

Shelley Feldman

A full life.

Shelley Feldman loved to travel. In fact, he was passionate about it and over the years he had been to just about every country in the world--some many times over. He was still traveling almost right up until his passing at age 90 on April 24, 2017.

If travel was his passionate avocation, his passionate vocation was the foodservice industry. For over 60 years, Shelley served in different aspects of the industry and in multi-various positions.

His career began in 1950 as a district manager for ABC Berlo. He then ventured out on his own in 1957, to start what would become a multi-state chain of snack-bar concession stands. He then moved to the manufacturing side of the industry working for the food service equipment division of AMF and others. In 1967, he joined Ogden Foods as Western Regional Vice President.

In 1971, he ventured out on his own once again, this time in another aspect of the industry, owner of several top-star restaurants. Several years later after selling the restaurants, he joined Alco Foodservice Equipment Group, where he became Executive VP responsible for nine divisions and 11 manufacturing facilities.

Then in 1979, he took the position of president of the Foodservice Equipment group of McGraw-Edison Corp. When that company was purchased by International Foodservice Equipment Systems, he remained its president.

Later in his career he formed Shelley Feldman Associates, a foodservice consulting firm, where he worked until retirement.

Shelley was active in the industry association, The National Association of Concessionaires, serving as its president, board member and director of education. He also taught concession management to industry newcomers--in the US and other countries. In 2002, he won the NAC Mickey Warner Award "for accomplishments and contributions to the development, education quality and professionalism of the concessions industry in non-theatre concessions," and in 2010, was their Bert Nathan Memorial Award honoree.

While still consulting and teaching, he was approached by the Florida Attorney General's Office to become Executive Director of their new program entitled "Seniors vs. Crime." He served for 11 years successfully spearheading the program to educate seniors and expose fraud and scams against them. He became a nationally known crime-prevention expert who was featured on CNN, and in major magazines including Time and Newsweek.

Born in Philadelphia PA, earlier life achievements include that of Eagle Scout and Quarterback of his beloved Temple University Owls (1944, 1947-1949). He earned a degree from what is now Temple's College of Media and Communication. He was also Veteran, serving in the US army.

He is survived by his wife, Elinor, his sons, Lawrence (Sylvia) of Weston, CT, Robert (Patty Haft) and Richard (Pam Kates Warren) of Los Angeles, CA, their mother, Marilyn Richards of

Los Angeles, a grandson, Andrew (Alison) of Boston, MA and a granddaughter, Sara, of Los Angeles. He was predeceased by his second wife, Carole, and his sister, Esther Carlitz.

The family will be holding a private Celebration of Life service.