



2009 ACF Certification Commission Marketing Survey

The Certification Commission Marketing Subcommittee facilitated an online survey in June of 2009 with the goal of obtaining feedback on the current certification programs. The comments were very valuable and will assist the Certification Commission when developing and refining the programs.

Sample Details

Survey Respondents	Distributed	Returned	Response Rate
Certified Members	3366	985	29%
Members – Not Certified	2106	137	7%
Certificants – Not Current Members	8062	1072	13%
TOTALS	13534	2194	16%

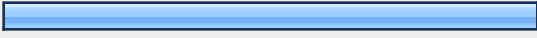
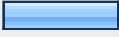
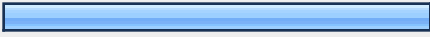
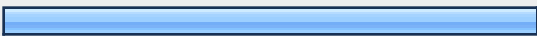

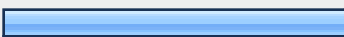
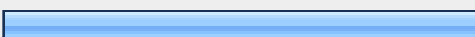
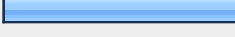
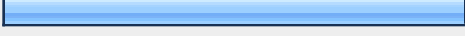

Overall there was a 16% response rate on the survey. For an online survey this is an extremely high number. This high return rate was a good measurement of how interested and passionate ACF certificants and members are about improving the certification process.

Three slightly different surveys were sent depending on the respondent audience. Results of the three separate surveys follow.

Thank you to all who participated!

Certification - Members/Certified

1. How important are the following ACF member benefits to you?						
	Very Important	Somewhat Important	Neutral	Somewhat Unimportant	Not at all Important	Response Count
NCR Magazine	43.7% (425)	40.4% (393)	11.9% (116)	2.5% (24)	1.6% (16)	972
Local chapter involvement and events	52.4% (512)	26.5% (259)	14.8% (145)	3.5% (34)	2.8% (27)	977
Regional and National ACF Events	42.5% (415)	37.2% (363)	14.9% (146)	3.6% (35)	2.0% (20)	977
Certification	85.7% (842)	11.6% (114)	2.2% (22)	0.6% (6)	0.7% (7)	983
Life Insurance	25.2% (245)	25.1% (244)	28.7% (280)	9.8% (95)	11.9% (116)	974
Networking/developing contacts	63.3% (620)	28.8% (282)	6.6% (65)	0.6% (6)	0.8% (8)	980
Educational programming	73.2% (718)	21.2% (208)	5.0% (49)	0.4% (4)	0.5% (5)	981
Professional development	79.8% (781)	16.0% (157)	3.7% (36)	0.1% (1)	0.4% (4)	979
Shows professional image to others	72.6% (709)	20.5% (200)	5.3% (52)	1.4% (14)	0.5% (5)	977
Aids in career advancement	61.7% (604)	26.1% (256)	9.7% (95)	1.6% (16)	1.1% (11)	979
Provides access to industry trends	61.1% (590)	28.8% (278)	8.2% (79)	1.3% (13)	0.9% (9)	966
Other (please specify)						64
answered question						984
skipped question						1

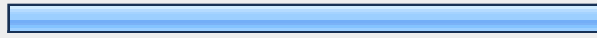

2. Why did you choose to get certified by the ACF? (Select all that apply)			
		Response Percent	Response Count
For career advancement – personal choice		82.4%	812
For career advancement – employer requires		17.3%	170
Improve future career opportunities		65.8%	648
Personal goal		82.4%	812
Required by my employer to maintain position		8.2%	81
Important to be acknowledged in the industry		52.3%	515
Professional development		72.7%	716
Marketing tool		35.5%	350
Shows professional image		71.3%	702
Other (please specify)		6.8%	67
		<i>answered question</i>	985
		<i>skipped question</i>	0



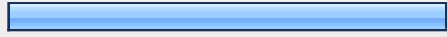

3. How would you rank being certified in terms of importance to your culinary career?			
		Response Percent	Response Count
Very Important		67.0%	660
Somewhat Important		25.4%	250
Neutral		4.3%	42
Somewhat Unimportant		2.1%	21
Not at all Important		1.2%	12
		answered question	985
		skipped question	0

4. How does your employer, if applicable, value certification?			
		Response Percent	Response Count
Very Important		42.8%	415
Somewhat Important		31.1%	301
Neutral		16.6%	161
Somewhat Unimportant		3.1%	30
Not at all Important		6.4%	62
		answered question	969
		skipped question	16

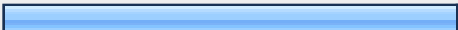





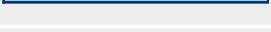
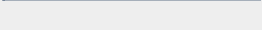
5. What do you think ACF should do to increase the value of your certification?						
	Very Important	Somewhat Important	Neutral	Somewhat Unimportant	Not at all Important	Response Count
Promote certification benefits to members	61.0% (583)	29.9% (286)	7.9% (75)	0.5% (5)	0.8% (8)	955
Promote certification benefits to industry	81.2% (788)	15.7% (152)	3.1% (30)	0.0% (0)	0.3% (3)	971
Promote certification benefits to general public	63.0% (602)	23.8% (228)	10.5% (100)	1.6% (15)	1.5% (14)	956
Obtain outside validation with accreditation	55.2% (523)	27.1% (257)	15.5% (147)	1.3% (12)	1.2% (11)	948
Raise standards	40.0% (380)	33.8% (321)	21.8% (207)	2.9% (28)	2.1% (20)	950
Increase awareness of what sets certified chefs apart from others	80.2% (772)	16.0% (154)	2.9% (28)	0.6% (6)	0.3% (3)	963
Offer more CEH opportunities	52.2% (492)	34.0% (320)	13.3% (125)	0.4% (4)	0.5% (5)	942
Provide better access to information about certification	48.2% (453)	33.4% (314)	17.0% (160)	0.7% (7)	0.7% (7)	939
					Other (please specify)	93
					answered question	979
					skipped question	6



6. How do you rate the various aspects of becoming ACF certified?						
	Very Appropriate	Somewhat Appropriate	Neutral	Somewhat Inappropriate	Very Inappropriate	Response Count
Overall time involved	56.3% (546)	32.8% (318)	8.0% (78)	1.9% (18)	1.0% (10)	97
Overall cost	33.4% (322)	36.5% (352)	16.5% (159)	10.8% (104)	3.1% (30)	96
Cost of preparing for the Written Exam	33.1% (319)	36.2% (349)	22.9% (221)	6.6% (64)	1.3% (13)	96
Time in preparing for the Written Exam	44.0% (424)	35.3% (340)	17.5% (169)	2.5% (24)	1.0% (10)	96
Cost in preparing for the Practical Exam	32.5% (312)	33.0% (316)	22.7% (218)	9.4% (90)	2.7% (26)	95
Time in preparing for the Practical Exam	47.3% (452)	30.8% (294)	17.5% (167)	2.7% (26)	2.0% (19)	95
Obtaining the required education	65.9% (639)	24.3% (235)	7.5% (73)	1.7% (16)	0.7% (7)	96
Obtaining the required experience	70.5% (682)	19.6% (190)	6.9% (67)	2.1% (20)	0.9% (9)	96
Certification application process	51.9% (496)	29.3% (280)	15.2% (145)	2.7% (26)	0.9% (9)	95
					Other (please specify)	9
					answered question	97
					skipped question	

7. Do you plan on getting recertified? (If "Yes" continue to question 8. If "No" go to question 9.)			
		Response Percent	Response Count
Yes		90.8%	894
No		9.2%	91
		Other (please specify)	81
		answered question	985
		skipped question	0


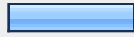

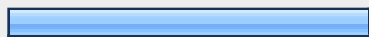
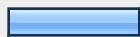
8. If YES, you plan on recertifying, what would you suggest to improve the recertification process? (Select all that apply)			
		Response Percent	Response Count
Reduce number of CEHs required		31.7%	249
Increase number of CEHs required		12.1%	95
Eliminate redundancies of required refreshers		67.5%	530
Change recertification fee structure		43.3%	340
Other: Please include suggestions on the type and number of CEHs you think should be required for recertification throughout your career.			222
		answered question	785
		skipped question	200

9. If NO, what is the MAIN reason you don't plan to recertify?(Select only one answer.)			
		Response Percent	Response Count
No interest	<input type="checkbox"/>	3.4%	3
I don't see the value	<input type="checkbox"/>	4.6%	4
Employer doesn't see the value	<input type="checkbox"/>	11.5%	10
Industry doesn't see the value	<input type="checkbox"/>	11.5%	10
Doesn't add to professionalism	<input type="checkbox"/>	1.1%	1
Standards too difficult	<input type="checkbox"/>	3.4%	3
Too time consuming	<input type="checkbox"/>	6.9%	6
Recertification fee too high	<input type="checkbox"/>	14.9%	13
Costs to obtain CEHs too high	<input type="checkbox"/>	14.9%	13
Close to retirement	<input type="checkbox"/>	24.1%	21
Choosing certification by another organization	<input type="checkbox"/>	3.4%	3
Other (please specify) If you are choosing certification by another organization, please indicate the organization.			55
			answered question
			87
			skipped question
			898

10. How do you prefer to be informed about ACF activities or certification? (Select all that apply)			
		Response Percent	Response Count
ACF Web site		69.8%	682
E-newsletter Culinary Insider Updates		77.1%	753
Regular mail		35.7%	349
Wearechefs.com and/or other social networking sites		12.1%	118
Broadcast emails		26.3%	257
PDA/Twitter		3.4%	33
Through local chapter leadership		40.6%	397
Conferences, conventions and events		39.3%	384
		Other (please specify)	27
		answered question	977
		skipped question	8

11. Would you recommend ACF certification to your staff, peers or culinary students?			
		Response Percent	Response Count
Yes		96.3%	949
No		3.7%	36
		If NO, what is the MAIN reason you would not recommend certification to others?	55
		answered question	985
		skipped question	0

12. Below are possible campaign slogans being considered to help promote ACF Certification. Which do you like best? (Select only one.)

		Response Percent	Response Count
Get Real. Get Certified.		5.3%	52
Get Serious. Get Certified.		19.2%	189
Get Serious. Go Certify.		0.5%	5
ACF Certification. Standards of Excellence.		55.3%	545
Taste Success. Get Certified.		19.7%	194
If you have an idea for another campaign slogan, what would that be? (By answering this, you will release all rights associated to the use of this line if selected by American Culinary Federation.)			136
		<i>answered question</i>	985
		<i>skipped question</i>	0

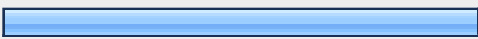

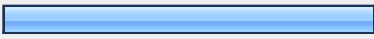
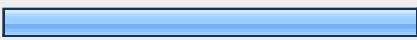

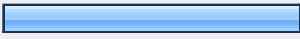

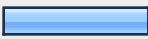
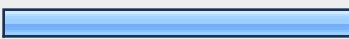

13. Are there any final comments you would like to offer about the ACF Certification program.


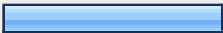



		Response Count
		344
		<i>answered question</i>
		344
		<i>skipped question</i>
		641

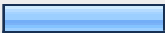
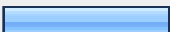
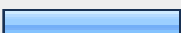

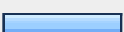
14. ENTER DRAWING: If you would like to be entered in the drawing for the ACF online store gift certificate, please enter your email below. Your email will not be connected to your survey answers or used for any other reason than as an entry for the gift certificate.

		Response Count
		834
		<i>answered question</i>
		834
		<i>skipped question</i>
		151

Certification - Certified/Non Members

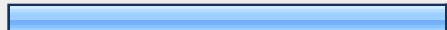
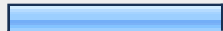
1. Why did you choose to get certified by the ACF? (Select all that apply)			
		Response Percent	Response Count
For career advancement – personal choice		73.0%	100
For career advancement – employer requires		11.7%	16
Improve future career opportunities		56.9%	78
Personal goal		63.5%	87
Required by my employer to maintain position		5.8%	8
Important to be acknowledged in the industry		45.3%	62
Professional development		60.6%	83
Marketing tool		21.9%	30
Shows professional image		53.3%	73
Other (please specify)		10.2%	14
		<i>answered question</i>	137
		<i>skipped question</i>	0

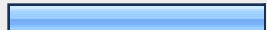



2. How would you rank being certified in terms of importance to your culinary career?			
		Response Percent	Response Count
Very Important		45.3%	62
Somewhat Important		33.6%	46
Neutral		12.4%	17
Somewhat Unimportant		5.8%	8
Not at all Important		2.9%	4
		answered question	137
		skipped question	0

3. How does your employer, if applicable, value certification?			
		Response Percent	Response Count
Very Important		24.4%	33
Somewhat Important		25.2%	34
Neutral		26.7%	36
Somewhat Unimportant		5.9%	8
Not at all Important		17.8%	24
		answered question	135
		skipped question	2

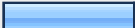



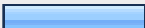
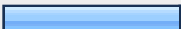


4. What do you think ACF should do to increase the value of your certification?						
	Very Important	Somewhat Important	Neutral	Somewhat Unimportant	Not at all Important	Response Count
Promote certification benefits to members	47.7% (63)	37.1% (49)	11.4% (15)	1.5% (2)	2.3% (3)	132
Promote certification benefits to industry	63.4% (83)	31.3% (41)	4.6% (6)	0.0% (0)	0.8% (1)	131
Promote certification benefits to general public	38.4% (48)	36.8% (46)	21.6% (27)	1.6% (2)	2.4% (3)	125
Obtain outside validation with accreditation	38.9% (49)	39.7% (50)	19.0% (24)	1.6% (2)	1.6% (2)	126
Raise standards	29.7% (38)	33.6% (43)	31.3% (40)	4.7% (6)	2.3% (3)	128
Increase awareness of what sets certified chefs apart from others	67.7% (90)	27.8% (37)	3.8% (5)	0.8% (1)	0.8% (1)	133
Offer more CEH opportunities	41.1% (53)	42.6% (55)	15.5% (20)	0.0% (0)	0.8% (1)	129
Provide better access to information about certification	48.0% (61)	30.7% (39)	19.7% (25)	0.8% (1)	0.8% (1)	127
					Other (please specify)	14
					answered question	136
					skipped question	1

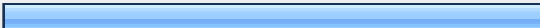

5. How do you rate the various aspects of becoming ACF certified?						
	Very Appropriate	Somewhat Appropriate	Neutral	Somewhat Inappropriate	Very Inappropriate	Response Count
Overall time involved	43.4% (59)	35.3% (48)	18.4% (25)	2.9% (4)	0.0% (0)	13
Overall cost	21.1% (28)	36.8% (49)	21.1% (28)	15.8% (21)	5.3% (7)	13
Cost of preparing for the Written Exam	24.8% (33)	33.1% (44)	27.8% (37)	12.8% (17)	2.3% (3)	13
Time in preparing for the Written Exam	33.3% (45)	34.8% (47)	25.9% (35)	4.4% (6)	1.5% (2)	13
Cost in preparing for the Practical Exam	25.2% (34)	31.1% (42)	29.6% (40)	11.1% (15)	3.7% (5)	13
Time in preparing for the Practical Exam	33.1% (44)	35.3% (47)	25.6% (34)	3.8% (5)	3.0% (4)	13
Obtaining the required education	50.4% (68)	31.9% (43)	14.8% (20)	3.0% (4)	0.0% (0)	13
Obtaining the required experience	50.7% (68)	33.6% (45)	12.7% (17)	3.0% (4)	0.0% (0)	13
Certification application process	33.3% (43)	38.0% (49)	26.4% (34)	2.3% (3)	0.0% (0)	12
	Other (please specify)					
	answered question					13
	skipped question					

6. Do you plan on getting recertified? (If "Yes" continue to question 7. If "No" go to question 8.)			
		Response Percent	Response Count
Yes		67.2%	92
No		32.8%	45
Other (please specify)			12
		answered question	137
		skipped question	0



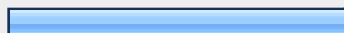

7. If YES, you plan on recertifying, what would you suggest to improve the recertification process? (Select all that apply)			
		Response Percent	Response Count
Reduce number of CEHs required		39.1%	34
Increase number of CEHs required		6.9%	6
Eliminate redundancies of required refreshers		57.5%	50
Change recertification fee structure		57.5%	50
Other: Please include suggestions on the type and number of CEHs you think should be required for recertification throughout your career.			12
		answered question	87
		skipped question	50

8. If NO, what is the MAIN reason you don't plan to recertify?(Select only one answer.)			
		Response Percent	Response Count
No interest	<input type="checkbox"/>	3.8%	2
I don't see the value	<input type="checkbox"/>	17.0%	9
Employer doesn't see the value	<input type="checkbox"/>	15.1%	8
Industry doesn't see the value	<input type="checkbox"/>	15.1%	8
Doesn't add to professionalism		0.0%	0
Standards too difficult		0.0%	0
Too time consuming	<input type="checkbox"/>	15.1%	8
Recertification fee too high	<input type="checkbox"/>	11.3%	6
Costs to obtain CEHs too high	<input type="checkbox"/>	15.1%	8
Close to retirement	<input type="checkbox"/>	5.7%	3
Choosing certification by another organization	<input type="checkbox"/>	1.9%	1
Other (please specify) If you are choosing certification by another organization, please indicate the organization.			8
			answered question
			53
			skipped question
			84

9. Although you are ACF certified, why are you not a current member of ACF? (Select all that apply.)			
		Response Percent	Response Count
No local chapter nearby		19.6%	22
No time to participate in regional and national events		47.3%	53
Special events too expensive		39.3%	44
Don't think it adds to my professional image		8.0%	9
Not necessary for career advancement		21.4%	24
I don't see the value		26.8%	30
Employer doesn't see the value		18.8%	21
Involved in other organizations		9.8%	11
Other (please specify) Include other/preferred organization involvement, if applicable.			49
			answered question
			112
			skipped question
			25

10. Would you recommend ACF certification to your staff, peers or culinary students?			
		Response Percent	Response Count
Yes		83.2%	114
No		16.8%	23
If NO, what is the MAIN reason you would not recommend certification to others?			20
			answered question
			137
			skipped question
			0

11. Below are possible campaign slogans being considered to help promote ACF Certification. Which do you like best? (Select only one.)

		Response Percent	Response Count
Get Real. Get Certified.		8.8%	12
Get Serious. Get Certified.		19.7%	27
Get Serious. Go Certify.		0.0%	0
ACF Certification. Standards of Excellence.		51.8%	71
Taste Success. Get Certified.		19.7%	27
If you have an idea for another campaign slogan, what would that be? (By answering this, you will release all rights associated to the use of this line if selected by American Culinary Federation.)			14
		<i>answered question</i>	137
		<i>skipped question</i>	0

12. Are there any final comments you would like to offer about the ACF Certification program.

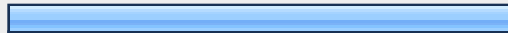
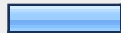

		Response Count
		33
		<i>answered question</i>
		33
		<i>skipped question</i>
		104

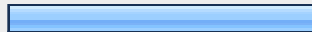

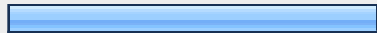
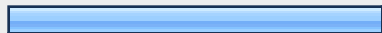
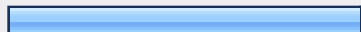
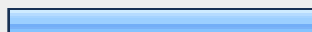
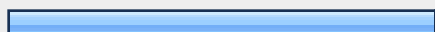
13. ENTER DRAWING: If you would like to be entered in the drawing for the ACF online store gift certificate, please enter your email below. Your email will not be connected to your survey answers or used for any other reason than as an entry for the gift certificate.

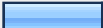













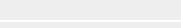
		Response Count
		112
		<i>answered question</i>
		112
		<i>skipped question</i>
		25

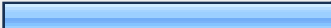
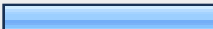



Certification - Members/Not Certified

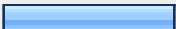
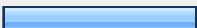



1. How important are the following ACF member benefits to you?						
	Very Important	Somewhat Important	Neutral	Somewhat Unimportant	Not at all Important	Response Count
NCR Magazine	40.4% (425)	41.9% (441)	15.0% (158)	1.3% (14)	1.5% (16)	1,052
Local chapter involvement and events	55.0% (581)	27.3% (289)	13.8% (146)	2.1% (22)	2.0% (21)	1,057
Regional and National ACF Events	34.5% (366)	39.8% (422)	20.5% (218)	3.5% (37)	2.0% (21)	1,061
Certification	65.4% (694)	20.9% (222)	11.4% (121)	1.8% (19)	1.1% (12)	1,061
Life Insurance	28.4% (300)	22.3% (235)	30.1% (318)	8.4% (89)	11.6% (122)	1,056
Networking/developing contacts	69.1% (729)	26.1% (275)	4.5% (48)	0.5% (5)	0.3% (3)	1,055
Educational programming	69.7% (741)	25.9% (275)	4.0% (42)	0.4% (4)	0.4% (4)	1,063
Professional development	76.5% (808)	20.7% (219)	2.6% (27)	0.5% (5)	0.2% (2)	1,056
Shows professional image to others	67.7% (718)	25.0% (265)	6.1% (65)	1.1% (12)	0.3% (3)	1,061
Aids in career advancement	62.2% (657)	25.5% (269)	10.3% (109)	1.7% (18)	0.7% (7)	1,056
Provides access to industry trends	62.5% (651)	29.8% (310)	6.9% (72)	0.9% (9)	0.2% (2)	1,041
					Other (please specify)	34
					answered question	1,070
					skipped question	2

2. Are you considering ACF certification? (If "Yes" continue to question 3, if "No" go to question 4.)			
		Response Percent	Response Count
Yes		77.1%	808
No		17.1%	179
Other (please specify)		5.8%	61
answered question			1,048
skipped question			24

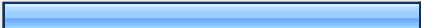





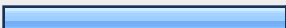
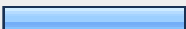
3. If YES, you plan to certify, what can ACF do to assist you with the certification process? (Select all that apply.)			
		Response Percent	Response Count
More Practical Exam opportunities		46.6%	382
More convenient Written Exam sites		40.4%	331
More study materials for Written Exam		56.5%	463
More practice opportunities for Practical Exam		57.3%	470
Establish mentoring system for candidates		54.0%	443
Education and experience requirements stated more clearly		46.8%	384
Provide complete candidate manual per certification level		65.7%	539
Other (please specify)			94
answered question			820
skipped question			252

4. If NO, what is the MAIN reason you don't plan to certify? (Select only one answer.)			
		Response Percent	Response Count
Not enough experience		14.7%	41
Not enough education		5.8%	16
No interest		4.0%	11
I don't see the value		5.8%	16
Employer doesn't see the value		3.6%	10
Industry doesn't see the value		3.2%	9
Doesn't add to professionalism		1.4%	4
Standards too difficult		0.7%	2
Don't want to take Practical Exam		3.2%	9
Don't want to take Written Exam		1.1%	3
Too time consuming		10.4%	29
Too expensive		8.6%	24
Close to retirement		7.6%	21
Choosing certification by another organization		2.9%	8
Other (please specify)		27.0%	75
		<i>answered question</i>	278
		<i>skipped question</i>	794




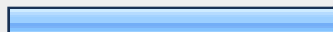

5. How would you rank certification in terms of importance to your culinary career?			
		Response Percent	Response Count
Very Important		50.3%	539
Somewhat Important		32.3%	346
Neutral		11.8%	126
Somewhat Unimportant		2.2%	24
Not at all Important		3.5%	37
		answered question	1,072
		skipped question	0

6. How does your employer, if applicable, value certification?			
		Response Percent	Response Count
Very Important		25.9%	259
Somewhat Important		29.4%	294
Neutral		29.0%	290
Somewhat Unimportant		5.1%	51
Not at all Important		10.7%	107
		answered question	1,001
		skipped question	71

7. What do you think ACF can do to increase the value of certification?						
	Very Important	Somewhat Important	Neutral	Somewhat Unimportant	Not at all Important	Response Count
Promote certification benefits to members	58.2% (599)	31.5% (324)	9.4% (97)	0.7% (7)	0.4% (4)	1,030
Promote certification benefits to industry	69.0% (716)	24.8% (257)	5.6% (58)	0.6% (6)	0.1% (1)	1,037
Promote certification benefits to general public	50.5% (515)	28.4% (290)	18.1% (185)	2.9% (30)	0.9% (9)	1,020
Obtain outside validation with accreditation	49.5% (506)	32.5% (332)	16.4% (168)	1.0% (10)	0.9% (9)	1,023
Raise standards	33.6% (336)	29.1% (291)	32.9% (329)	3.4% (34)	1.6% (16)	1,001
Increase awareness of what sets certified chefs apart from others	70.6% (731)	22.3% (231)	6.5% (67)	0.6% (6)	0.4% (4)	1,036
Offer more CEH opportunities	45.1% (451)	36.7% (367)	18.1% (181)	0.4% (4)	0.2% (2)	1,000
Provide better access to information about certification	57.8% (587)	29.1% (295)	12.6% (128)	0.7% (7)	0.3% (3)	1,015
Other (please specify)						54
answered question						1,062
skipped question						10

8. How do you prefer to be informed about ACF activities or certification? (Select all that apply)			
		Response Percent	Response Count
ACF Web site		64.2%	680
E-newsletter Culinary Insider Updates		76.8%	814
Regular mail		38.2%	405
Wearechefs.com and/or other social networking sites		14.1%	149
Broadcast emails		25.5%	270
PDA/Twitter		4.0%	42
Through local chapter leadership		43.3%	459
Conferences, conventions and events		27.8%	295
		Other (please specify)	22
		answered question	1,060
		skipped question	12

9. Below are possible campaign slogans being considered to help promote ACF Certification. Which do you like best? (Select only one.)

		Response Percent	Response Count
Get Real. Get Certified.		6.2%	66
Get Serious. Get Certified.		17.5%	188
Get Serious. Go Certify.		1.0%	11
ACF Certification. Standards of Excellence.		49.8%	534
Taste Success. Get Certified.		25.5%	273
If you have an idea for another campaign slogan, what would that be? (By answering this, you will release all rights associated to the use of this line if selected by American Culinary Federation.)			123
		<i>answered question</i>	1,072
		<i>skipped question</i>	0

10. Are there any final comments you would like to offer about the ACF Certification program.

		Response Count
		260
		<i>answered question</i>
		260
		<i>skipped question</i>
		812

11. ENTER DRAWING: If you would like to be entered in the drawing for the ACF online store gift certificate, please enter your email below. Your email will not be connected to your survey answers or used for any other reason than as an entry for the gift certificate.

		Response Count
		895
		<i>answered question</i>
		895
		<i>skipped question</i>
		177