



For Immediate Release

Director of Marketing and Undergraduate Recruitment at the University of Waterloo, Tina Roberts, is elected to the Board of Directors at Stratford Chefs School

STRATFORD, ON, November 23, 2011 - The Stratford Chefs School is proud to announce that Tina Roberts has been elected for a three-year term as Director to its board at the recent Annual General Meeting.

Roberts, who lives in Waterloo, Ontario brings thirty years of educational marketing experience to the recruitment and marketing programs of the Stratford Chefs School. An honours graduate, Faculty of Science of the University of Waterloo, Roberts chose a career with her alma mater, first as Manager of Marketing and Public Relations in the Faculty of Applied Health Sciences where she convinced its dean to fund her participation in a CASE conference. There she acquired the research and marketing approach to recruitment, retention, advancement and alumni relations. Roberts pioneered a research and analysis methodology to her work and was soon recognized across campus as a valuable consultant to other departments. In 1997, she was appointed Director of Marketing and Undergraduate Recruitment for the University of Waterloo where she has been successful in using both her extensive knowledge and impressive collaborative skills in order to consolidate and coordinate this advanced recruitment approach.

Tina Roberts has been widely recognized for her innovation in recruitment and marketing with over 25 national and international awards for marketing tactics. She has drawn together a creative and dedicated team who have produced outstanding publications and websites and other strategies which have resulted in a steady increase in both the size and caliber of Waterloo's applicant pool.

Her strong family connections and love of cooking has resulted in a recent publication "*The Two Sisters Cookbook: 20 Family-inspired Recipes*".

Stratford Chefs School Board President Brad Marsland explains "Recruitment is a critical activity for the School, at the very heart of its success as a culinary educational institution. We look forward to the development and fine tuning of our marketing and recruitment approaches under the guidance of Ms. Roberts."

For more information about the Stratford Chefs School, contact Kimberley Payne, Executive Director. Phone 519-271-1414 or email kpayne@stratfordchef.com