



# COURSE DESCRIPTIONS

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Summer 2019



## RESTAURANT INSTITUTE

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Restaurant Institute LLC  
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info@restaurantinstitute.com  
www.restaurantinstitute.com  
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## ACCOUNTING & FINANCE (1000)

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### **RI-1001 | Understanding Your Hospitality Operations Financial Statements**

As an operator it is important to understand the basic financial statements and methods of analysis. Learn how to read and interpret the income statement and balance sheet for your operation. Understand how to enhance the details of these statements and implement other financial tools. (50 minutes)

### **RI-1002 | Performance Benchmarking for Greater Profitability**

Learn how to utilize recipes to evaluate the overall performance of the company in areas inclusive of ingredients, labor and overhead. Apply various techniques in order to create a process to review efficiencies and to create a means of improving overall results. (50 minutes)

### **RI-1003 | Applying Forecasting Methods To Your Operation**

One of the daunting challenges today in our industry is the ability to develop forecasts. Ultimately they can affect production schedules, ordering practices, and staffing. Learn the proven methods to develop an accurate forecast for your operation. (50 minutes)

## BEVERAGE OPERATIONS (1100)

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### **RI-1101 | Building a Distinct Profitable Wine Program**

A wine list should compliment the goals and themes of your business. No one characteristic will make a list great. A successful list comes from a thoughtful selection and pricing scheme that matches the soul of your restaurant. We will talk through all aspects of building a wine program including selection, layout and format, storage, glassware and controls.

### **RI-1102 | Creating an Efficient and Unique Cocktail and Spirits Program**

A Cocktail and Spirits program should compliment your restaurant themes and goals. There are several styles of programs which can be created depending on labor, skill and pace of business. This lecture will help you understand what model is right for your operation while also contributing to sales and profits.

### **RI-1103 | Taking The Mystery Out of Wine Preservation**

Wine preservation gets talked about in general, however what is it? Why do we need it? How does it work? Add to that, with a myriad of options that exist today or are newly being introduced, how do I know I am selecting the right product for my business. What makes them work (if they do) and what makes one better than another? Learn the various methods and the products available within those methods and why they do (or do not) work?

### **RI-1104 | Wine Preservation ... do I really need it?**

As a former principal in a specific wine preservation product, you'd expect for me to say yes. Now that I am consulting, I am going to say absolutely yes! Maximizing wine revenue and profitability is what it is all about and at 65% gross margins, you better be maximizing every opportunity possible. Run through the math exercise to recognize the ways to positively impact your top and bottom lines. Learn what may or may not be right for you considering factors like cost, efficacy, ease of use and space. (50 minutes)

### **RI-1105 | Wine Marketing Plan ... Are You Making the Best of Every Opportunity?**

Are you using wine as a tool to enhance your establishment's image, fun and profitability? Any establishment with an alcohol license owes it to themselves to maximize the return on their annual license investment. Learn about everyday wine and special event marketing. Ability to theme or maybe food pair. Take control of your wine program. Wonder if you turn your wine program in to one that sells retail (not necessarily wine)? Turn your knowledge of state laws in to your friend. (50 minutes)

## BEVERAGE OPERATIONS (1100) CONTINUED

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### **RI-1106 | The Blurring of Retail and Food Service ... It's an Opportunity**

Retail is getting in to food service i.e. delis, prepared foods, on premise dining and drinking ... shouldn't food service be getting in to retail? After all, food service had led the way to introduce brand new categories of food products going all the way back to Maxwell House Coffee. There are a number of ways where you can make that happen. Wine or wine related products may be one of them. At the same time, enhance your image with your customer and turn selling retail in to a profitable differentiator. Learn about everyday wine and special event marketing. Ability to theme or maybe food pair. (50 minutes)

## CULINARY (1200)

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### **RI-1201 | Large-Scale Cook Chili**

An insightful look into the successful operation of cook chill from conception, design to implementation. As a chef currently managing over 3.5 million meals per year you will get some great industry tips and tricks. (50 minutes)

### **RI-1202 | Healthy Cooking for the New Generation**

How to keep up to date with all the healthy trends and give your customers what they want. With the explosion of vegetarian, plant based and gluten sensitive diets it has become more and more important to stay on trend and offer the "hot" new thing. This ensures your customers will keep coming back for more! (50 minutes)

## FRONT OF THE HOUSE TRAINING & CUSTOMER SERVICE (1300)

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### **RI-1301 | How the heck did I end up here?!?!**

A comedic and comprehensive look at the restaurant and customer service industry from a 25-year veteran. Topics will range from learning to have a servant's heart, crucial conversations, hard learning experience and successful managing tips from small business to large-scale food service. The stories told will help give advice to navigate the foodservice business and how to avoid some of the dark areas of the industry. **WARNING** - This session often turns into an interactive experience for attendees! (50 minutes)

### **RI-1302 | Producing and Implementing a Well Rounded Training Approach**

Your staff is your most important and expensive asset. A well trained staff brings business, controls costs and helps drive sales. A poorly trained staff will cost you sales, frustrate clientele and waste product. There are many training models to chose from or piece together. This class will help you decide what is right for your staff and will outline different models that can be implemented. (50 minutes)

## HUMAN RESOURCES (1400)

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### **RI-1401 Successful Recruiting with the New Workforce**

Overseeing a large operation takes a lot of talented workers. We will look at how to recruit chef talent, service talent and what to look for with the new generation of service expectations. (50 minutes)

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## INFORMATION TECHNOLOGY (1500)

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### **RI-1501 | Vetting Cost Control Systems for your Operations**

Learn about what to look for when evaluating cost control systems. Understand how they may enhance your ability to grow your operation in today's economy. Reviewing the relationships of cost control systems with other restaurant and foodservice technology is critical in the decision making process. *(50 minutes)*

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## MANAGEMENT & OPERATIONS (1600)

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### **RI-1601 | Implementing Just-In-Time (JIT) Practices**

Recipes are used for many aspects of the typical restaurant operation and their accuracy is paramount to your success! Recipes can assist in the calculation of your daily production and ordering requirements. You will see how static and dynamic pars for each item can assist greatly in your overall efficiency. *(50 minutes)*

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## PURCHASING (1700)

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### **RI-1701 | Determine Purchase Specification & Controls**

Creating purchasing controls are an essential component of what an efficient operation should have in place. Determine what information is needed to create proper standards for your vendors, your menu, and your operation. *(50 minutes)*

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## RECIPES & MENU ENGINEERING (1800)

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### **RI-1801 | The Art of Recipe Writing**

The accuracy of the recipe documentation process is extremely important to every operator. It affects and touches so many aspects of the operation. Without a properly documented recipe, you cannot possibly be able to manage the business effectively. *(50 minutes)*

### **RI-1802 | Pumping Up Your Recipe Costing**

Mark will take you on a journey of combining his passion for the numbers and data with your passion for aspects of the industry the food, beverage, and superior service. Learn how to apply his unique methodology to discover what producing the menu items for the guest experience really costs you. *(50 minutes)*

### **RI-1803 | Proven Menu Engineering Techniques**

Mark will walk you through the steps to re-engineer your menu for success and profitability utilizing his proven methods, with accurate recipe costing as a base. Review with him the flaws of the traditional dog/star reporting and learn about the proper data to be reviewed. The proper data combined with your passion for your operation can assist you in a healthier bottom line. *(50 minutes)*

## **ETHICS (1900)**

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### **RI-1901 | Preventing, detecting, and deterring fraud and theft in your restaurant**

Experts agree that 5% of annual revenues are lost to fraud, but your restaurant does not have to be a victim. Learn how to identify, prevent, and deter common fraud schemes from a restaurateur-turned-forensic accountant. *(50 minutes)*

### **RI-1902 | International Internal Investigations: Practical Guidance on What Works and What to Avoid**

This session focuses on the challenges of conducting internal investigations into employee misconduct, fraud, theft, and corruption abroad, including building and managing competing stakeholder relationships; how to handle a high-volume of reports and simultaneous investigations; managing multinational resources; and ensuring team safety and security. *(50 minutes)*

### **RI-1903 | Developing a Comprehensive Ethics and Compliance Hotline Report Intake and Response Program**

This session will provide practical guidance on the development and implementation of an employee hotline report intake and response program, such as the selection of review and investigations resources, points to consider when reviewing each report, and the challenges and costs related to internal investigations. *(50 minutes)*

## **LEADERSHIP (2000)**

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### **RI-2001 | Who am I and how did I get here?**

We are all quite different as leaders and there clearly are many ways to get things done. Whether you are a CEO or a new manager, it is important to be focused on how you see yourself compared to how others see you. The people that you manage are also quite different from each other and therefore, it is up to you to adapt your message to maximize the productivity of your team and create a culture that works. It all starts with taking a look in the mirror. *(50 minutes)*

### **RI-2002 | Where am I going: The what's next approach**

Once you become a leader, you become accountable to others. Whether it is your team, your guests or your family and friends, you are being pushed and pulled every day. As you gain more confidence in yourself, how you project to others will have a lasting effect on the success you will have in the future. There are many times during your career that you find yourself at a crossroads. You have gotten to this point by working hard and doing the right thing, but what are you going to do now? *(50 minutes)*

### **RI-2003 | Bumps in the Road**

You are an experienced manager and most of the buttons you have pushed have been the right ones and things have been going well. It is possible that you have hit a wall now because of a multitude of factors, some that maybe you could have controlled and others that were out of your control. Regardless, you have hit some bumps and need to now open-up to potential adjustments. *(50 minutes)*

### **RI-2004 | The light at the end of the tunnel**

There are many times that you find yourself stuck in a hole and are having trouble getting out. You want an easy solution, but, in many cases, there is no easy solution. Your focus needs to be whether you are looking for a short-term or long-term result. Unfortunately, many leaders will find a quick way to get out of the hole, but will not get the hole patched and will therefore continue to fall into it. Patching things will ultimately lead to bigger issues in your world. *(50 minutes)*

**LEADERSHIP (2000) (CONTINUED)**

**RI-2005 | Full steam ahead**

Great leaders are always looking to the future. You should never downplay the successes you have had as this is part of who you are. It also is important to remember the failures and obstacles that you fought through and ultimately made it to the point you are today. The what's next approach will keep you motivated and moving forward. Stagnation often comes from being satisfied. (50 minutes)

## OUR SPEAKERS

Full biographies can be accessed at [www.RestaurantInstitute.com/speakers-bureau/](http://www.RestaurantInstitute.com/speakers-bureau/)



**Gary Gottfried**  
Speakers Bureau, Restaurant Institute  
and Director, Wine Preservation,  
Return On Ingredients®



**Juliette Gust, CFE**  
Speakers Bureau, Restaurant Institute  
and Founder & President, The Ethics Suite



**Mark Kelnhofer, CFBE, MBA**  
President & CEO of Return On Ingredients®,  
International Speaker, Author  
& Hospitality Educator



**Drew Patterson, CEC, CCA**  
Speakers Bureau, Restaurant Institute



**Bruce Reinstein**  
Speakers Bureau, Restaurant Institute  
and Strategic Advisor, Big Splash Advisors



**Angelica Sbai, CS, CSW**  
Director of Operations,  
Red Restaurant Group



**RESTAURANT  
INSTITUTE**

P.O. Box 2387  
WESTERVILLE, OH 43086-2387

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