



Meet the Executive Team - 2017

Debbie Pfisterer, CEO of Blue Heron Inc. and Jeff Rosen, Owner of Club Avenue 9 Events/Jeff Rosen Productions are an ideal strategic alliance to serve customers across the Bay Area and beyond. Both share a lifetime passion for honest soulful food, locally sourced ingredients and unforgettable events. Both always knew their careers would be in the food industry as leaders. With Debbie generating a constant flow of future business opportunities and Jeff's culinary range and capacity to execute expansion strategies of any scale, Blue Heron produces stunning experiences and events to meet and exceed any individual or corporate need.

Their educational paths set them on complimentary roles. Debbie majored in Accounting and Business Administration at Chabot College and California State University Hayward. Debbie took on management and decision making roles shortly after graduating. She was Executive Assistant to the CEO of Saroni Total Food Ingredients and a Buyer for a Division of Berkeley Farms.

Her first business was Debbie's Daycare, a Family Daycare from 1988- 1997 with a focus on early childhood education as well as providing well prepared nutritious meals to the children. During that time she also owned Royal Raspberry, Ltd. a Catering Company in Oakland and purchased Blue Heron Inc.

In 2013 Debbie met Jeff Rosen and realized they shared a common vision for locally sourced honest food. In 2014 Jeff was hired to create a menu customers would obsess about and keep coming back to the Cannery Café in the Hayward Area Historical Society. Jeff's experience in large scale food production and delivery was ideal for menu development, operations and implementing the launch of the Cannery Café in July 2014. The Café was a success and at capacity by the end of 2015. Customers have a difficult time deciding what is their favorite menu item, there are so many tasty things.

In 2016 Jeff became the Executive Vice President of Operations and Expansion for Blue Heron. He brings the combination of skills as Executive Chef and Director of Operations for culinary services for notable organizations including Mallard Group Restaurants, Inc., Stanford Dining, AT&T Park, Yale University Dining and LucasFilm and has worked with such culinary luminaries as Mark Franz and Nancy Oakes. He was one of the first entrepreneurial chefs in San Francisco, opening Avenue 9 Restaurant in 1996 and operating it until 2002. Jeff focused his education on management and journalism because he wanted his business skills to be as strong as his culinary expertise.