passion, drive, and commitment to excellence has propelled her forward to achieve excellence at every turn. Her creative approach in achieving sales growth, designing innovative programming, and inspiring her team to dream in color to accomplish their goals sets her apart. She has led her team in winning multiple VIBE awards for excellence in the On Premise Accounts arena.

About Rachael Kelly

Rachael Kelly has more than 20 years' experience in Human Resources and helping restaurant companies build engaged and productive cultures. Most recently, Rachael served as Chief People and Culture Officer for Smokey Bones, owned by Sun Capital. Kelly was recently named *Woman of the Year* by the National Diversity Council, along with other accolades including being named Most Influential Restaurant Industry Executive by Nation's Restaurant News and Top 50 Human Resources Professional by Oncon Icon Awards.

About Stacey Kane

Stacey Kane has more than 25 years of experience working with multi-unit restaurant chains as a Head of Marketing and as a Marketing Consultant. She has worked with such brands as California Tortilla, ThinkFoodGroup, Subway and East Coast Wings + Grill. Known for her incredible creativity and obsession with data, she was named to the Top 25 Movers and Shakers List by Fast Casual Magazine four times and Nation's Restaurant News Power List - Readers Pick twice. Currently, Kane is a fractional Chief Marketing Officer for several fast casual brands including cult favorites Mamoun's Falafel and Garden Catering. She stepped in as a consultant to help guide CORE's marketing efforts in April of 2020.

About Sheila Bennett

Sheila Bennett, a Nashville, TN native, is the Executive Director of CORE: Children of Restaurant Employees as Executive Director, which serves restaurant workers families in all 50 states, D.C., and in Puerto Rico. With more than 30 years' experience in the


restaurant industry, Bennett has worked for the National Restaurant Association Education Foundation, Share Our Strength - No Kid Hungry and created the Dine Out for No Kid Hungry, has worked in all aspects of the restaurant industry and for loyalty e-marketing firms. In 2021, She was named to Nation's Restaurant News POWER LIST - Reader's Choice Award and received the Phila Award, Category: Patti Myint Award issued by the Nashville Scene in partnership with the Nashville Farmers' Market and the Metro Human Relations Commission.

About Children of Restaurant Employees (CORE)

CORE: Children of Restaurant Employees, a national 501(c)3 is dedicated to serving food and beverage service employees with children when either the working parent or child is navigating through a medical diagnosis, illness, injury, a death, or impacted by a natural disaster. Founded by food and beverage service industry veterans to help hospitality service employees with children bridge the financial gap when either the parent or child deals with a health crisis or natural disaster. Since 2013, the organization has grown into a nationally recognized non-profit that has helped close to 1,600+ families in all 50 states, D.C. and in Puerto Rico. For grant qualification, to apply or to refer a family for grant consideration please visit [CREgives.org](https://coregives.org). To learn more about CORE and how you can help food and beverage service employees with children via a donation please visit [COREgives.org](https://coregives.org).

CORE resource center: <https://coregives.org/partner-resource-center/>

Video:

 <https://coregives.sharepoint.com/:v:/g/ERK9iUvs5OhKuyC1iEvWVs8BdGeXm2BTZ9t4KSjFXPHuQQ?e=BJ7epc>

Facebook: <https://www.facebook.com/COREGives>

Instagram: <https://www.instagram.com/coregives/>

Twitter: <https://twitter.com/coregives>

Linkedin - <https://www.linkedin.com/company/2913432/admin/>

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