



The Water Coolers at the RFMA conference singing a special song created just for Moore in honor of his award.



Moore and his son Riley at the RFMA Conference Orlando, 2013

The RFMA Board of Directors congratulates Keith Moore and Phil Walton on winning Vendor and Restaurateur of the Year, respectively.

Due to their outstanding efforts, Keith and Phil were chosen by our RFMA Board of Directors on behalf of our association. Keith and Phil, thank you for all you have done over the past year as you helped us to grow and meet the changing needs of our members.

Keith Moore

2014 VENDOR OF THE YEAR

*S*itting in the Texas Sized Grapevine Ballroom at the Gaylord Texan Resort, Keith Moore, President of U.S. Exterior Maintenance & Repair, was enjoying the RFMy awards presentation. Prior to the conference, he was alerted by email that he had been nominated for an award. As the last RFMy award was handed out, he figured it was just fun to be nominated.

Then, the Water Coolers, a singing comedy act, appeared on stage, performing a song about him.

*"To all of those who love Keith Moore:
Admire the man they voted for.
They gave him this award.
Because he's so adored.
By all of those who love Keith Moore," they sang.*

This is how a stunned Moore found out he had won the Vendor of the Year award.

Moore takes great pride in his work. He understands that, above all, his clients need a knowledgeable partner they can trust. He knows that when clients call his company, they're going through a challenging time, and he's there to make things right, by offering exceptional customer service at a respectable price. These guiding principles are what make Moore and his company the one clients call first when they need building repair and maintenance, and they are what earned him this award.

"Keith Moore and U.S. Exterior has been an asset to Taco Bell since the very first project," said Gregg S. Weaver, Facilities Maintenance Coach at Taco Bell Corp. "Keith and his team are able to quickly analyze the problem and propose a cost-effective solution over a wide spectrum of building finishes. In addition, they work seamlessly with the store operators to minimize any disruption of service. U.S. Exterior is truly a company that you can engage in a project and not worry about the results."

"Keith is a knowledgeable expert in diagnosing the cause of exterior shell surface failure and identifying effective restoration/replacement corrective actions. He is conscientious, thorough and generally a 'good guy,'" said Don Turner, Facilities Manager at Capital Grill/Eddie V's. "When you call, he comes running, and with a smile on his face. I respect and enjoy my work association with Keith and U.S. Exterior. They get it."

In addition to running a successful business and being a committed family man, Moore sets aside his valuable time to volunteer for RFMA. Moore believes whole-heartedly in the organization and cares deeply about maintaining its purpose and mission.





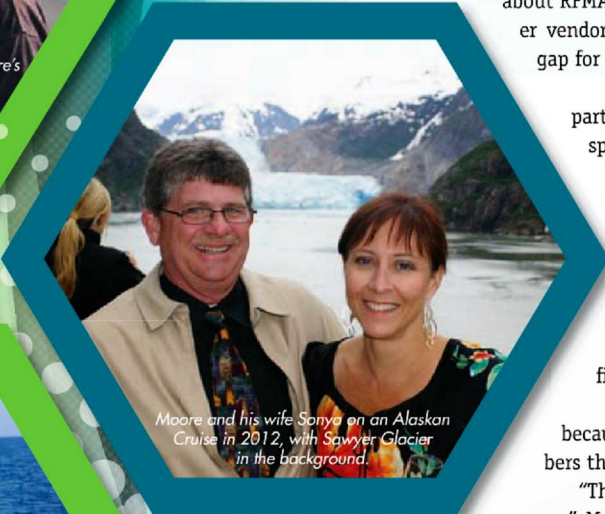
RFMA
Restaurant Facility
Management Association



RFMA on the Lake, after a boat ride. Moore and his dog Jack, Tracy Tomson, Kim Miller, Sonya, Keith's wife, Dan Farmer, Alexandra Helland and Bryan Husman.



Captain Jack, Moore's mini schnauzer, takes the helm.



Moore and his wife Sonya on an Alaskan Cruise in 2012, with Sawyer Glacier in the background.



Headed out on a Lake Michigan cruise.

He loved personally welcoming new members when he served on the Red Carpet Welcome Crew, a job well suited for such an affable person. Currently, he serves as Co-Chair of the Member Retention Committee and enjoys finding new ways to connect members, provide new valuable tools to membership and help plan engaging regional networking events through out year.

"It was a well-deserved honor for Keith to receive the Vendor of the Year Award this year," said Kevin Carringer, Facilities Manager at Ruby Tuesday. "I had the privilege of working with Keith as Co-Chair of the Member Services Committee. His willingness to volunteer and his passion for RFMA illustrate how he is truly a great ambassador for his company and RFMA. I have considered it a privilege personally and professionally to work with Keith, and I know he will continue to do great things for the organization."

"Keith Moore helps to ensure that we are doing everything we can to engage our members and provide the best possible member experience," said Tracy Tomson, Executive Director of RFMA. "Keith is passionate about RFMA and is a great advocate for bringing together vendor and restaurant members and bridging the gap for the benefit of both groups."

For Moore, RFMA has become an important part of his life. What makes the organization so special is that it satisfies so many areas of his life: professional, educational, philanthropic and social, he said. And he especially values the annual conferences, where he and his staff have the opportunity to meet with new and existing clients and to keep learning about the restaurant facilities industry so he can continue to offer first-rate services.

Moore is deeply humbled by this award because he personally knows the incredible members that make up RFMA.

"This is the biggest accolade of my professional career," Moore said. "To see all the people involved in the association and to be selected as Vendor of the Year,

it's overwhelming."

Moore said he has always preferred to lead by example. He often leaves people feeling inspired by the passion he applies to work, family and volunteer efforts. But perhaps no one knows that better than his son, Rory, who also works as a supervisor at U.S. Exterior.

"My father, Keith, is always making his shoes larger and larger to fill," Rory Moore said. "It honestly pushes me to test my limits of taking in and learning everything that he does. I look forward to the day when it's me growing those shoes." 